

my Indiana Home[®]



FARM BUREAU MAGAZINE
PUBLISHING PROGRAM BY



FARM FLAVOR
MEDIA

2026 MEDIA KIT



PRINT MAGAZINE



MY-INDIANA-HOME.COM



PUBLICATION CALENDAR

my Indiana Home®

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



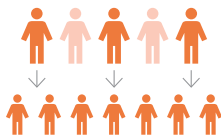
Our high-quality print and digital magazine readership includes Indiana Farm Bureau members who are rural residents, suburbanites and city dwellers. Through this quarterly magazine, you can harness the buying power of our diverse readership in lucrative markets such as food, travel, agriculture, home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

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.**

249,791

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.

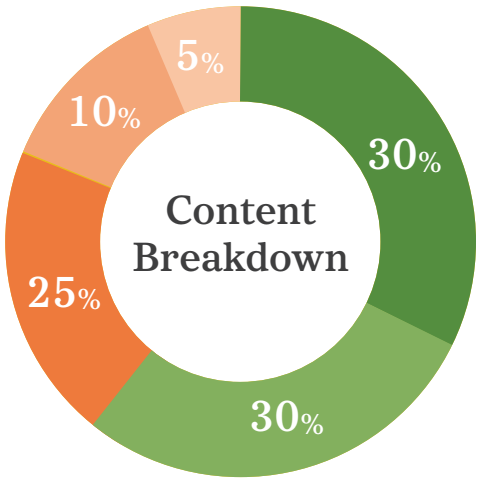
93%

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



Core content that matters to *your* audience

With a strong focus on food and agriculture, *My Indiana Home* connects an engaged audience to the Indiana farmers who produce their food, fiber and fuel. Our print magazine, website and social media encourage readers to try recipes using local ingredients and explore exciting travel destinations, events and agritourism. Gardening advice and Hoosier lifestyle content round out our consumer-friendly publication.



PRINT CONTENT

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

WEBSITE CONTENT

- FOOD & RECIPES
- TRAVEL
- AGRITOURISM
- EVENTS
- CROPS & LIVESTOCK
- FARM FACTS
- FARM DIRECTORIES & MAPS
- HOME & GARDEN
- HOOSIER LIFE
- ARTS & HOBBIES

2026 Publication Calendar

*Editorial content is subject to change.

Issue	Editorial Highlights*	Closing Date and Advertising Materials Due	In Homes
Spring 2026	<ul style="list-style-type: none"> • Small Batch Coffee Roaster • Orchard and Country Market • Black-Owned Ranch • Travel: Elkhart • Recipes: Spring Luncheon 	11/21/25	2/21/26
Summer 2026	<ul style="list-style-type: none"> • Hot Sauce Company • Service-Oriented Orchard • Wagyu Farm • Travel: Fisher’s Agripark • Recipes: Sweet Corn 	2/13/26	5/27/26
Fall 2026	<ul style="list-style-type: none"> • First-Generation Farm • Veterans Training Mustangs • Multi-Generational Orchard • Travel: Farm Stays • Recipes: Tailgate/Game Day 	5/15/26	8/22/26
Winter 2026	<ul style="list-style-type: none"> • Veteran-Owned Hog Farm • Family Timber Company • Mexican Food Company • Travel: Lawrenceburg • Recipes: Winter Fruits 	8/14/26	11/27/26

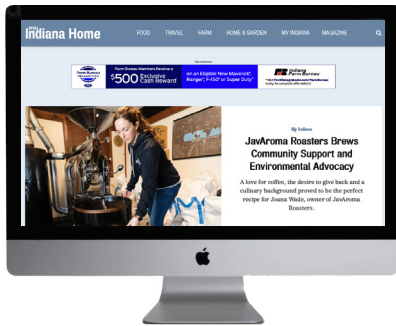


An Integrated Media Program



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 2024-25 traffic

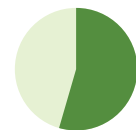
120K

PAGE VIEWS
PER YEAR

225K

FACEBOOK
REACH

ONLINE
AUDIENCE
IS EVENLY
DISTRIBUTED
ACROSS
AGES 25-64



ORGANIC SEARCH
DRIVES **54%** OF TRAFFIC

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