

# NORTH CAROLINA FIELD & FAMILY



FARM BUREAU MAGAZINE  
PUBLISHING PROGRAM BY



**FARM FLAVOR**  
MEDIA

## MEDIA KIT



PRINT MAGAZINE



[NCFIELDFAMILY.ORG](http://NCFIELDFAMILY.ORG)



PUBLICATION CALENDAR

MISSION & AUDIENCE

# NORTH CAROLINA FIELD & FAMILY

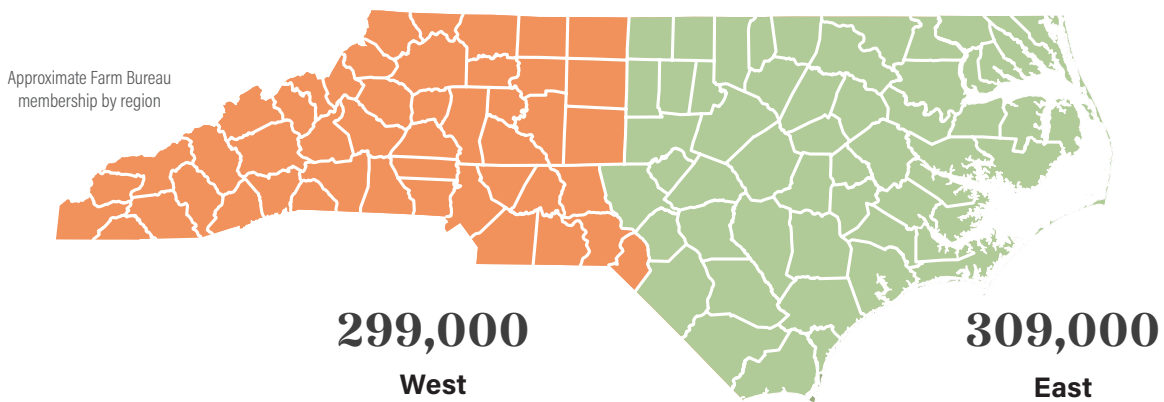
Welcome to *North Carolina Field & Family*,  
the official publishing program for the  
North Carolina Farm Bureau Federation.



Our high-quality print and digital magazine readership includes North Carolina Farm Bureau members who are rural residents, suburbanites and city dwellers. 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



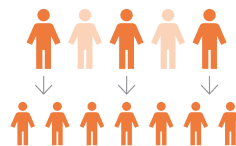
**608,377**

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.

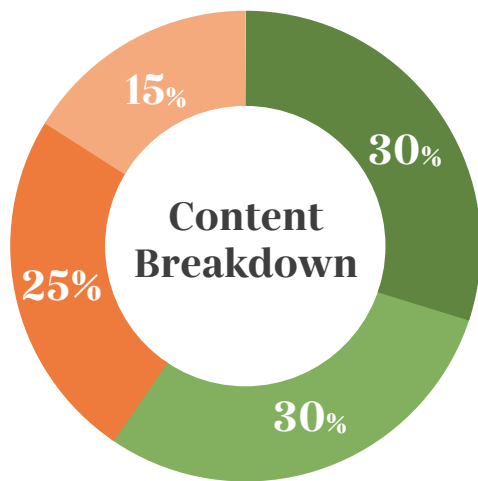


**3 IN 5 PEOPLE**

pass their issue along to at least one person, putting the magazine in the hands of 355,000 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

## 2026-27 Publication Calendar

\* Editorial content is subject to change.

Issue	Editorial Highlights*	Closing Date and Advertising Materials Due	In Homes
<b>Fall 2026</b>	<ul style="list-style-type: none"> <li>• Tractor Restoration</li> <li>• Ag Product Uses</li> <li>• Farm Bureau's 90th Anniversary</li> <li>• Travel: Moore County</li> <li>• Recipes: Apples</li> </ul>	<b>5/29/26</b>	<b>9/5/26</b>
<b>Winter 2026-27</b>	<ul style="list-style-type: none"> <li>• NC Bourbon</li> <li>• Country Ham</li> <li>• Food Waste Reduction</li> <li>• Travel: Waynesville</li> <li>• Recipes: Winter Comfort Foods</li> </ul>	<b>8/28/26</b>	<b>11/30/26</b>
<b>Spring 2027</b>	<ul style="list-style-type: none"> <li>• Turfgrass</li> <li>• TikTok Farmer</li> <li>• Food Innovation</li> <li>• Travel: Pender County</li> <li>• Recipes: Brunch</li> </ul>	<b>11/27/26</b>	<b>3/6/27</b>
<b>Summer 2027</b>	<ul style="list-style-type: none"> <li>• Farm Heritage Trail</li> <li>• Farm Bureau Community Partners</li> <li>• Photography on Farms</li> <li>• Travel: Tryon</li> <li>• Recipes: Seafood</li> </ul>	<b>2/26/27</b>	<b>6/5/27</b>

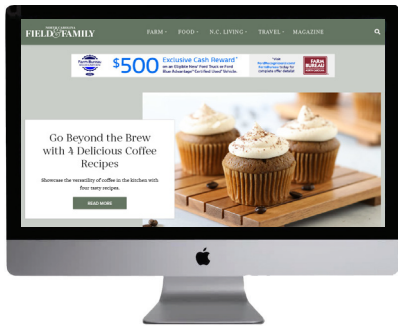


# An Integrated Media Program



## 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.



## NCFamily.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 *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 2025-26 traffic

**270K**

PAGE VIEWS PER YEAR

**225K**

FACEBOOK VIEWS PER QUARTER

**31% INCREASE** IN ACTIVE WEBSITE USERS OVER PREVIOUS YEAR



ORGANIC SEARCH DRIVES **60%** OF TRAFFIC

**30%**

OF WEB VISITORS ARE FROM NORTH CAROLINA

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**FARM FLAVOR**  
MEDIA