

NORTH CAROLINA FIELD AND FAMILY

NCFIELDFAMILY.ORG

2020 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 560,000 NORTH CAROLINA RESIDENTS.

"I have to tell you that I really love the magazine. My wife and I can't wait for each edition. My family has been members of Farm Bureau for generations and in several different states. We are proud of our continuing affiliation."

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

"I wanted to write and say how much I enjoy reading your magazine when I receive it. I have car insurance with Farm Bureau, which is why I'm on your mail list, and this is a great benefit."

NORTH CAROLINA FARM BUREAU MEMBERSHIP

MOUNTAINS
100,850

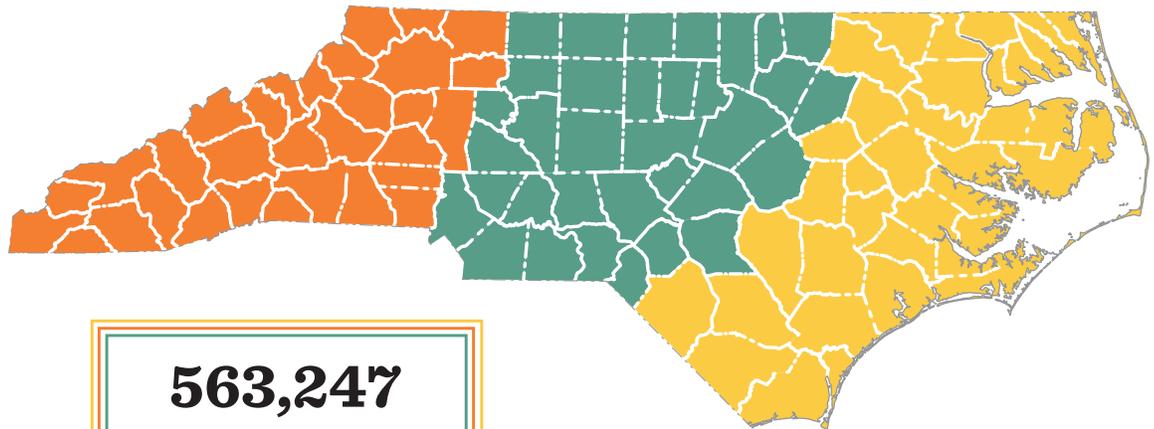
MEMBERS IN THE
MOUNTAIN REGION

PIEDMONT
344,365

MEMBERS IN THE
PIEDMONT REGION

COAST
118,212

MEMBERS IN THE
COAST REGION



563,247
MEMBERS TOTAL
IN NORTH CAROLINA

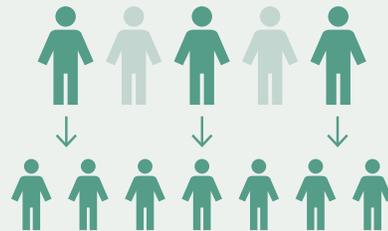
Reader Study 2018

The typical recipient has read or looked through all four of the last four issues.

95%  Nearly all recipients at least skim a typical issue.

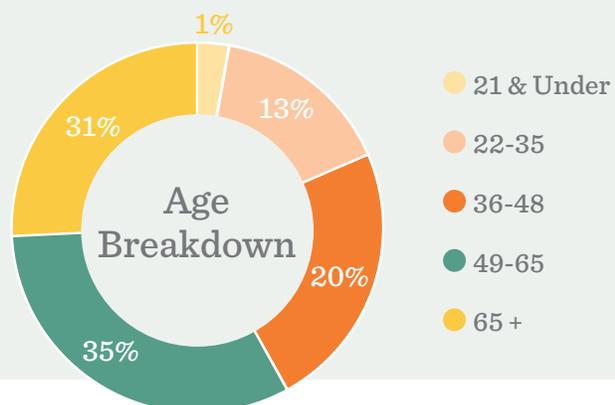
67%  More than two-thirds read about half or more of a typical issue.

Three in five pass their issues along to at least one other person, greatly expanding the publication's reach.



70% of readers support an advertiser, discuss the magazine with others, visit a destination, make a recipe or use a product as a result of reading the publication.

The audience encompasses more than **36,000** farmer members and more than **527,000** urban, suburban and rural readers who are Farm Bureau members through their insurance.





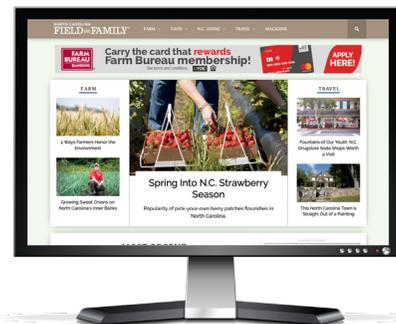
Print Magazine

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.



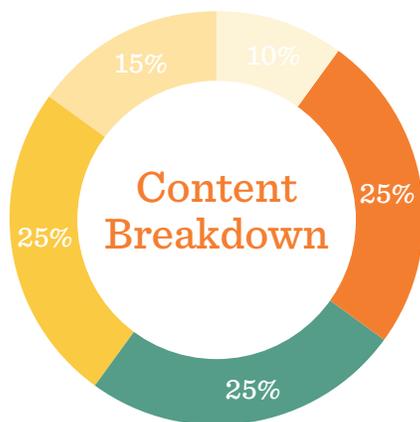
Digital Magazine

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

130K unique visitors
per year and growing

380K pageviews *per year*

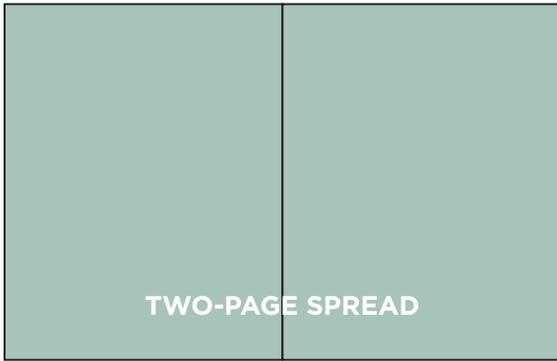
Engaged audience
visits **3 pages** *per visit*

Organic search drives
more than **67%** of traffic

60% of web visitors are *female*

Based on 2018-19 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

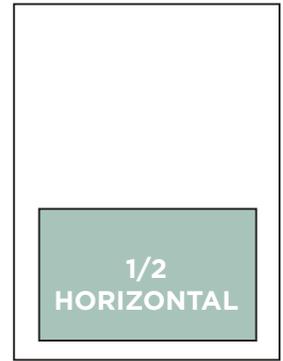
*Bleed: 8" w x 10.75" h
Trimmed to: 7.75" w x 10.5" h
Live area: 7.25" w x 10" h



BACK COVER

BACK COVER

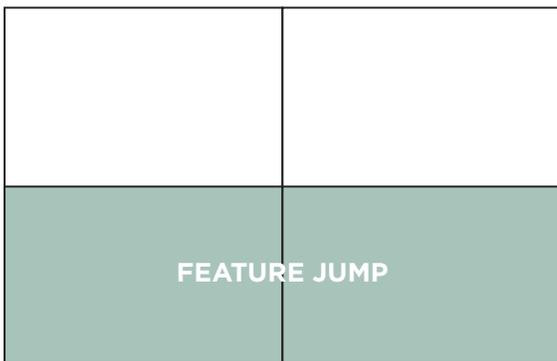
*Bleed: 8" w x 8.125" h
Trimmed to: 7.75" w x 8" h
Live area: 7.25" w x 7.75" h
(doesn't trim on top)
Special size to accommodate mailing address and indicia.



1/2 HORIZONTAL

1/2 HORIZONTAL

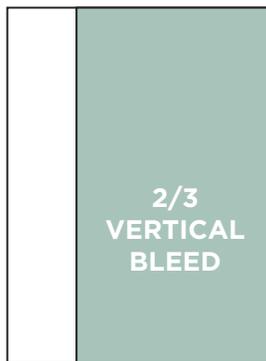
6.75" w x 4.5" h



FEATURE JUMP

FEATURE JUMP

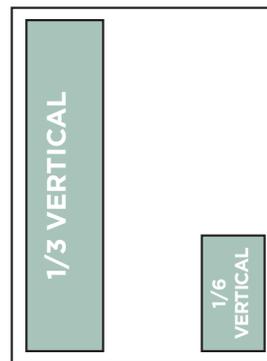
*Bleed: 15.75" w x 5.25" h
Trimmed to: 15.5" w x 5.125" h (doesn't trim on top)
Live area: 15" w x 4.875" h (.25" gutter on each side)



2/3 VERTICAL BLEED

2/3 VERTICAL BLEED

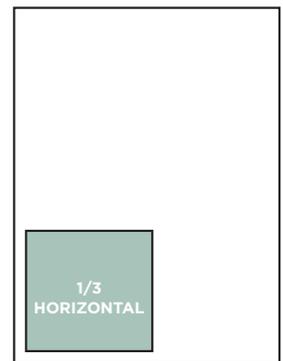
Bleed: 5.1875" w x 10.75" h
Trimmed to: 4.9375" w x 10.5" h
Live area: 4.1875" w x 9.75" h



1/3 VERTICAL

1/3 VERTICAL

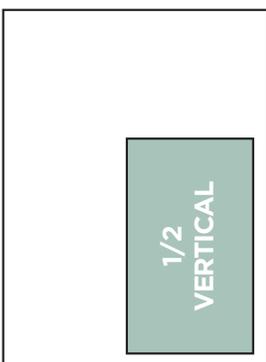
2.125" w x 9.5" h
1/6 VERTICAL
2.125" w x 4.5" h



1/3 HORIZONTAL

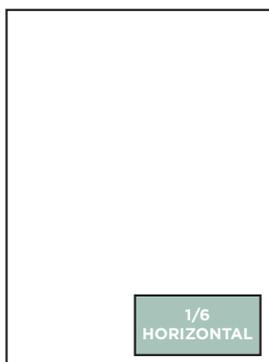
1/3 HORIZONTAL

4.4375" w x 4.5" h



1/2 VERTICAL

1/2 VERTICAL
4.4375" w x 6.5" h



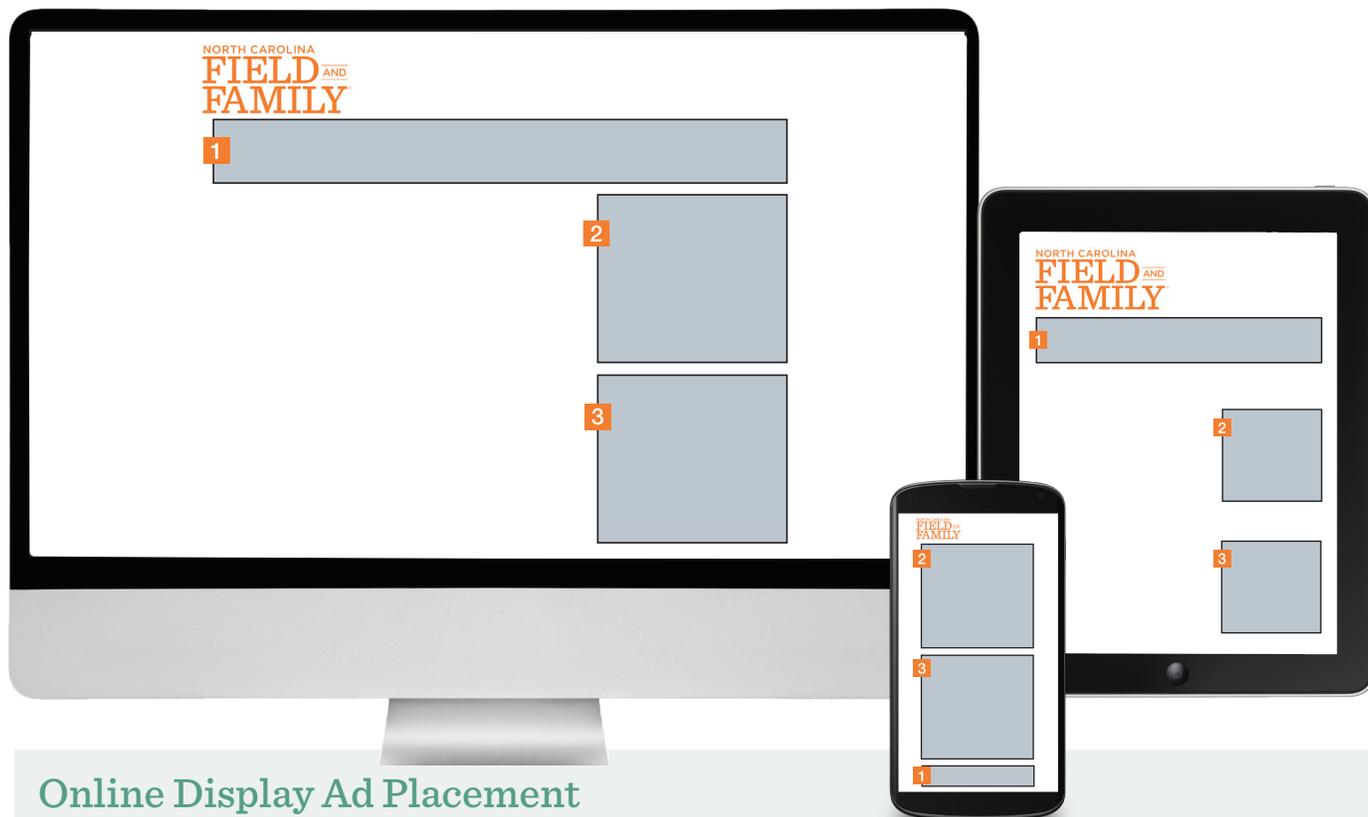
1/6 HORIZONTAL

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:

- 1 Super Leaderboard (970x90)
Tablet Leaderboard (728x90)
Mobile Leaderboard (320x50)
- 2 Top Medium Rectangle (300x250)
- 3 Bottom Medium Rectangle (300x250)

Three Creatives Required

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

(Not pictured)

Exclusive branding for all digital magazines past and present

SIZES AND PLACEMENT:

- Super Leaderboard (970x90)
- Bottom Floating Banner (970x90)
- 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.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a .25" rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- 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

- Formats: HTML5 or animated GIF
Visit <https://www.farmflavormedia.com/html5> for information on how to set up your HTML5 ad. Note its html file must be named index.html
- 300 dpi resolution preferred
- GIF files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately
- 3rd-party click tracking: May include 1x1 counting pixel or code embedded in HTML5 script

Static Online Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
300 dpi resolution preferred
Agency script must use https, not http
No larger than 200KB
3rd-party click tracking: May include 1x1 counting pixel

FTP

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

Username: ads

Password: client

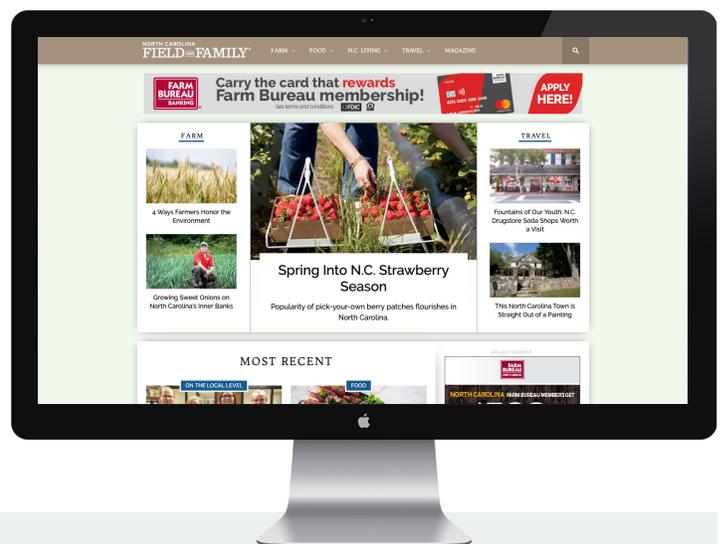
- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

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®

CLOSING DATE AND
ADVERTISING
MATERIALS DUE IN HOMES

ISSUE	EDITORIAL HIGHLIGHTS*	CLOSING DATE AND ADVERTISING MATERIALS DUE	IN HOMES
FALL 2019	<ul style="list-style-type: none"> • Hurricane Recovery • Agritourism: Alpaca Farms • Travel: Lexington • Recipes: Apples for Breakfast 	6/7/2019	9/7/2019
WINTER 2019-20	<ul style="list-style-type: none"> • Christmas Tree Farms • Native American Art • Travel: N.C. Transportation Museum • Recipes: Coffee 	9/6/2019	12/5/2019
SPRING 2020	<ul style="list-style-type: none"> • How Breweries Work With Farmers • Farm-to-Table Restaurants • Travel: Shelby • Recipes: Cauliflower 	12/6/2019	3/7/2020
SUMMER 2020	<ul style="list-style-type: none"> • Specialty Flower Crops • Conservation in Farming • Travel: Wilson • Recipes: Peppers 	3/6/2020	6/6/2020



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