NORTH CAROLINA

FIELD & FAMILY



MEDIA KIT

PRINT MAGAZINE | NCFIELDFAMILY.ORG | PUBLICATION CALENDAR

NORTH CAROLINA
FIELD & FAMILY

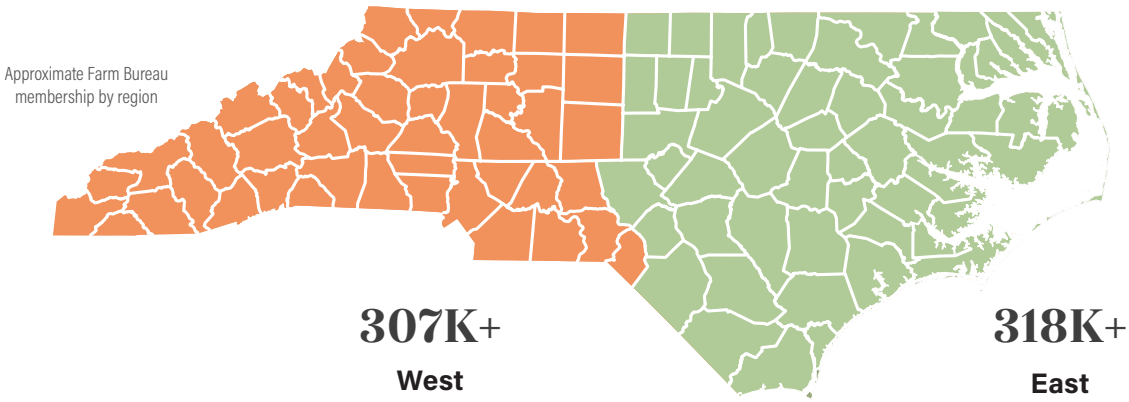


Welcome to *North Carolina Field & Family*, the official publishing program for the North Carolina Farm Bureau Federation.

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

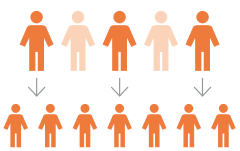
North Carolina Field & Family distribution spans all 100 counties of North Carolina.



625,395 NORTH CAROLINA FAMILIES RECEIVE THE PRINT PUBLICATION, MAILED FOUR TIMES A YEAR.

70%

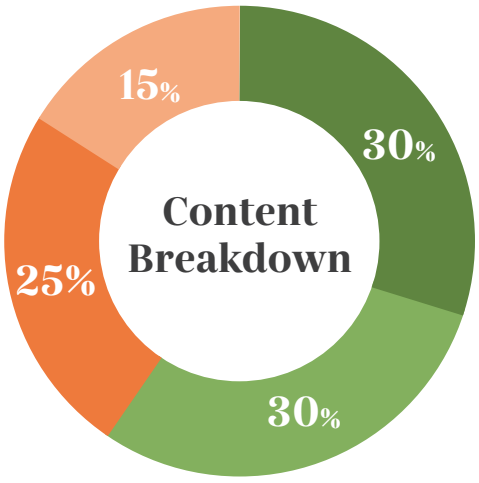
OF READERS
support an advertiser, discuss the magazine with others, visit a destination, make a recipe or use a product as a result of reading the publication.



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

2027 Publication Calendar

*Editorial content is subject to change.

Issue	Editorial Highlights*	Closing Date and Advertising Materials Due	In Homes
Spring 2027	• Turfgrass • TikTok Farmer • Food Innovation • Travel: Pender County • Recipes: Brunch	**11/27/26**	**3/6/27**
Summer 2027	• Farm Heritage Trail • Farm Bureau Community Partners • Photography on Farms • Travel: Tryon • Recipes: Seafood	**2/26/27**	**6/5/27**
Fall 2027	• Haunted History • Heritage Agriculture • Travel: Guilford County • Recipes: Thanksgiving Leftovers	**5/28/27**	**9/4/27**
Winter 2027-28	• TBA	**8/27/27**	**11/29/27**









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 *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