

**Business Name:** **Cooperative Living Magazine**  
(Published By the Association of Electric Cooperatives)

**Business Address:** 4201 Dominion Blvd.  
Glen Allen, VA 23059

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**Business Web Site:** www.co-opliving.com

**Business Classification:** Advertising and Fundraising

**A brief summary of your business and its products and services.** *Cooperative Living* is the membership magazine of Virginia's electric cooperatives. Published continuously since 1946, each issue of *Cooperative Living* is mailed to over 380,000 families throughout the Commonwealth – the largest circulation of any publication in Virginia.

**Ideal customer profile?** Real Estate developments ,Healthcare , Direct Respond products, Travel Destinations. Statewide campaigns environmental, health ,education.

**What makes a good prospect for your business?** Any business that wants to grow. Advertising is the first thing companies want to cut in a down economy but stats have proven companies that continued to advertise came out ahead in overall sales.

**Some information on your background.** 6 years of print advertising experience .16 years working in fundraising/sales.

**Other:** Focus on customer service giving the client the best service .