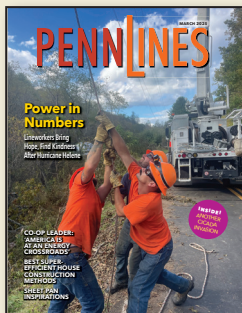


# PENN LINES

## 2026 MEDIA KIT





## WHO WE ARE

Published monthly by the Pennsylvania Rural Electric Association (PREA), the service organization for Pennsylvania's rural electric cooperatives, *Penn Lines* magazine serves as the flagship publication for cooperative communications efforts. With a circulation of more than 168,000 subscribers, *Penn Lines* magazine reaches homes and businesses in 42 Pennsylvania counties. Celebrating its 60th anniversary in 2026, *Penn Lines* magazine has a long and respected history with its readers.

## MISSION

In keeping with the principles of the cooperative business model, *Penn Lines* magazine serves to educate and inform its readers of issues and events affecting their communities and way of life.

## EDITORIAL FOCUS

For more than half a century, *Penn Lines* has served as the voice of rural Pennsylvania. Its in-depth reporting on issues affecting rural residents and their quality of life has earned *Penn Lines* an enduring and loyal readership. *Penn Lines* focuses on local communities and the people who live in them. Along with energy news and information, each issue is packed with feature stories, familiar columns, and reporting that speaks to life in rural Pennsylvania.

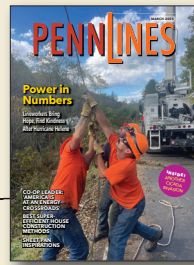
## SERVICE AREA

*Penn Lines* magazine is delivered each month to cooperative consumer-members through their local rural electric cooperative and to PREA associate members. In addition, the magazine is available at [www.prea.com/penn-lines-magazine](http://www.prea.com/penn-lines-magazine). Most important, each participating individual cooperative is represented in the magazine's center spread. Here, the readers learn about local cooperative news and events, as well as happenings in their communities and surrounding areas.

## PENNSYLVANIA RURAL ELECTRIC COOPERATIVE ORIGIN

As late as the mid-1930s, electricity was still out of reach for more than 90% of Pennsylvania's rural residents. Private power companies did not find it profitable to provide electricity to these areas, so rural residents banded together and provided their own electricity through community-based rural electric cooperatives. Since this rural electric service first began flowing in 1937, 13 Pennsylvania-based rural electric cooperatives have been formed and continue to provide safe, reliable, and affordable electric service to more than 238,000 rural homes and businesses.

# PENNLINES



## 2026 EDITORIAL CALENDAR\*

### JANUARY

*Penn Lines*: A Magazine for the Generations — **PLUS** — In the Beginning: Where *Penn Lines* Started and Where It's Going

### FEBRUARY

Power Hungry: What's Fueling the Data Center Boom? — **PLUS** — A Blast from the Past: Six Decades of *Penn Lines* Covers

### MARCH

Feeding Pennsylvania: Co-op Communities Deliver Help for the Hungry — **PLUS** — Over the Years: Photos from the *Penn Lines*' Archives

### APRIL

Born to Climb: When Line Work Runs in the Family — **PLUS** — Keeping the Lines Open: A Conversation Across Generations

### MAY

Road Tripping: Get Your Kicks on Route 6 — **PLUS** — 60th Anniversary Contest Winner: "Most Well-Traveled *Penn Lines*"

### JUNE

A Powerful Legacy: Allegheny Electric Cooperative Turns 80 — **PLUS** — 60th Anniversary Contest Winner: "Oldest *Penn Lines*"

### JULY

Living Historians: The People Who Keep Pennsylvania's Past Alive — **PLUS** — 60th Anniversary Contest Winner: "A Date with *Penn Lines*"

### AUGUST

Youth Tour: Where Are They Now? and 2026 Youth Tour Recap — **PLUS** — The Next Chapter: A Look at Life After *Penn Lines*

### SEPTEMBER

25 Years Later: The Guardians of Flight 93 — **PLUS** — Too Good to Forget: Recipes from Our Archives

### OCTOBER

A Battle for Survival: Inside the Movement to Bring Bats Back — **PLUS** — Love Under the Lights: Co-op Couples Reflect on Reaching a Milestone

### NOVEMBER

Miles to Medicine: Rural Areas Face Alarming Healthcare Gap — **PLUS** — We Asked, You Answered: *Penn Lines*' Reader Reflections

### DECEMBER

All Aboard: Railroad Adventures Deliver Holiday Cheer — **PLUS** — *Penn Lines*: The People Behind the Pages

#### Each issue contains these regular departments:

*Community Corner* - member engagement column  
*Cooperative Kitchen* - seasonal recipe column  
*Energy Matters* - energy news column  
*Keeping Current* - news and events column  
*Punch Lines* - humor column

*Smart Circuits* - home energy column

*Rural Roots* - rural living column

*Rural Reflections* - photo contest

**These departments are published on a rotating basis:**

*Outdoor Adventures* - outdoor and wildlife column

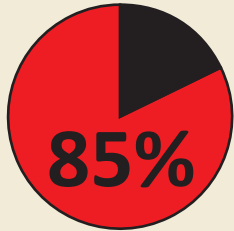
*Power Plants* - gardening column



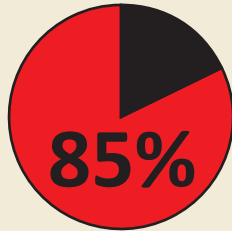
\*Subject to change

# PENNLINES

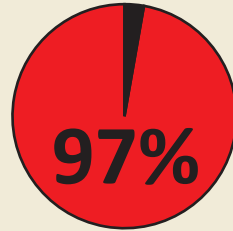
## PENNSYLVANIA READER SPOTLIGHT



Regular Readers of  
*Penn Lines*



Take Action as a  
Result of Reading  
*Penn Lines*



Readers Preferring  
to Read *Penn Lines* in  
Print vs. Online

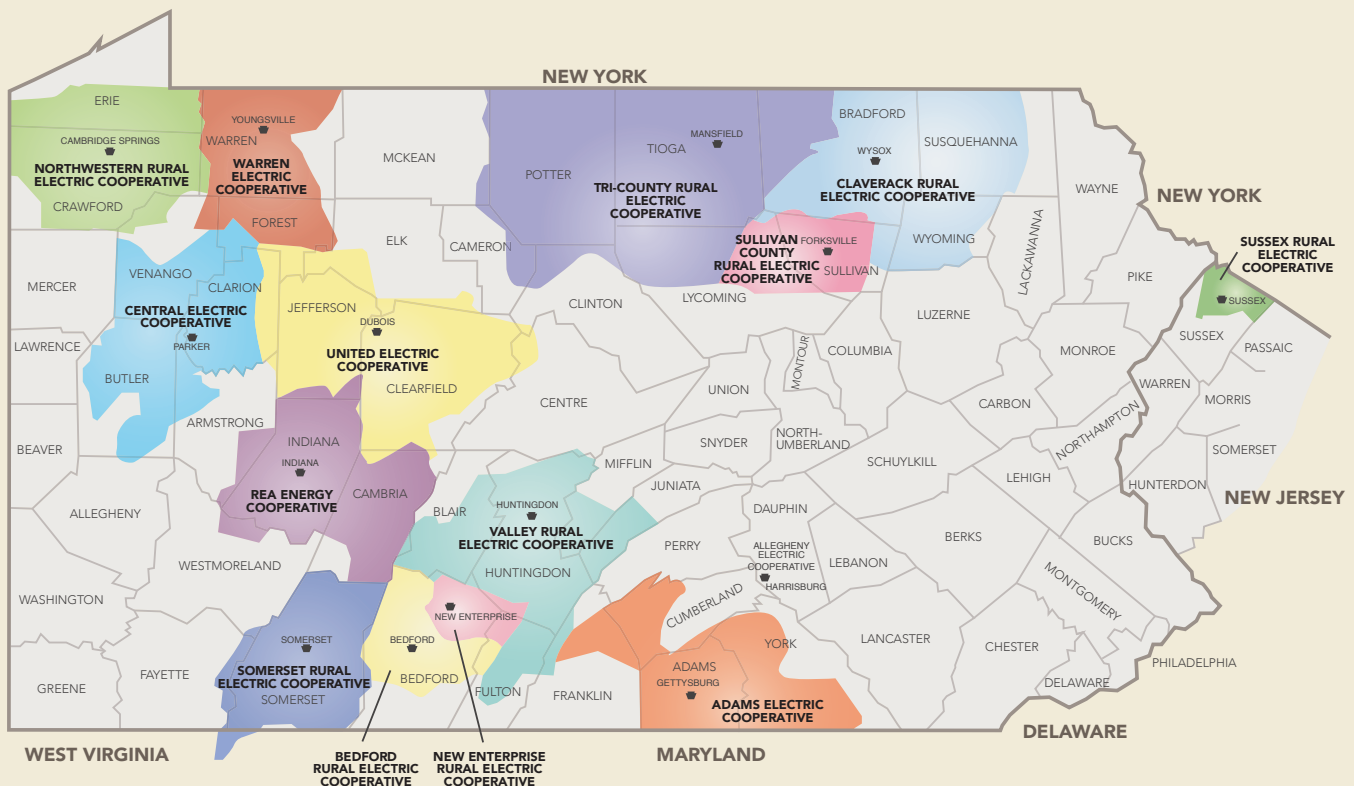


Annual Median  
Income: \$67,000

**CIRCULATION: 168,000**  
**TOTAL AUDIENCE: 502,000**

*Penn Lines* reaches homes and businesses  
in 42 Pennsylvania counties

## PENNSYLVANIA COOPERATIVE CIRCULATION AREAS\*



\*Central Electric Cooperative and Sussex Rural Electric Cooperative are not *Penn Lines* magazine participating members.

# PENN LINES

# 2025 Reader Demographics

### Gender

Male .....	56%
Female.....	44%

### Age

18-59 .....	24%
25-54 .....	16%
35-64 .....	35%
45-64 .....	31%
65 and over.....	63%

**Median Age: 68 years**

### Household Annual Income (From All Sources)

Under \$25,000.....	12%
\$25,000-\$29,999 .....	7%
\$30,000-\$39,999 .....	9%
\$40,000-\$49,999 .....	6%
\$50,000-\$59,999 .....	12%
\$60,000-\$74,999 .....	11%
Over \$75,000.....	44%

**Annual Median Income: \$67,000**

### Employment

Work full-time.....	28%
Work part-time .....	5%
Retired.....	64%
Not working (not retired).....	4%

### Household

Own primary residence .....	96%
Approx. size of primary residence (3-plus acres)...	45%
Own vacation/weekend home .....	25%

### Internet Access

Internet access at home .....	85%
No internet access at home .....	15%

### Type of Internet Connection

Broadband/high-speed internet access (not mobile)..	80%
Dial-up modem internet access.....	3%
Mobile broadband for computer/tablet/cellphone.....	22%

### Gardening & Landscaping

Owns a garden.....	59%
Owns a lawn mower, lawn/garden tractor, tiller, chainsaw or farm tractor .....	97%

### Livestock & Pets

Owns some type of animal.....	61%
Owns dogs.....	41%
Owns cats .....	36%

### Vehicle Ownership

Owns any vehicle.....	99%
Owns a pickup truck .....	62%
Owns a sport-utility vehicle .....	65%
Owns a car.....	52%
Owns an electric vehicle (EV).....	6%

### Readership

Average reading time .....	40 minutes
Read every issue .....	77%
Read three out of four issues (regular readers).....	85%
Average length of <i>Penn Lines</i> readership in years.....	18
Readers who prefer to read magazines, including <i>Penn Lines</i> , in printed magazine format .....	97%
Circulation.....	168,000

### Reader Action

Readers taking an action as a result of reading <i>Penn Lines</i> .....	85%
Readers who cut out or used a recipe.....	58%
Readers who saved articles/advertisements for future reference .....	35%
Readers who bought or ordered or recommended a product or service.....	20%
Readers who made home more energy efficient as a result of reading <i>Penn Lines</i> .....	26%
Readers who visited an advertiser's website as a result of reading <i>Penn Lines</i> .....	16%
Readers who shared an article with friends and/or family .....	47%

Data based on August 2025 study conducted by MRI-Simmons



# PENNLINES

## 2026 ADVERTISING DUE DATES / AD SPECIFICATIONS

ISSUE MONTH	AD CLOSE/ AD MATERIALS DUE
January 2026	11/14/2025
February 2026	12/15/2025
March 2026	1/14/2026
April 2026	2/13/2026
May 2026	3/16/2026
June 2026	4/17/2026
July 2026	5/15/2026
August 2026	6/16/2026
September 2026	7/15/2026
October 2026	8/14/2026
November 2026	9/14/2026
December 2026	10/14/2026
January 2027	11/16/2026
February 2027	12/16/2026

AD SIZE/SHAPE	SIZE (WIDTH X HEIGHT)
<b>FULL PAGE</b>	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
<b>FULL PAGE BLEED</b>	
Live Area	7" X 10"
Trim	8-1/4" X 10-7/8"
Bleed Size	8-1/2" X 11-1/8" (1/8" Bleed)
<b>2/3 Page</b>	4-3/4" x 9-5/8"
<b>1/2 Horizontal</b>	7-1/4" x 4-7/8"
<b>1/2 Vertical</b>	4-3/4" x 7-1/2"
<b>1/3 Horizontal</b>	4-3/4" x 4-7/8"
<b>1/3 Vertical</b>	2-1/4" X 9-7/8"
<b>1/6 Horizontal</b>	4-3/4" x 2-3/8"
<b>1/6 Vertical</b>	2-1/4" x 4-7/8"
<b>Three-Column Inch</b>	2-1/4" x 3"
<b>Two-Column Inch</b>	2-1/4" X 2"
<b>One-Column Inch</b>	2-1/4" X 1"

### ADVERTISING FILE REQUIREMENTS:

Digital files submitted in PDFx-1a format preferred. Other accepted file formats: JPG or EPS. Advertisements requiring typesetting or other work will be charged for all required services. Publisher is not responsible for any errors in keycodes or other type set by the publisher. Please see *Penn Lines* Digital Specifications for additional information.

### FOR MORE INFORMATION PLEASE CONTACT:

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 Advertising & Production Coordinator  
 michelle\_smith@prea.com  
 717-233-5704 • www.prea.com

# PENNLINES

## DIGITAL SPECIFICATIONS

### FILE FORMATS:

**PREFERRED:** PDF format. Save using the PDF/X-1a:2001 setting, the standard PDF format for high-end printing purposes

**ACCEPTABLE:** JPG

### DESIGN GUIDELINES:

#### TRANSPARENCIES

All transparencies must be flattened prior to ad file submission. Our digital guidelines require a PDF file to be created under the PDF/X1-a specification. The PDF/X1-a specification is the standard for the printing and publishing industry and is designed to provide the most reliable printed results possible. Because of the variables involved in transparency, transparency is not included in this specification and therefore all transparency must be flattened prior to submitting digital files. Transparency flattening is the process in which transparent objects are “flattened,” thereby combining the various layers into a single layer, but preserving the transparency of the objects. During flattening, the objects that are affected by transparency are examined by the application’s flattening engine and broken into separate elements. Some of these elements remain vectors and others are rasterized. Each file can be rendered differently, causing color shifts, rasterized type and artifacting (small white gaps between a vector and rastered object). Given these variables, flattening is a subjective process and therefore is important that designers flatten all files prior to submitting digital files.

#### COLORS

- All spot colors, including Pantone and RGB colors, *must* be converted to process (CMYK). RGB files should not be submitted
- The total ink density of any color must not exceed 290%

#### FONTS

To minimize possible registration problems, below are the recommended minimum type specifications for all ad files:

- Knockout type should be larger than 5pt and should only knockout of one or two colors. Type 5pt or smaller should overprint
- Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black
- Black type should always be set to 100K (100K, 40C for rich black) and set to overprint
- All vector elements within a file will be trapped to ensure proper registration. Type or other elements knocking out of continuous tone images are not trapped, and thus should be avoided
- Type must not have artificial styles applied in the page layout program; actual (bold or italic) font must be selected
- White/reverse type should be set to knockout, not overprint

#### PHOTOGRAPHIC/CONTINUOUS TONE IMAGES

- Images should be saved in JPG format
- The color space should be CMYK or grayscale, not RGB or spot color. Images in black & white ads must be grayscale
- The effective resolution of images should be between 250 and 400 dpi. Effective resolution is the resolution at which the image was scanned/created, divided by the scale at which it is used in your layout application. For example, an image scanned/created to an output resolution of 300 dpi and used at 75% would have an effective resolution of  $300 / 0.75 = 400$ . Images from the web are 72 dpi, RGB, and are not suitable for printing purposes

#### LINEWORK IMAGES

- Effective resolution should be a minimum of 300 dpi

#### VECTOR ARTWORK

- Fonts should be converted to outlines (preferred) or embedded

#### FOR MORE INFORMATION PLEASE CONTACT:

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