

FLORIDA  
**Farm & Family**

2021 MEDIA KIT

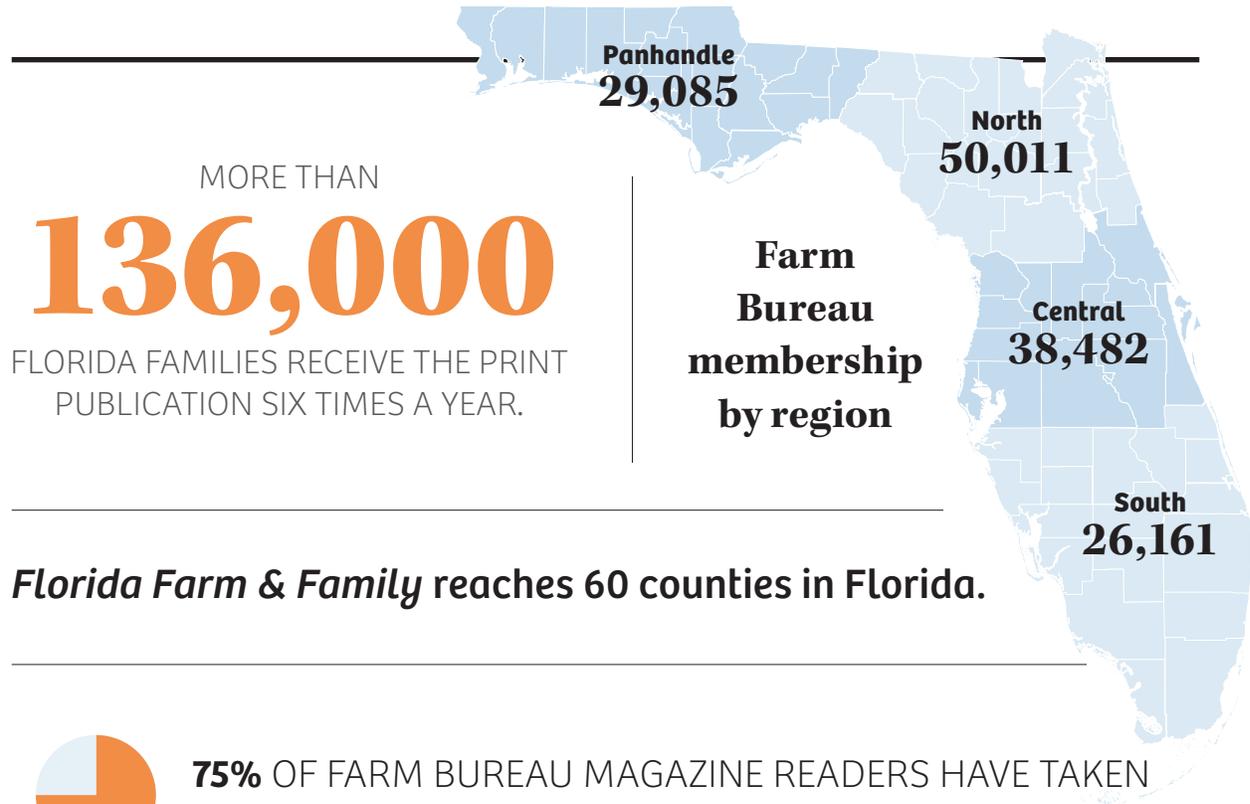


# FLORIDA Farm & Family

**Advertise your brand to the living rooms, kitchens, fields, gardens, computers and smartphones of more than 136,000 Florida families.**

Welcome to the new *Florida Farm & Family*, the official publishing program for the Florida Farm Bureau Federation. In 2021, we'll be expanding our content focus to appeal to the full Farm Bureau membership – to include those who may not live directly on farms, but have an appreciation and affinity for rural living. The new *Florida Farm & Family* program – in print and digital – serves as a way to connect Floridians with the food they eat and the farmers who grow it.

Farm Bureau members travel, shop, eat and support local businesses. Through this bimonthly magazine, harness the buying power of our diverse readership in lucrative markets such as agriculture, food, travel, home, garden and local lifestyles.

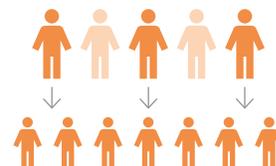


**Florida Farm & Family reaches 60 counties in Florida.**



**75% OF FARM BUREAU MAGAZINE READERS HAVE TAKEN ACTION AS A RESULT OF READING THE PUBLICATION.**

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



# Content Breakdown



# An Integrated Media Program



## Print Magazine

*Florida Farm & Family* connects members of the Florida Farm Bureau Federation to the state's rural lifestyle, farmers, travel, attractions, recipes and more. The updated design features vibrant photography and detailed editorial to showcase Florida agriculture.

**95%** OF TYPICAL FARM BUREAU MAGAZINE RECIPIENTS AT LEAST SKIM EACH ISSUE.

**72%** READ HALF OR MORE OF EACH ISSUE

**75%** OF READERS SUPPORT AN ADVERTISER, VISIT A DESTINATION OR USE A PRODUCT AS A RESULT OF READING THE PUBLICATION.



## Digital Magazine

The digital version of the print magazine allows the publication to be easily viewed online. Your advertisement is included in the digital magazine, which is prominently displayed on the new *Florida Farm & Family* website. Live links throughout the digital magazine drive visitors straight to your website, delivering instant access to more information.



## Website

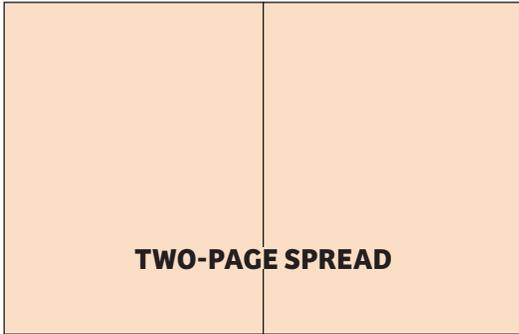
The new *Florida Farm & Family* website reaches an audience of online readers who seek interesting stories about Florida agriculture and rural life. It also features galleries, videos and web-exclusive content, which is promoted through branded social media platforms and digital marketing campaigns.

FARM BUREAU MAGAZINE WEBSITE USERS VISIT AN AVERAGE OF **3.2 PAGES PER SESSION.**

### WEBSITE CONTENT CATEGORIES:

- CROPS & LIVESTOCK
- TRAVEL
- FOOD & RECIPES
- FARM LIFE
- PEOPLE & PLACES
- HISTORY
- HOME & GARDEN
- FARM BUREAU NEWS

# Print Ad Specs



**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" on each side of the gutter)



**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**

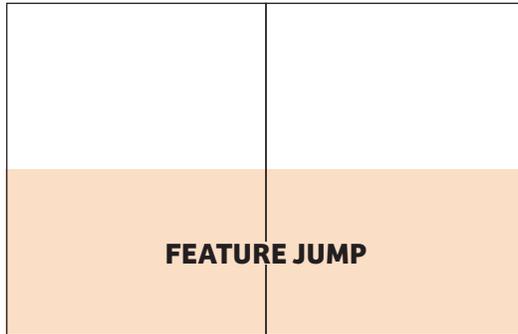
**BACK COVER**

\*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.*



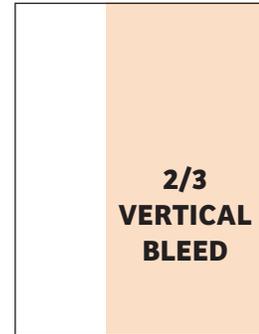
**1/2 HORIZONTAL**

**1/2 HORIZONTAL**  
6.75" w x 4.5" h



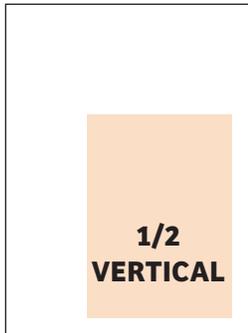
**FEATURE JUMP**

**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" on each side of the gutter)



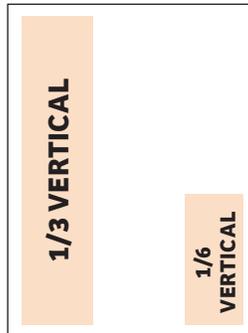
**2/3 VERTICAL BLEED**

**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



**1/2 VERTICAL**

**1/2 VERTICAL**  
4.4375" w x 6.5" h

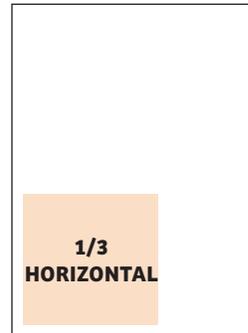


**1/3 VERTICAL**

**1/3 VERTICAL**  
2.125" w x 9.5" h

**1/6 VERTICAL**

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



**1/3 HORIZONTAL**

**1/3 HORIZONTAL**  
4.4375" w x 4.5" 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.

# Website Display Ad Specs



## Online Display Ad Placement

### Sizes and Placement:

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

## Website Section Sponsorship

Exclusive branding in one of the following categories:

### FARM

- Farm Life
- Animals and Livestock
- Crops and Forestry

### FLORIDA LIVING

- People and Places
- Farm Bureau News
- History

### FOOD

- Recipes
- Made in MS

### 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)  
*Five Creatives Required*

## 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](mailto:ads@jnlcom.com)  
or visit the Ad Resource Center at:  
[farmflavormedia.com/ads](http://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. Must be https (not http). May include a Google Analytics UTM tag tracking.

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)

File size should be no larger than 200KB

Click-through link must be https (not http). May include a Google Analytics UTM tag for tracking.

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

Email to [ads@farmflavormedia.com](mailto:ads@farmflavormedia.com).

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.



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

# FLORIDA Farm & Family

Issue	Editorial Highlights*	Closing Date And Advertising Materials Due	In Homes
<b>January/ February 2021</b>	<ul style="list-style-type: none"> <li>• Citrus Groves</li> <li>• Winter Pastures</li> <li>• Heart-Healthy Foods</li> <li>• Travel: Hiking Trails</li> <li>• Recipes: Citrus</li> </ul>	<b>10/16/2020</b>	<b>1/9/2021</b>
<b>March/ April 2021</b>	<ul style="list-style-type: none"> <li>• Environmental Stewardship</li> <li>• Blueberries</li> <li>• South Florida Vegetables</li> <li>• Travel: Dunedin</li> <li>• Recipes: Leafy Greens</li> </ul>	<b>12/11/2020</b>	<b>3/6/2021</b>
<b>May/ June 2021</b>	<ul style="list-style-type: none"> <li>• Farmers Markets</li> <li>• Women in Agriculture</li> <li>• Dairy Farmers</li> <li>• Travel: Summer Recreation</li> <li>• Recipes: Melons</li> </ul>	<b>2/5/2021</b>	<b>5/8/2021</b>
<b>July/ August 2021</b>	<ul style="list-style-type: none"> <li>• 4-H Camp</li> <li>• Aquaculture</li> <li>• Tropical Fruits</li> <li>• Travel: Florida Springs</li> <li>• Recipes: Beef</li> </ul>	<b>4/16/2021</b>	<b>7/10/2021</b>
<b>September/ October 2021</b>	<ul style="list-style-type: none"> <li>• Peanuts</li> <li>• Fall Tomatoes</li> <li>• Farmer Artisans</li> <li>• Travel: Mount Dora</li> <li>• Recipes: Peanuts</li> </ul>	<b>6/11/2021</b>	<b>9/4/2021</b>

\*Editorial content is subject to change.



**FARM FLAVOR**  
MEDIA

6550 Carothers Pkwy, Suite 420  
Franklin, TN 37067  
(615) 771-0080 | Toll-free: (800) 333-8842  
Fax: (615) 296-0461

**ADVERTISING CONTACT:**

BOB MIDLES  
bmidles@farmflaormedia.com | (615) 771-5567