



# THE STOUFFER REPORT

**Senator Bill Stouffer**  
**Capitol Building, Room 332**

**Senate District 21**  
**Jefferson City, MO 65101**

**For the Week of:**  
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## Mid-Missouri Magazine Brings *Life* to Constituents

There are numerous publications available to Missourians that depict several aspects of our state. Many state agencies produce their own publications. For example, the Missouri Department of Conservation's [\*Missouri Conservationist\*](#) informs citizens about forestry, fisheries, and wildlife conservation across the state.

Urban and rural areas of our state also produce a wide variety of publications. [\*KC Magazine\*](#) provides Kansas Citians a source for news, food, design, business, and fashion in the metro area. [\*Rural Missouri\*](#) brings features and informative articles to more than 400,000 members of Missouri's electric co-ops. And [\*Missouri Ruralist\*](#) tells agriculture's story by analyzing and presenting vital and accurate information to readers.

One particular publication is produced right in the heart of Mid-Missouri. [\*MissouriLife\*](#) explores the unique qualities of our state, including its diverse people and places from our past and present. The magazine is written, produced, and printed in Boonville. The husband and wife team, Greg and Danita Allen Wood, started the company nine years ago.

Since the company revived the magazine in 1999, the publication has experienced a steady growth in paid circulation and renewal rates and advertising revenues have steadily risen. The bi-monthly, full-color glossy magazine has a circulation of 20,000. *MissouriLife* has won numerous awards, including a Gold Award for a travel feature, a Bronze Award for art direction, several International and Regional Magazine Association Awards of Merit, as well as several Missouri Tourism Department awards.

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According to Circulation Management (CM), a comprehensive and authoritative source on trends and developments affecting magazine circulation management, the number of audited (industry regulated) magazine titles continues to fall. The number of audited paid consumer magazines in the first half of 2007 declined to 562 — down from 579 a year ago, 592 two years ago, and 645 in the first half of 2000. In the last seven years, the number of audited paid consumer titles has fallen nearly 13 percent.

During a time where magazine circulation is declining, I am happy to report that *MissouriLife* is growing and able to continue carrying on the many benefits our state has to offer. The magazine emphasizes the qualities that make our state a great place to live and visit and covers an extensive list of categories including arts and crafts, creative cuisine, homes and gardens, museums, and state symbols.

*MissouriLife* provides rich and vast information about our state, and I always walk away learning more. You can sign up for a subscription online and subscriptions can even be given as gifts. Copies of the publication can most likely be found at Barnes and Noble, Borders, Walden, B. Dalton, or your local library. *MissouriLife* also maintains a Web site at [www.missourilife.com](http://www.missourilife.com).

For more information about Missouri publications or if you have questions or comments about any other issue, please call my office toll free (866) 768-3987 or send me an e-mail at [bstouffer@senate.mo.gov](mailto:bstouffer@senate.mo.gov).

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