

NORTH CAROLINA FIELD & FAMILY



FARM BUREAU MAGAZINE
PUBLISHING PROGRAM BY



FARM FLAVOR
MEDIA

2024-25 MEDIA KIT



PRINT MAGAZINE



NCFIELDFAMILY.ORG



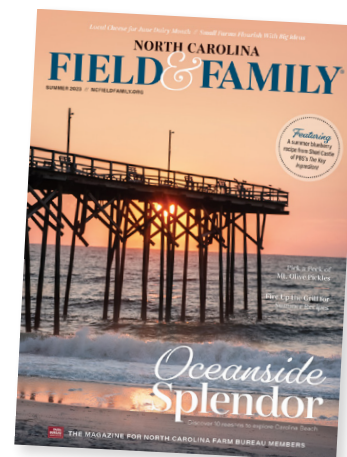
PUBLICATION CALENDAR

NORTH CAROLINA FIELD & FAMILY

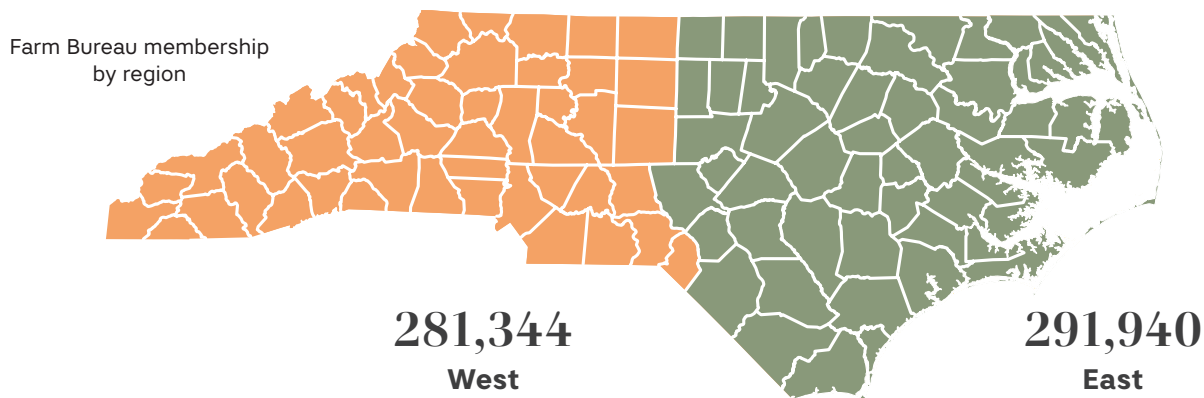
Welcome to *North Carolina Field & Family*,
the official publishing program for the
North Carolina Farm Bureau Federation

Our high-quality print and digital magazine readership includes North Carolina Farm Bureau 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.

North Carolina Field & Family strives to connect all consumers 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 statewide publication.



North Carolina Field & Family distribution spans all 100 counties of North Carolina



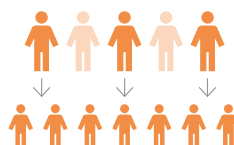
573,284

NORTH CAROLINA FAMILIES RECEIVE THE PRINT PUBLICATION,
MAILED FOUR TIMES A YEAR

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.

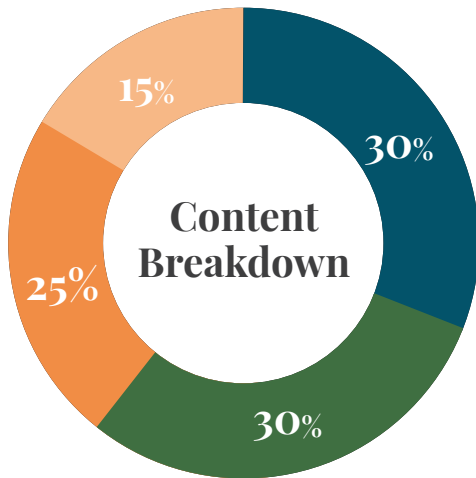


3 IN 5 PEOPLE

pass their issue along to at least one person, putting the magazine in the hands of 344,000 more people.

Core content that matters to *your* audience

With a strong focus on food and agriculture, our stories connect an engaged audience to North Carolina 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 North Carolina lifestyle content.



PRINT CONTENT

- FOOD & RECIPES
- FARMS & AGRITOURISM
- TRAVEL & EVENTS
- NORTH CAROLINA LIVING

WEBSITE CONTENT

- TRAVEL
- EVENTS
- FOOD & RECIPES
- FARM LIFE
- CROPS & LIVESTOCK
- HISTORY

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"> • Beekeeping • Farmers and Heroes • Small Farms • Travel: Eden • Recipes: Herbs 	12/1/23	3/6/24
Summer 2024	<ul style="list-style-type: none"> • Peaches • Invasive Insects • Trout • Travel: Surry County • Recipes: Tomatoes 	3/1/24	6/8/24
Fall 2024	<ul style="list-style-type: none"> • Turkey Farmers • Ag Exports • Oysters • Travel: Sylva • Recipes: Healthy Fall Favorites 	5/31/24	9/7/24
Winter 2024-25	TBD	8/30/24	11/30/24

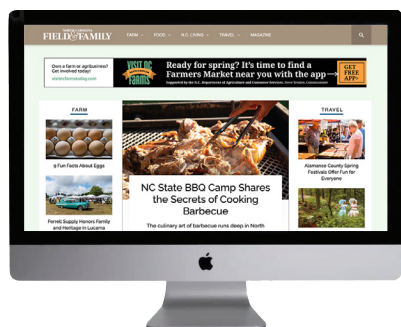


An Integrated Media Program



CUSTOM PRINT MAGAZINE

North Carolina Field & Family connects members of the North Carolina 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 North Carolina living, entertainment, food and agriculture.



NCFIELDFAMILY.ORG

The North Carolina Field & Family website reaches an audience of online readers who seek interesting stories about North Carolina 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. No subscription required.



MONTHLY EMAIL NEWSLETTER

The new North Carolina Field & Family email newsletter reaches a growing group of subscribers every month. The content includes stories, recipes, events and giveaways to keep in touch with readers in between issues of the quarterly magazine. Advertisers can purchase custom sponsorships as a way to reach this engaged audience in a more timely manner.

Digital Fast Facts

Based on Aug. 1, 2022 - July 31, 2023 traffic

240,000

PAGE VIEWS PER YEAR

225K

FACEBOOK REACH

49% INCREASE IN FACEBOOK REACH FROM PREVIOUS YEAR



ORGANIC SEARCH DRIVES **65%** OF TRAFFIC

40%

OF WEB VISITORS ARE FROM NORTH CAROLINA

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