

my Indiana Home[®]



FARM BUREAU MAGAZINE
PUBLISHING PROGRAM BY



FARM FLAVOR
MEDIA

2024-25 MEDIA KIT



PRINT MAGAZINE



MY-INDIANA-HOME.COM



PUBLICATION CALENDAR

my Indiana Home®

Welcome to *My Indiana Home*, the official publishing program for Indiana Farm Bureau

Our high-quality print and digital magazine readership includes Indiana 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.

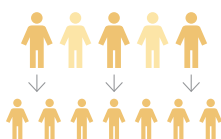
My Indiana Home strives to connect all consumers with the food they eat and the Indiana farmers who grow it. Reach a desirable market of active consumers through the beautiful pages of this statewide publication.



My Indiana Home distribution spans all regions of Indiana.

244,021

INDIANA FAMILIES RECEIVE THE PRINT PUBLICATION,
MAILED FOUR TIMES A YEAR



THREE IN FIVE
readers pass their copy
along to at least one person,
putting the magazine in
the hands of 150,000
more people.

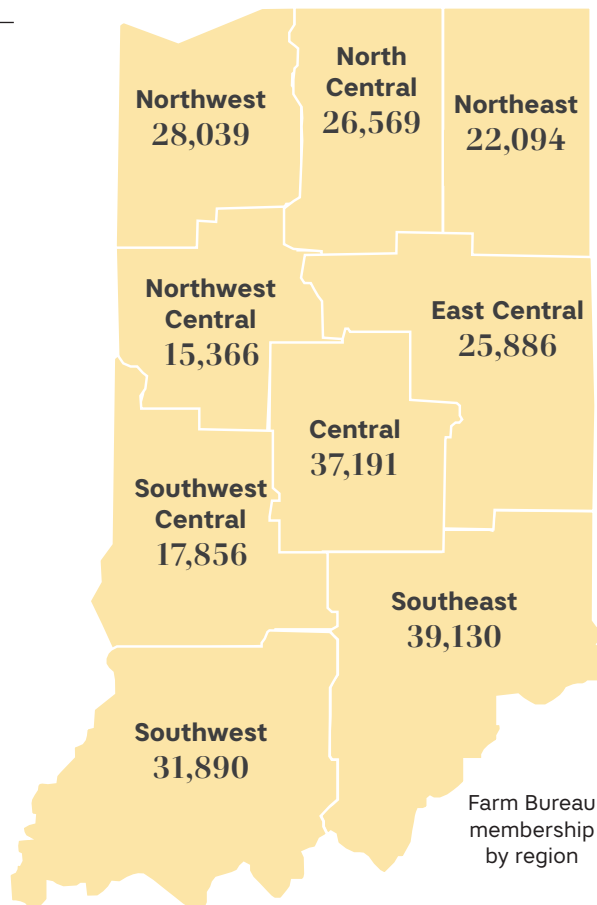
66%

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.

93%

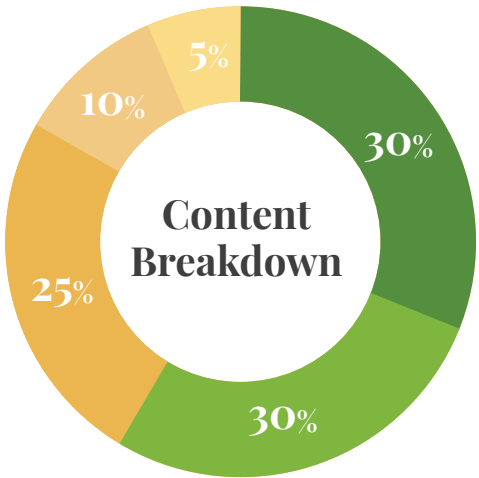
of recipients have read or skimmed
all four of the last four issues.



Farm Bureau
membership
by region

Core content that matters to *your* audience

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



PRINT CONTENT

- FARMS & AGRITOURISM
- FOOD & RECIPES
- TRAVEL & EVENTS
- HOME & GARDEN
- OTHER

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">• Family Farm to Food Truck• Indiana Black Expo• Climate Conservation• Travel: Middlebury• Recipes: Spring Brunch	11/24/23	2/21/24
Summer 2024	<ul style="list-style-type: none">• Farm-to-Table• Urban Gardens• Crawfordsville Museum• Travel: Bluespring Caverns• Recipes: 30-Minute Meals	2/16/24	5/25/24
Fall 2024	<ul style="list-style-type: none">• Hoosier Halloween• High School Cattle Company• Food Access• Travel: The Monon Trail• Recipes: Meal Prep	5/17/24	8/24/24
Winter 2024-25	TBD	8/16/24	11/23/24



An *Integrated Media* Program



CUSTOM PRINT MAGAZINE

My Indiana Home connects members of the Indiana 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 Indiana living, entertainment, food and agriculture.



MY-INDIANA-HOME.COM

The *My Indiana Home* website reaches an audience of online readers who seek interesting stories about Indiana 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.



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 the *My Indiana Home* website. Live links throughout the digital magazine drive visitors straight to your website, delivering instant access to more information.

Digital Fast Facts

Based on July 1, 2022 - June 30, 2023 traffic

172,000
PAGE VIEWS PER YEAR

257K
FACEBOOK REACH

8% INCREASE IN SESSION DURATION FROM PREVIOUS YEAR



ORGANIC
SEARCH DRIVES
64% OF TRAFFIC

ONLINE AUDIENCE IS EVENLY
DISTRIBUTED ACROSS
AGES 25-64

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