

FLORIDA Farm & Family



2024-25 MEDIA KIT



PRINT MAGAZINE



FLORIDAFARMFAMILY.COM



PUBLICATION CALENDAR

FLORIDA Farm & Family

Welcome to *Florida Farm & Family*,
the official publishing program for the
Florida Farm Bureau Federation

Our high-quality print and digital magazine readership includes Florida Farm Bureau Federation members who are rural residents, suburbanites and city dwellers seeking information to enhance their way of living. Through this quarterly magazine, you can harness the buying power of our diverse readership in lucrative markets such as food, travel, agriculture, home and garden, and country living.

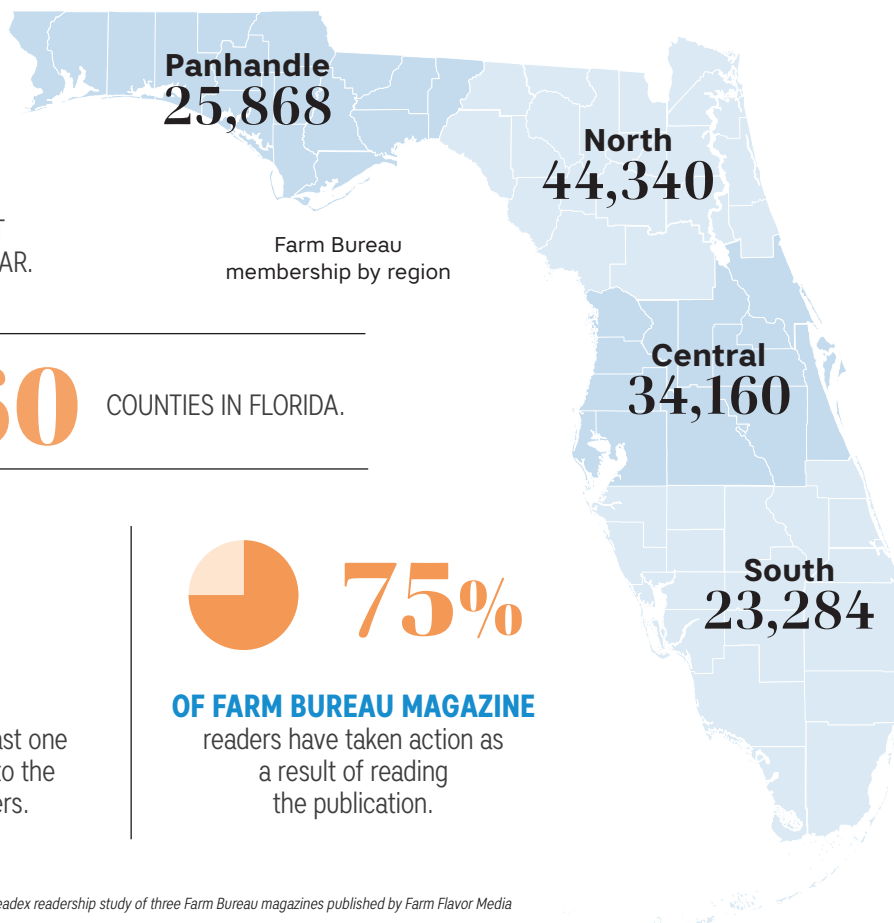
Florida Farm & Family strives to connect all consumers with the food they eat and the Florida farmers who grow it. Reach a desirable market of active consumers through the beautiful pages of this statewide publication.



Florida Farm & Family distribution spans all regions of Florida

127,652

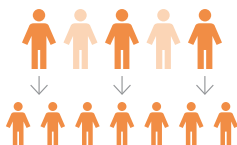
FLORIDA FAMILIES RECEIVE THE PRINT
PUBLICATION, MAILED FOUR TIMES A YEAR.



FLORIDA FARM & FAMILY REACHES

60

COUNTIES IN FLORIDA.



THREE in **FIVE**

readers pass their issues along to at least one
other person, putting the magazine into the
hands of an additional 75,000 readers.



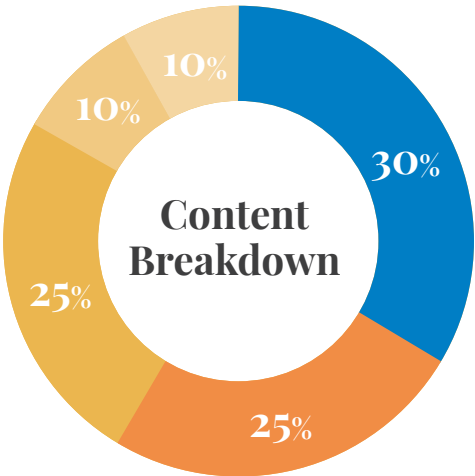
75%

OF FARM BUREAU MAGAZINE

readers have taken action as
a result of reading
the publication.

Core content that matters to *your* audience

With a strong focus on food and agriculture, our stories connect an engaged audience to Florida farmers and recipes using local ingredients. Our print magazine, website and social media also drive readers to learn about local travel, events and agritourism destinations, in addition to gardening and Florida lifestyle content.



PRINT CONTENT

- FOOD & RECIPES
- TRAVEL & AGRITOURISM
- FARM & AGRICULTURE
- HOME & GARDEN
- FLORIDA LIFESTYLE

WEBSITE CONTENT

- TRAVEL
- EVENTS
- FOOD & RECIPES
- FARM LIFE
- CROPS & AGRICULTURE
- HISTORY
- HOME & GARDEN

2024-25 Publication Calendar

* Editorial content is subject to change.

Issue	Editorial Highlights*	Closing Date and Advertising Materials Due	In Homes
Spring 2024	<ul style="list-style-type: none">Fighting PovertyCattle and ConservationAquafarmsTravel: NaplesRecipes: Farmers Market Fare	11/3/23	1/31/24
Summer 2024	<ul style="list-style-type: none">Mentoring Youth in AgSustainable BeefOptimizing HorticultureTravel: Farm StaysRecipes: Seafood	1/26/24	5/4/24
Fall 2024	<ul style="list-style-type: none">Soul FoodMulti-Generational FarmOrganic Food ProducerTravel: WaldoRecipes: Tailgating/Game Day Food	4/26/24	8/3/24
Winter 2024-25	TBD	7/26/24	11/2/24



An Integrated Media Program



CUSTOM 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 publication features vibrant photography and detailed editorial content to showcase Florida living, entertainment, food and agriculture.



FLORIDAFARMFAMILY.COM

The Florida Farm & Family website reaches an audience of online readers who seek interesting stories about local foods, Florida agriculture and rural life. It also features web-exclusive content, which is promoted through branded social media platforms and digital marketing campaigns. No subscription required.



INTERACTIVE DIGITAL MAGAZINE

The digital magazine allows for easy and interactive online viewing. Your advertisement is included in the digital magazine, which is prominently displayed on floridafarmfamily.com. Live links throughout the digital magazine drive visitors straight to your website, delivering instant access to more information.

Digital Fast Facts

Based on data from Google Analytics, 2022

100,000

PAGE VIEWS PER YEAR
AND GROWING

520K

FACEBOOK
REACH

37% INCREASE IN FACEBOOK REACH IN 2023



ORGANIC
SEARCH DRIVES
44% OF TRAFFIC

52%

OF WEB
VISITORS ARE
FROM FLORIDA

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