

NORTH CAROLINA FIELD AND FAMILY

ncfieldfamily.org



2018 MEDIA KIT

Print • Digital • Online



NORTH CAROLINA FIELD AND FAMILY[®]

Our readers include North Carolina Farm Bureau members comprised of rural residents, suburbanites and city dwellers seeking information to enhance their way of living. Through this quarterly magazine, harness the buying power of our diverse readership in lucrative markets such as food, travel, agriculture, home and garden, and local lifestyle. *North Carolina Field and Family* strives to connect all consumers, from the Mountains to the Piedmont to the Coast, with the food they eat and the North Carolina farmers who grow it. Reach a desirable market of active consumers through the beautiful pages of this award-winning publication.

Our readers' interests are propelled by:

**Food & Recipes | Travel & Events | Home & Garden
Farms & Agritourism | North Carolina Living**



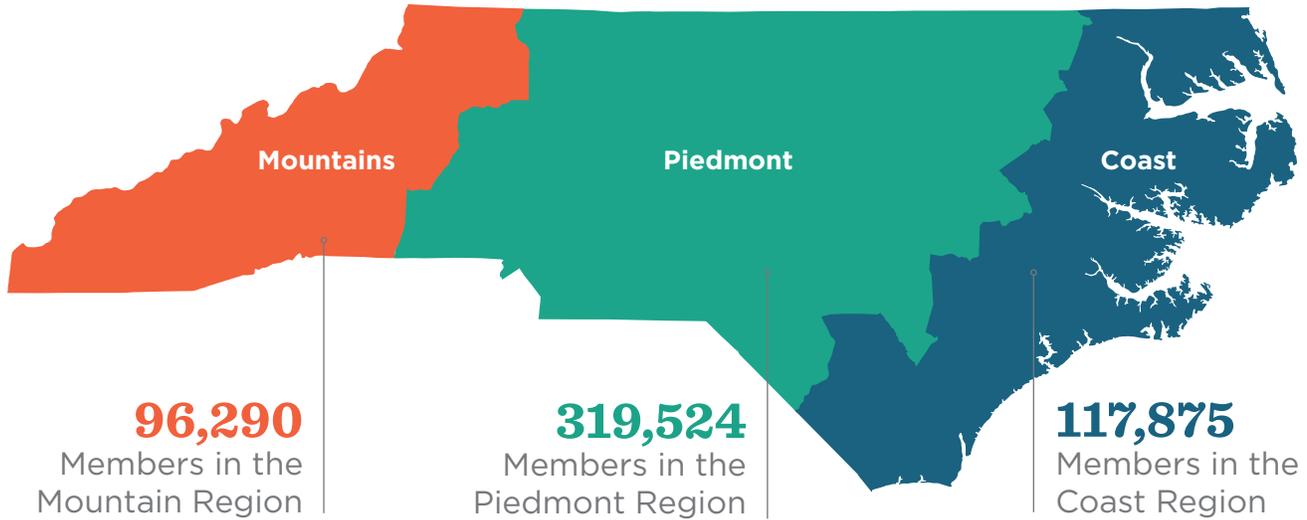
Advertise your brand to the living rooms, kitchens, fields, gardens, computers and smartphones of more than 525,000 North Carolina residents.

“I just finished reading the N.C. Field and Family magazine. I was impressed with how nicely it was presented and the family articles.”

“Thank you for your publication, N.C. Field and Family. I enjoy reading about agriculture, especially local agriculture, and I thoroughly enjoy new recipes like those in this fall’s printing for soups and apples.”

“Keep up the good work, we enjoy reading about farming and all the additional information as well.”

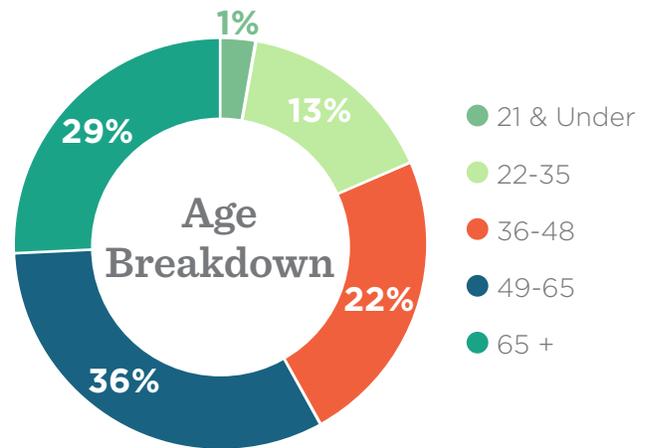
NORTH CAROLINA FARM BUREAU MEMBERSHIP



North Carolina Field and Family serves more than

525,000
households.

The audience encompasses **38,000** farmer members and more than **492,000** urban, suburban and rural readers who are Farm Bureau members through their insurance.



♂ 57% MALE **♀ 43% FEMALE**





Print Magazine

North Carolina Field and Family connects members of the North Carolina Farm Bureau Federation to North Carolina's rural lifestyle, gardening tips, travel, events, farm-fresh recipes and more.



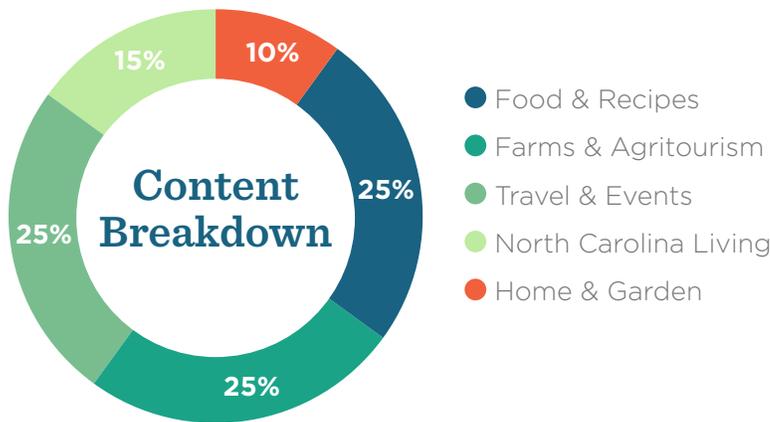
Digital Magazine

Viewable on both Apple and Android devices, the digital version is perfect for readers on the go, with the same high-quality content as the print version. Share with anyone, anywhere.



Website

Reach an audience of engaged online readers who seek interesting stories, photo galleries, videos, and a digital magazine centered around North Carolina and country living.



- Food & Recipes
- Farms & Agritourism
- Travel & Events
- North Carolina Living
- Home & Garden

Digital Fast Facts

64K unique visitors
per year and growing

115K pageviews *per year*

55% increase in traffic
year-over-year

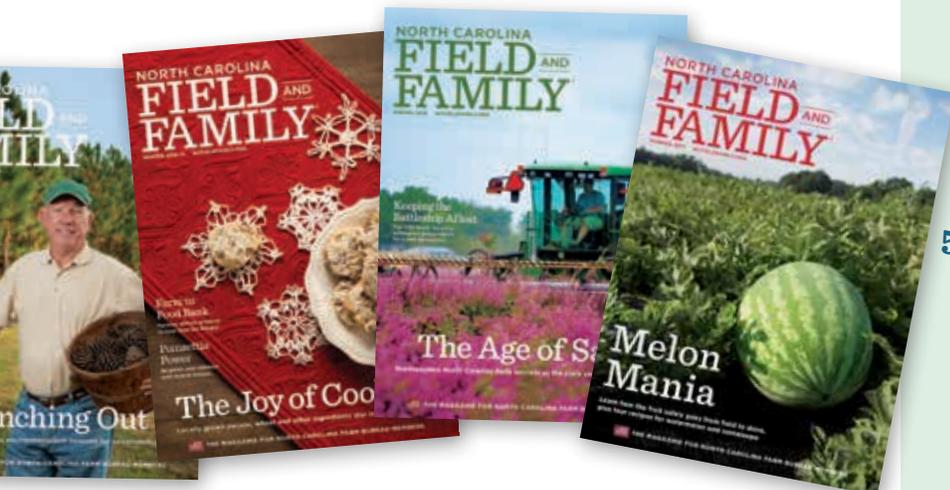
Engaged audience
visits **3.2 pages** *per visit*

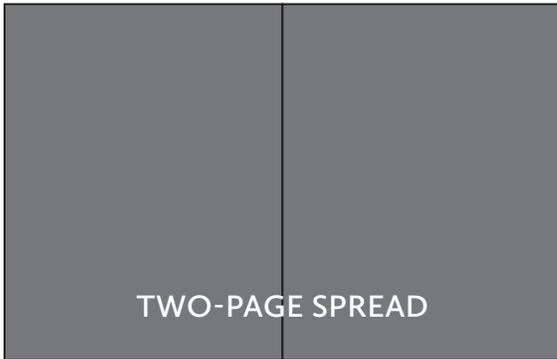
Organic search drives
more than 52% of traffic

57.5% of web visitors are *female*

58% of web audience is
ages 35-64

Based on 2015-16 traffic





TWO-PAGE SPREAD

Two-Page Spread

*Bleed: 15.75" w x 10.75" h
Trimmed to: 15.5" w x 10.5" h
Live area: 15" w x 10" h
(.25" gutter on each side)



FULL-PAGE BLEED

Full Page

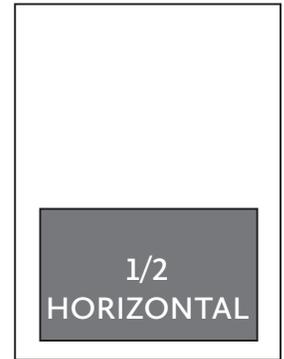
*Bleed: 8" w x 10.75" h
Trimmed to: 7.75" w x 10.5" h
Live area: 7.25" w x 10" h



BACK COVER

Back Cover

*Bleed: 8" w x 8.125" h
Trimmed to: 7.75" w x 8" h
Live area: 7.25" w x 7.75" h
(doesn't trim on top)
Special size to accommodate mailing address and indicia.



1/2 HORIZONTAL

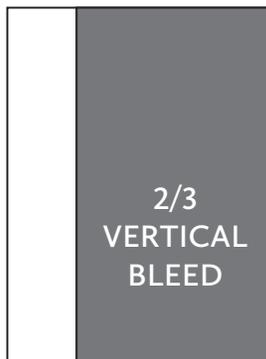
1/2 Horizontal
6.75" w x 4.5" h



FEATURE JUMP

Feature Jump

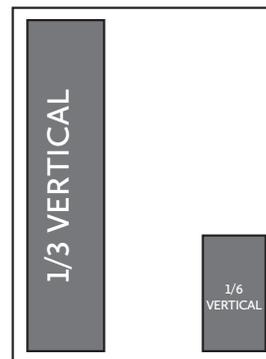
*Bleed: 15.75" w x 5.25" h
Trimmed to: 15.5" w x 5.125" h (doesn't trim on top)
Live area: 15" w x 4.875" h (.25" gutter on each side)



2/3 VERTICAL BLEED

2/3 Vertical Bleed

Bleed: 5.1875" w x 10.75" h
Trimmed to: 4.9375" w x 10.5" h
Live area: 4.1875" w x 9.75" h



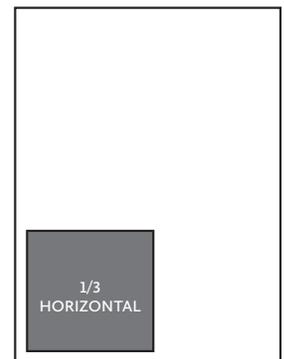
1/3 VERTICAL

1/3 Vertical

2.125" w x 9.5" h

1/6 Vertical

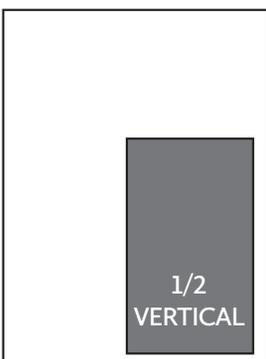
2.125" w x 4.5" h



1/3 HORIZONTAL

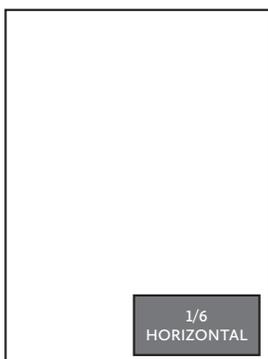
1/3 Horizontal

4.4375" w x 4.5" h



1/2 VERTICAL

1/2 Vertical
4.4375" w x 6.5" h



1/6 HORIZONTAL

1/6 Horizontal
4.4375" w x 2.1875" h

Only a full-page ad guarantees exclusivity on the page.

**Set your document up to the bleed size, keeping all images/text in live area.*





Online Display Ad Placement

Sizes and Placement:

- | | |
|--|--|
| <p>1 Super Leaderboard (970x90)
Tablet Leaderboard (728x90)
Mobile Leaderboard (320x50)
<i>Three Creatives Required</i></p> | <p>2 Top Medium Rectangle (300x250)</p> <p>3 Bottom Medium Rectangle (300x250)</p> |
|--|--|

Website Section Sponsorship

Exclusive branding in one of the following categories:

Farm

- Farm Life
- Animals & Livestock
- Crops & Forestry

Food

- Recipes
- Made in N.C.

N.C. Living

- On the Local Level
- History
- NCFB News
- Jokes

Travel

- Attractions
- Events
- Outdoors

Sizes and Placement:

- 1** Super Leaderboard for desktop (970x90), tablet (728x90) and mobile (320x50)
- 2** Top Medium Rectangle (300x250)
- 3** Bottom Medium Rectangle (300x250)

Digital Magazine Sponsorship

Exclusive branding for all digital magazines past and present

Sizes and Placement:

- Super Leaderboard (970x90)
- Expanded Super Leaderboard (970x415)
- Tablet Leaderboard (728x90)
- Mobile Leaderboard (320x50)
Four Creatives Required

For more info:
email ads@jnlcom.com or visit
the Ad Resource Center at:
farmflavormedia.com/ads

Supplied Files Policy

- Farm Flavor Media is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by Farm Flavor Media due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Proofing Policy

- We do not provide a proof for ads submitted digitally. It is understood that the files are set up as the advertiser intended, were approved prior to submission and will output as supplied.
- Please supply a color proof for content reference.
- SWOP preferred.

****Please note:** The quality of materials is the responsibility of the supplier.**

Submitted Print Ads

- Submit as a high-resolution PDF (PDF/X-1a).

Rich Media/ Animated Online Ads

- **Required Files:** All ad units must be submitted in HTML 5 or Animated GIF formats. No Flash allowed.
- Size Requirements: No larger than 150K
- Max Length: 15 sec max length
- Max Rotation: 3 rotations max
- 3rd Party Click Tracking: May include click tracking 1x1 pixel or code embedded in HTML5 script

Static Online Ads

- **Required Files:** All ad units must be submitted in JPEG or PNG formats.
- Size Requirements: No larger than 50K
- 3rd Party Click Tracking: May include click tracking 1x1 pixel

All ads should be high impact with a strong call-to-action. The publisher reserves the right to ask for resubmission if creatives do not fit these requirements.

3rd Party click trackers/controlling measurements are allowed. Please notify your sales contact if you intend to use a 3rd party click tracker so we can properly integrate the tracking mechanism and ensure proper delivery of your campaign.

FTP

<http://www.jnlcom.com/ftp>

Username: ads

Password: client

- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

Email

- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Include business name, magazine name and ad size in your email message.
- Email to ads@farmflavormedia.com.

Disks

- We accept Mac-formatted CDs/DVDs. Please email all PC-formatted files.
- We hold supplied disks until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6 to 8 weeks after publication for a returned disk.



**** Please note:** The accuracy and quality of materials is the responsibility of the supplier. Please proofread your ad before submission.**

NORTH CAROLINA FIELD AND FAMILY

ISSUE	EDITORIAL HIGHLIGHTS*	CLOSING DATE AND ADVERTISING MATERIALS DUE	IN HOMES
SPRING 2018	<ul style="list-style-type: none"> • Flower Farms • Farmers & the Environment • Travel: Caldwell County • Recipes: Tailgating 	12/8/17	3/7/18
SUMMER 2018	<ul style="list-style-type: none"> • Women in Agriculture • Farmer Veterans • Travel: Pitt County • Recipes: Fresh Summer Supper 	3/8/18	6/7/18
FALL 2018	<ul style="list-style-type: none"> • Autumn Agritourism • Rural N.C. Travel • Fall on the Farm • Healthy Harvest Recipes 	6/8/18	9/7/18
WINTER 2018-19	<ul style="list-style-type: none"> • Farm Family Profile • Local N.C. Gift Ideas • Holidays in the Mountains • Nutritious Christmas Recipes 	9/8/18	12/7/18




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MEDIA

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