

# mississippi FARM COUNTRY



FARM BUREAU MAGAZINE  
PUBLISHING PROGRAM BY



**FARM FLAVOR**  
MEDIA

## 2024-25 MEDIA KIT



PRINT MAGAZINE



MSFARMCOUNTRY.COM



PUBLICATION CALENDAR

# mississippi FARM COUNTRY

Welcome to *Mississippi Farm Country*,  
the official publication program for the  
Mississippi Farm Bureau Federation



Our high-quality print and digital magazine readership includes Mississippi Farm Bureau Federation 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.

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

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***Mississippi Farm Country* distribution spans all 82 counties**

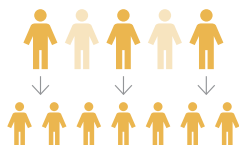
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**181,396**

FAMILIES RECEIVE THE PRINT PUBLICATION FOUR TIMES A YEAR.

**75%**

of readers support an advertiser, share an article, visit a destination or use a product as a result of reading the publication.



**THREE IN FIVE**

READERS PASS THEIR ISSUE ALONG TO AT LEAST ONE OTHER PERSON, PUTTING THE MAGAZINE IN THE HANDS OF 110,674 MORE PEOPLE.

*Mississippi Farm Country* is one of the **highest-circulated magazines in the state**, with

**125,000**

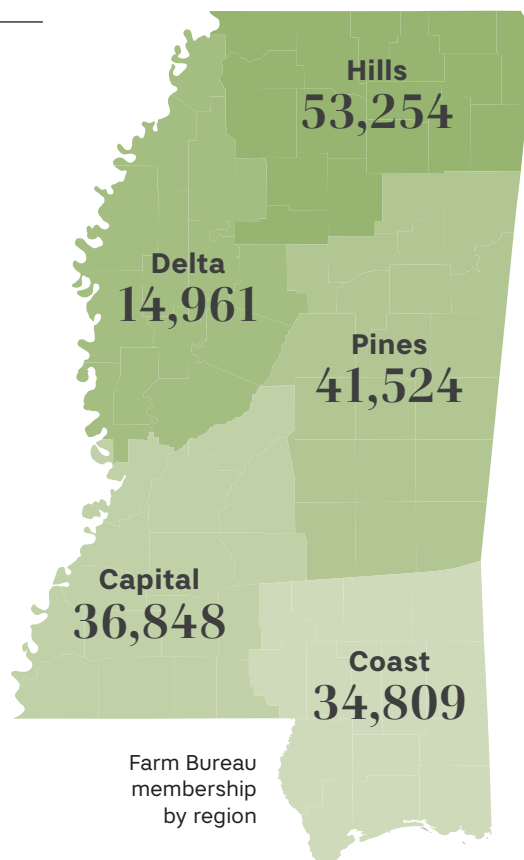
more readers than *Mississippi Magazine*.

**95%**

of typical Farm Bureau magazine recipients at least skim each issue.

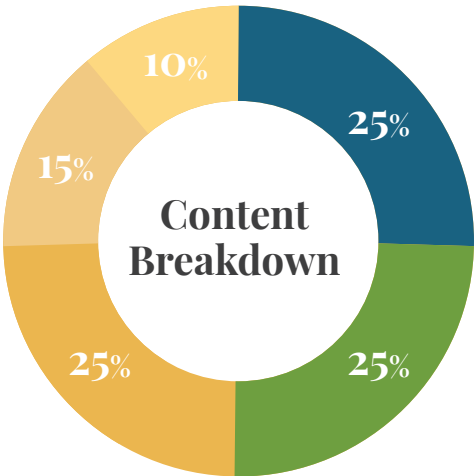
**72%**

of readers read half or more of each issue.



# Core content that matters to *your* audience

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



**PRINT CONTENT**

- FOOD & RECIPES
- TRAVEL & EVENTS
- FARMS & AGRITOURISM
- MISSISSIPPI LIVING
- HOME & GARDEN

**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"><li>• Horsemanship</li><li>• Seafood</li><li>• Food Budgeting</li><li>• Travel: Camping</li><li>• Recipes: Budget-Friendly</li></ul>	12/1/23	2/28/24
Summer 2024	<ul style="list-style-type: none"><li>• Farm-to-Table in Jackson</li><li>• Watermelons</li><li>• Third-Generation Farmer</li><li>• Travel: Meadville</li><li>• Recipes: Grilling</li></ul>	2/23/24	6/1/24
Fall 2024	<ul style="list-style-type: none"><li>• Farm Weddings</li><li>• Broadband Access</li><li>• High School Farm</li><li>• Travel: Canton</li><li>• Recipes: Squash</li></ul>	5/24/24	8/31/24
Winter 2024-25	TBD	8/23/24	11/30/24

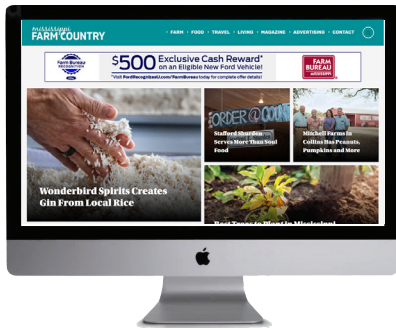


## An *Integrated Media Program*



### CUSTOM PRINT MAGAZINE

*Mississippi Farm Country* connects members of the Mississippi 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 Mississippi living, entertainment, food and agriculture.



### MSFARMCOUNTRY.COM

The *Mississippi Farm Country* website reaches an audience of online readers who seek interesting stories about Mississippi 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 *Mississippi Farm Country* 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

**91,000**

PAFEVIEWS PER YEAR

**380K**

FACEBOOK REACH

**38% INCREASE** IN FACEBOOK REACH FROM PREVIOUS YEAR



ORGANIC  
SEARCH DRIVES  
**56%** OF TRAFFIC

**10%**

INCREASE IN  
SESSIONS FROM  
PREVIOUS YEAR

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