my Indiana Home®



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.

249,438

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.

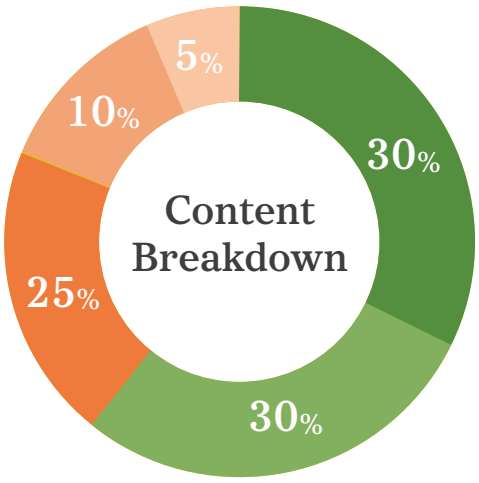
93% of recipients have read or skimmed all four of the last four issues.



Approximate Farm Bureau membership by region

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

2027 Publication Calendar

**Editorial content is subject to change.*

Issue	Editorial Highlights*	Closing Date and Advertising Materials Due	In Homes
Spring 2027	• Fifth-Generation Dairy Farm • Historic Agritourism Destination • Community Cafe • Travel: New Harmony • Recipes: Eggs	**11/20/26**	**2/20/27**
Summer 2027	• Family-Owned Organic CSA • Woman-Owned Micro Cut-Flower Farm • Goat Dairy and Creamery • Travel: Warsaw • Recipes: Dairy	**2/12/27**	**5/22/27**
Fall 2027	• Family Popcorn Company • From Farm to Football Field • Soul Food Restaurant • Travel: Crawfordsville • Recipes: Cheap Eats	**5/14/27**	**8/21/27**
Winter 2027-28	• TBA	**8/13/27**	**11/26/27**









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 2025-26 traffic

185K
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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FARM FLAVOR MEDIA