

TENNESSEE Home & Farm

PRINT • WEB • CONTENT MARKETING

tnhomeandfarm.com



TENNESSEE Home & Farm

OUR READERS INCLUDE

Tennessee Farm Bureau members comprised of 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 local lifestyle.** *Tennessee Home & Farm* strives to connect all consumers with the food they eat and the Tennessee farmers who grow it. Reach a desirable market of active consumers through the beautiful pages of this award-winning publication.



OUR READERS' INTERESTS ARE PROPELLED BY:

- Food & Recipes
- Travel & Events
- Home & Garden
- Farms & Agritourism
- Tennessee Living

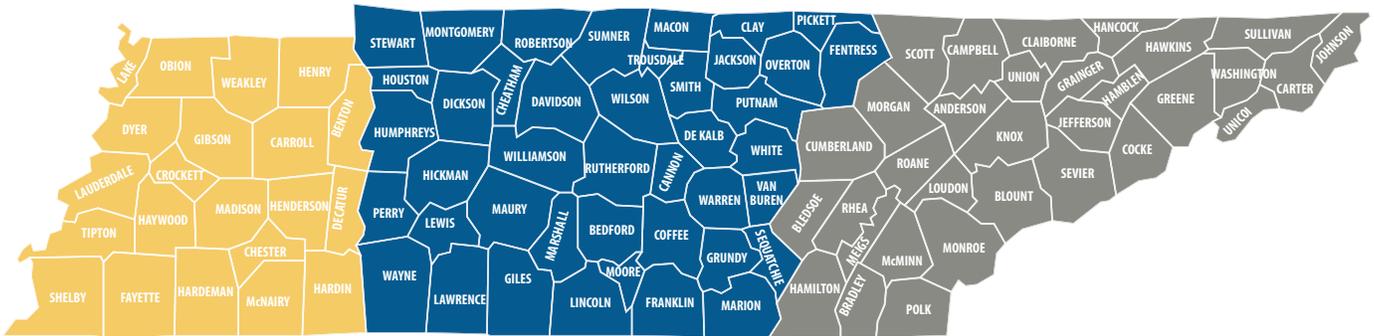
Nearly 1 in 4 households in Tennessee – more than 675,000 families – receive Tennessee Home & Farm magazine.

“I consistently look forward to receiving **Tennessee Home & Farm** magazine. Your magazine brings home to us, and I cannot thank you enough!”

“We have been Farm Bureau members for many years. I read your magazine from cover to cover, love the stories of all the people and places, as well as the recipes. Many thanks.”

“I just want to compliment you on your beautiful publication. I always look forward to it. I have lived on a farm since I was 17, and my twin sons are still farming. There is nothing like seeing your labor of love grow to benefit the world.”

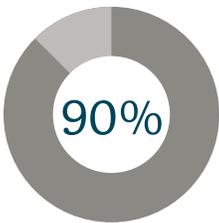
Tennessee Farm Bureau Membership



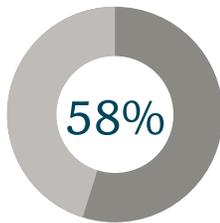
111,831
West TN

283,391
Middle TN

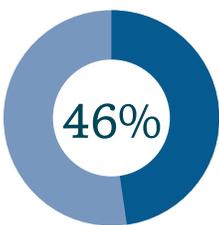
280,512
East TN



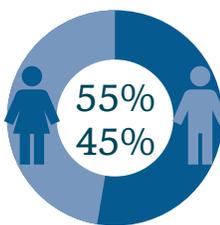
90%
of Tennessee Farm Bureau members are homeowners



58%
are married



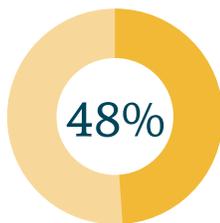
46%
have attended college



55%
45%
The audience is a mix of male and female readers



33%
have an annual household income of \$50,000-\$100,000

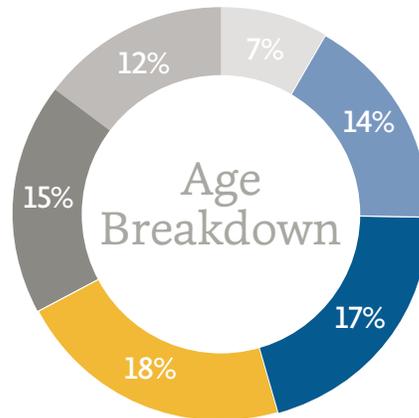


48%
are ages 25-54

675,734

Tennessee Farm Bureau families receive the *Tennessee Home & Farm* print magazine four times a year.

With pass-along readership, the publication reaches **1.3 million people.**



- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

The website receives **22,000** visits per month.

The fastest-growing segment of Tennessee Farm Bureau members live in the affluent suburbs of Tennessee's major cities.



Print Magazine

Tennessee Home & Farm connects members of the Tennessee Farm Bureau Federation – the largest in the nation – to Tennessee’s rural lifestyle, gardening tips, travel, events, farm-fresh recipes and more.



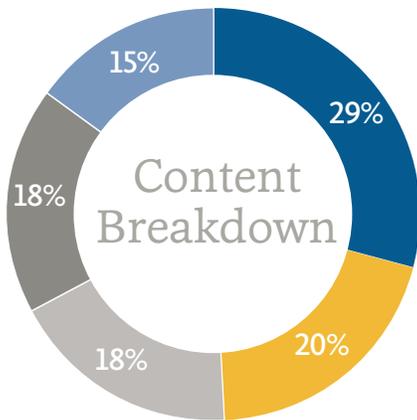
Digital Magazine

Viewable on both Apple and Android devices, the digital version is perfect for readers on the go, with the same high-quality content as the print version. Share with anyone, anywhere.



Website and Content Marketing

Reach an audience of engaged online readers seeking articles, events, contests and other content through our website, bimonthly emails and other social campaigns.



- Travel & Events
- Tennessee Living
- Home & Garden
- Food & Recipes
- Farms & Agritourism

FAST FACTS

Tennessee Home & Farm reaches **MORE TENNESSEE HOUSEHOLDS** than *Southern Living*.

Most of our readers read **EVERY PRINT ISSUE** distributed to them.

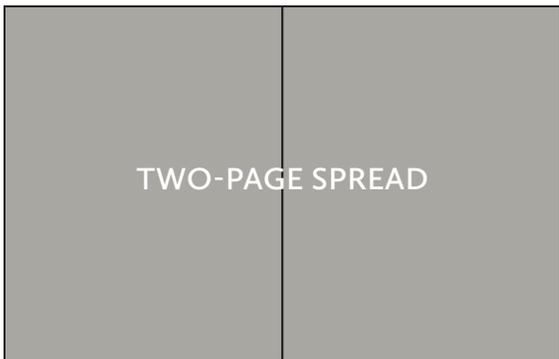
Readers save each issue for an average of **3.7 MONTHS**.

83% OF READERS support an advertiser, share an article, visit a destination, or use a product as a result of reading the publication.

69% pass their issues along to at least one other person.



TENNESSEE Home & Farm



TWO-PAGE SPREAD

Two-Page Spread

*Bleed: 15.75" w x 10.75" h
Trimmed to: 15.5" w x 10.5" h
Live area: 15" w x 10" h
(.25" gutter on each side)



FULL-PAGE BLEED

Full Page

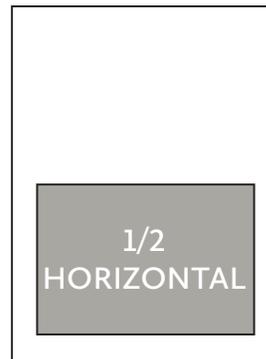
*Bleed: 8" w x 10.75" h
Trimmed to: 7.75" w x 10.5" h
Live area: 7.25" w x 10" h



BACK COVER

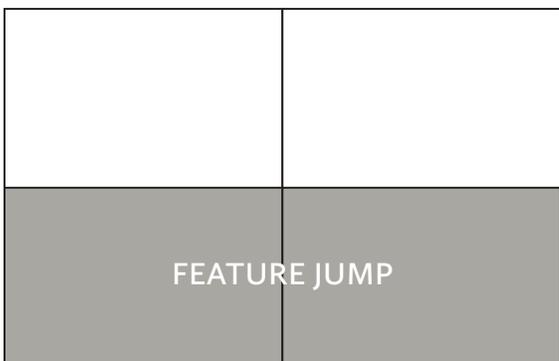
Back Cover

*Bleed: 8" w x 8.125" h
Trimmed to: 7.75" w x 8" h
Live area: 7.25" w x 7.75" h
(doesn't trim on top)
Special size to accommodate mailing address and indicia.



1/2 HORIZONTAL

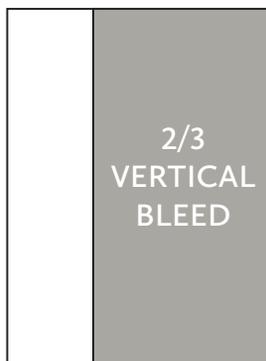
1/2 Horizontal
6.75" w x 4.5" h



FEATURE JUMP

Feature Jump

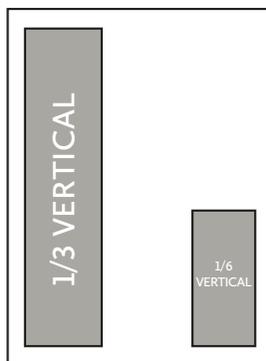
*Bleed: 15.75" w x 5.25" h
Trimmed to: 15.5" w x 5.125" h (doesn't trim on top)
Live area: 15" w x 4.875" h (.25" gutter on each side)



2/3 VERTICAL BLEED

2/3 Vertical Bleed

Bleed: 5.1875" w x 10.75" h
Trimmed to: 4.9375" w x 10.5" h
Live area: 4.1875" w x 9.75" h

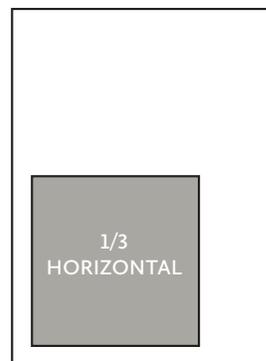


1/3 VERTICAL

1/6 VERTICAL

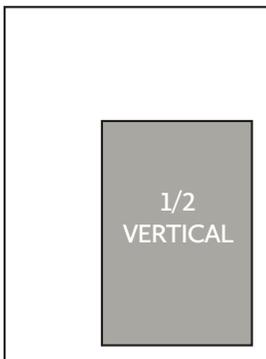
1/3 Vertical

2.125" w x 9.5" h
1/6 Vertical
2.125" w x 4.5" h



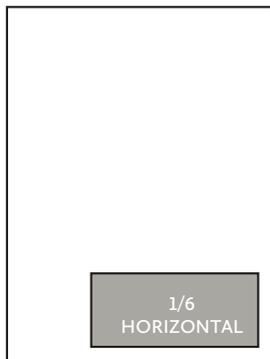
1/3 HORIZONTAL

1/3 Horizontal
4.4375" w x 4.5" h



1/2 VERTICAL

1/2 Vertical
4.4375" w x 6.5" h



1/6 HORIZONTAL

1/6 Horizontal
4.4375" w x 2.1875" h



Only a full-page ad guarantees exclusivity on the page.

**Set your document up to the bleed size, keeping all images/text in live area.*



Online Display Options

SIZES AND PLACEMENT:

- 1 Super Leaderboard (970x90)
 - 2 Top Medium Rectangle (300x250)
 - 3 Bottom Medium Rectangle (300x250)
- Tablet Leaderboard (728x90)
- Mobile Leaderboard (320x50)
- Three Creatives Required (for premium visibility on all devices)*

Website Section Sponsorship

Exclusive branding in one of the following categories:

- **Agriculture**
- **TN Living**
- **Home & Garden**
- **Travel**
- **Food**

SIZES AND PLACEMENT:

- 1 Super Leaderboard for desktop (970x90), tablet (728x90) and mobile (320x50)
- 2 Top Medium Rectangle (300x250)
- 3 Bottom Medium Rectangle (300x250)

Digital Magazine Sponsorship

(Not Pictured) Exclusive branding for all digital magazines past and present

SIZES AND PLACEMENT:

- Super Leaderboard (970x90)
 - Bottom Floating Banner (970x90)
 - Tablet Leaderboard (728x90)
 - Mobile Leaderboard (320x50)
- Four Creatives Required*

E-Newsletter Sponsorship

Sent out monthly, one available per issue

SIZES AND PLACEMENT:

- Super Leaderboard (970x90)

Supplied Files Policy

- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- For aesthetic purposes, any ads submitted without a defined border [on a white background] will have a .25" rule added by the publisher to define the perimeter. A proof of the ad with the modification will be sent for reference.
- If any additional work is necessary or if files deviate from the size or specifications on this form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee.
- Any extra charges incurred by the publisher due to problems with supplied files will be billed to the advertiser with a detailed explanation of the problem.

Proofing Policy

- We do not provide a proof for ads submitted digitally. It is understood that the files are set up as the advertiser intended, were approved prior to submission and will output as supplied.
- Please supply a color proof for content reference.
- SWOP preferred.
- **Please note:** The quality of materials is the responsibility of the supplier.

Submitted Print Ads

- Submit as a high-resolution PDF (PDF/X-1a).

Rich Media/Animated Web Ad Specifications

- Formats: HTML5 or animated GIF
- Visit <https://www.farmflavormedia.com/html5> for information on how to set up your HTML5 ad. Note its html file must be named index.html.
- 300 dpi resolution preferred
- GIF files: No larger than 200KB
- No Flash allowed
- Max Length: 15 sec
- Max Rotation: 3
- Linking URL provided separately
- 3rd-party click tracking: May include 1x1 counting pixel or code embedded in HTML5 script

** **Please note:** All ads should be high impact with a strong call-to-action. The publisher reserves the right to ask for resubmission if creatives do not fit these requirements.
3rd Party click trackers/controlling measurements are allowed. Please notify your sales contact if you intend to use a 3rd party click tracker so we can properly integrate the tracking mechanism and ensure proper delivery of your campaign.

Static Web Ads

- Formats: JPEG image, PNG image, static GIF image or agency script
- 300 dpi resolution preferred
- Agency script must use https, not http
- No larger than 200KB
- 3rd Party Click Tracking: May include click tracking 1x1 pixel

FTP

<http://www.jnlcom.com/ftp>

Username: ads

Password: client

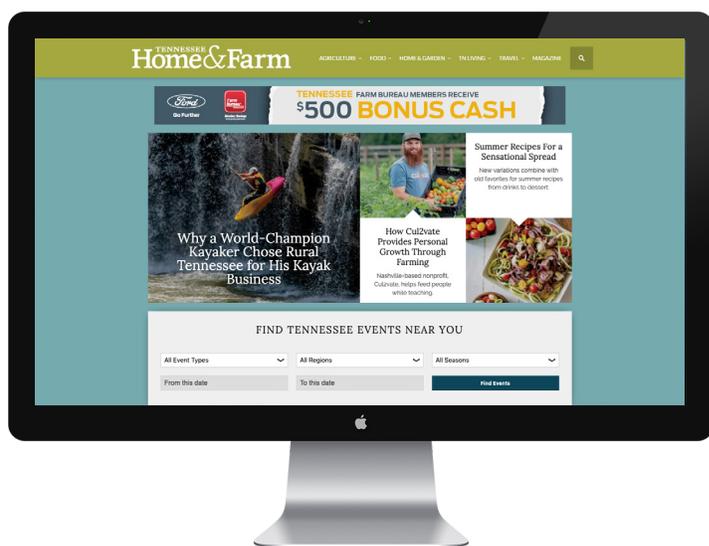
- Upload files and complete the contact information form. Once files are uploaded, a message indicating a successful transfer will be posted. Detailed FTP instructions are available from your sales rep.

Email

- Compress your files into a single compressed, self-extracting file. We can only accept file sizes less than 10 MB.
- Include business name, magazine name and ad size in your email message.
- Email to ads@jnlcom.com.

Disks

- We accept Mac-formatted CDs/DVDs. Please email all PC-formatted files.
- We hold supplied disks until publication. If you would like your disk returned, submit a self-addressed stamped envelope. Allow 6 to 8 weeks after publication for a returned disk.



** **Please note:** The accuracy and quality of materials is the responsibility of the supplier. Please proofread your ad before submission.**

VISIT AD RESOURCE CENTER AT FARMFLAVORMEDIA.COM/ADS FOR MORE INFO

TENNESSEE Home & Farm

ISSUE	EDITORIAL HIGHLIGHTS*	CLOSING DATE AND AD MATERIALS DUE	IN HOMES
FALL 2019	<ul style="list-style-type: none">• Farm Focus: Apple Orchards• Travel: Fall Foliage in Rural TN• Made in TN: TN State Museum• Recipes: Heirloom Desserts	5/29/2019	9/1/2019
WINTER 2019-20	<ul style="list-style-type: none">• Farm Focus: Agricenter International in Memphis• Travel: Tennessee Civil Rights Trail• Made in TN: Woodworking• Recipes: Cranberries	8/30/2019	12/1/2020
SPRING 2020	<ul style="list-style-type: none">• Farm Focus: Eggs• Travel: TN Safari Park• Made in TN: Farm-to-Table Trout• Recipes: Bacon Beyond Breakfast	12/6/2019	3/1/2020
SUMMER 2020	<ul style="list-style-type: none">• Farm Focus: Do You Know Dairy?• Travel: Children's Museums• Made in TN: U-Pick Peaches• Recipes: Dairy Products	2/28/2020	6/1/2020

**Editorial subject to change.*



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