

IOWA

Living

MAGAZINES

THE MOST-READ LOCAL MAGAZINES IN THE MARKET.



Our readers are your
best customers.

2026

media GUIDE

8101 Birchwood Court, Suite D, Johnston, Iowa 50131
515-953-4822 | www.iowalivingmagazines.com



about us

ALL ABOUT YOUR COMMUNITY

Each Iowa Living magazine is a free, lifestyle publication that is distributed monthly in each community, group of communities or neighborhood. Choose from 14 customized publications in central Iowa.

Local content drives readership and, ultimately, advertising results. Our magazines cut through the clutter because they are unique and relevant in a hyper-local way.

Our cover stories focus on local subjects and how they specifically relate to residents. We feature individuals and families and publish their perspectives in ways that are informative for all. The cover photos typically feature residents, and the inside pages are heavy with photos for an easy read.

In addition, a number of regular editorial features are included in the magazine including education, faith, finance, community photos, things to do, real estate, health, fitness, recipes and more.

QUICK FACTS

- Published monthly** – Iowa Living magazines are distributed once a month (check schedule for week of delivery in each community).
- 14 central Iowa editions** – Altoona, Ankeny, Johnston, Grimes/Dallas Center, Waukee, Adel/De Soto/Minburn, West Des Moines (Jordan Creek), Norwalk/Cumming, Winterset, Bondurant, North Polk, Urbandale, Clive and Indianola.
- Readers** – All 14 magazines combined have more than 150,000 in monthly distribution, reaching more than 165,197 readers.
- Customized delivery** – Distribution is saturation mail to all residences, and all are available for free in full digital formats — including all advertising — at www.iowalivingmagazines.com.
- Upscale, magazine format** – Gloss cover pages, hi-brite newsprint inside.
- Locally owned** — The Iowa Living magazines are part of Big Green Umbrella Media, owned and operated locally by Shane Goodman.

Audited circulation & readership



HOW DO READERS RESPOND TO ADS IN THE LIVING MAGAZINES?



CONTACT US

Big Green Umbrella Media
8101 Birchwood Court, Suite D
Johnston, Iowa 50131
515-953-4822
www.iowalivingmagazines.com

* Source: Circulation
Verification Council
2024 audit report



2026 advertising rate card

Choose from 14 customized publications in central Iowa — one for each community, group of communities or neighborhood. Distribution is saturation mail to all residences, and all are available for free in full digital formats — including all advertising — at www.iowalivingmagazines.com.



Paper stock includes gloss covers, with hi-brite newsprint on the inside.

The readership of these magazines is unmatched, reaching individuals in more than eight out of 10 households. Each magazine is packed with local stories and photographs, as well as advertising from local businesses. And, most importantly, 67% of our readers say they purchase products and services from ads seen in our magazines.

Rates effective Jan. 1, 2026

• Ankeny (34,929)	Newsprint	1x	3x	6x	12x
• Urbandale (20,777)	Full page	\$2,598	\$2,399	\$2,199	\$2,000
	Half page	\$1,655	\$1,504	\$1,351	\$1,198
	Quarter page	\$1,048	\$952	\$846	\$753
	Eighth page	\$704	\$648	\$599	\$552
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Premium					
	Full page	\$3,714	\$3,427	\$3,142	\$2,856

• Altoona (10,211)	Newsprint	1x	3x	6x	12x
• Indianola (8,783)	Full page	\$1,798	\$1,598	\$1,401	\$1,198
• Johnston (10,794)	Half page	\$1,351	\$1,198	\$1,048	\$905
• Waukee (15,459)	Quarter page	\$905	\$800	\$693	\$599
• West Des Moines (Jordan Creek) (8,027)	Eighth page	\$552	\$494	\$447	\$400
• Clive (8,116)	<hr/>				
Premium					
	Full page	\$2,381	\$2,140	\$1,905	\$1,619

• Adel (4,645)	Newsprint	1x	3x	6x	12x
• Grimes/ Dallas Center (8,801)	Full page	\$1,598	\$1,401	\$1,198	\$999
• Norwalk/Cumming (8,187)	Half page	\$1,048	\$905	\$753	\$599
• Winterset (3,821)	Quarter page	\$693	\$599	\$494	\$400
	Eighth page	\$447	\$400	\$352	\$304
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Premium					
	Full page	\$1,905	\$1,667	\$1,411	\$1,188

• Bondurant (3,998)	Newsprint	1x	3x	6x	12x
• North Polk (3,877)	Full page	\$1,006	\$884	\$762	\$632
	Half page	\$782	\$681	\$566	\$454
	Quarter page	\$467	\$406	\$335	\$273
	Eighth page	\$367	\$332	\$290	\$252
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Premium					
	Full page	\$1,157	\$1,015	\$877	\$728

BUY MORE AND SAVE!	
1 community	full price
2-5 communities	25% off
6-12 communities	40% off
14+ communities	50% off

*First magazine always at full price

SIZING	
Size	Dimensions (width x height)
Full (bleed)	8.625" x 11.25"
Full page (no bleed)	7.5" x 9.81"
Center spread (bleed)	16.75" x 11.25"
Half page horizontal	7.5" x 4.82"
Half page vertical	3.66" x 9.81"
Quarter page	3.66" x 4.82"
Eighth page	3.66" x 2.32"
Trim	8.125" x 10.75"

All ads include full color

LIVING WEEKLY PICK UP RATES

AD SIZE	Available in Adel, Johnston and Polk City
Full Page 5.8985" w x 7.7" t	\$54/wk.* (\$216 = 4 weeks minimum)
Half Page 2.68" w x 7.16" t OR 6.2" w x 3.6" t	\$48/wk.* (\$192 = 4 weeks minimum)
Quarter Page 2.68" w x 3.52" t	\$43/wk.* (\$172 = 4 weeks minimum)
Eighth Page 2.684" w x 1.69" t	\$37/wk.* (\$148 = 4 weeks minimum)

* Advertiser must be on a Living magazines contract and ad must run as-is from the Living magazine. No changes. Ads will be reduced slightly in size. Ads must run a minimum of 4 consecutive weeks.



2026 magazine schedule

Adel, Johnston and Winterset Living Magazines

(DISTRIBUTES 1ST WEEK OF MONTH)

Distribution Date	Magazine Deadline
January 1, 2026	December 17, 2025
February 5, 2026	January 21, 2026
March 5, 2026	February 18, 2026
April 2, 2026	March 18, 2026
May 7, 2026	April 22, 2026
June 4, 2026	May 20, 2026
July 2, 2026	June 17, 2026
August 6, 2026	July 22, 2026
September 3, 2026	August 19, 2026
October 1, 2026	September 16, 2026
November 5, 2026	October 21, 2026
December 3, 2026	November 18, 2026

Norwalk, Indianola, and West Des Moines (Jordan Creek) Living Magazines

(DISTRIBUTES 2ND WEEK OF MONTH)

Distribution Date	Magazine Deadline
January 8, 2026	December 24, 2025
February 12, 2026	January 28, 2026
March 12, 2026	February 25, 2026
April 9, 2026	March 25, 2026
May 14, 2026	April 29, 2026
June 11, 2026	May 27, 2026
July 9, 2026	June 24, 2026
August 13, 2026	July 29, 2026
September 10, 2026	August 26, 2026
October 8, 2026	September 23, 2026
November 12, 2026	October 28, 2026
December 10, 2026	November 25, 2026

Ankeny, Grimes/Dallas Center, Urbandale and North Polk Living Magazines

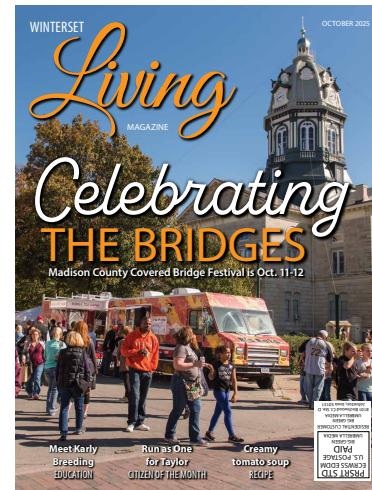
(DISTRIBUTES 3RD WEEK OF MONTH)

Distribution Date	Magazine Deadline
January 15, 2026	December 31, 2025
February 19, 2026	February 4, 2026
March 19, 2026	March 4, 2026
April 16, 2026	April 1, 2026
May 21, 2026	May 6, 2026
June 18, 2026	June 3, 2026
July 16, 2026	July 1, 2026
August 20, 2026	August 5, 2026
September 17, 2026	September 2, 2026
October 15, 2026	September 30, 2026
November 19, 2026	November 4, 2026
December 17, 2026	December 2, 2026

Altoona, Waukee, Bondurant and Clive Living Magazines

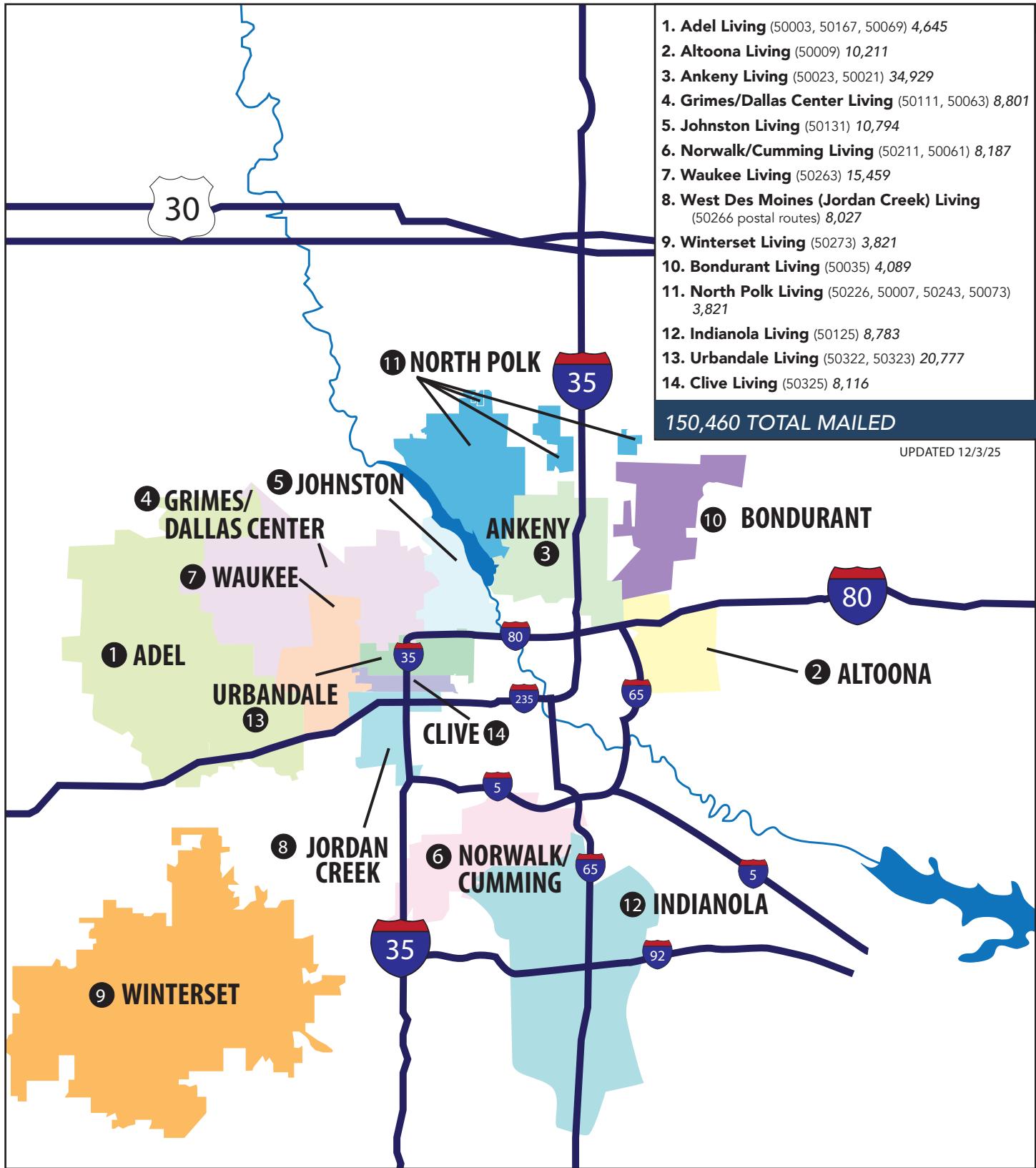
(DISTRIBUTES 4TH WEEK OF MONTH)

Distribution Date	Magazine Deadline
January 22, 2026	January 7, 2026
February 26, 2026	February 11, 2026
March 26, 2026	March 11, 2026
April 23, 2026	April 8, 2026
May 28, 2026	May 13, 2026
June 25, 2026	June 10, 2026
July 23, 2026	July 8, 2026
August 27, 2026	August 12, 2026
September 24, 2026	September 9, 2026
October 22, 2026	October 7, 2026
November 26, 2026	November 11, 2026
December 24, 2026	December 9, 2026



distribution map

IOWA
Living
MAGAZINES



contact us for results

Let us help you accomplish your business goals with advertising that reaches the most desirable demographics with news and information that no other publication can deliver — and all at an affordable price that includes both print and digital editions. Contact us today for more information and ideas on how to take your business to the next level.



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Johnston



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Winterset



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West Des Moines (Jordan Creek), Waukee, Norwalk



TAMI THOMPSON

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Altoona, Bondurant

ASK ABOUT THESE NICHE PUBLICATION OPPOTUNITIES!

Urbandale Source
Dallas County Tourism Guide
Valley Sports Guide
Saylorville Guide
Johnston Chamber Directory
Clive Chamber Guide
Altoona Chamber Directory
Winterset Map

Norwalk Source
Urbandale Chamber Guide
Adel Chamber Directory
Madison County Guide
Grimes Chamber Directory
Bondurant Guide
Waukee Source
Polk City Source

Ankeny Source
Carlisle Chamber Directory
ADM Sports Program
Winterset Sports
Indianola Source
Beaverdale Source
Iowa Living Magazine Calendars

