

TENNESSEE Home & Farm



FARM BUREAU MAGAZINE
PUBLISHING PROGRAM BY



FARM FLAVOR
MEDIA

2024-25 MEDIA KIT



PRINT MAGAZINE



TNHOMEANDFARM.COM



PUBLICATION CALENDAR

TENNESSEE Home & Farm

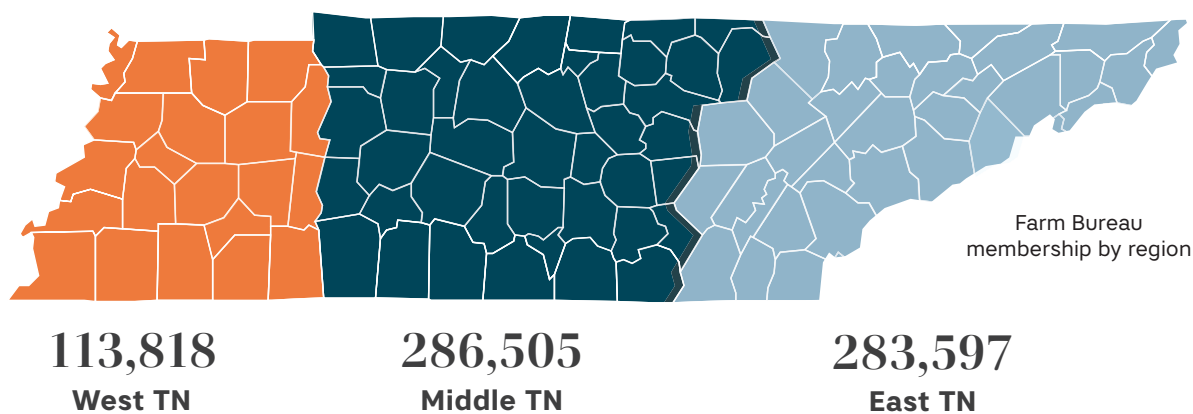
Welcome to *Tennessee Home & Farm*,
the official publishing program for the
Tennessee Farm Bureau Federation



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

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 statewide publication.

Tennessee Home & Farm reaches nearly 1 in 4 households



683,920

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

3.7 months

AVERAGE TIME
READERS SAVE
EACH ISSUE

WITH PASS-ALONG READERSHIP,
THE PUBLICATION REACHES
1.3 million
PEOPLE FOUR TIMES A YEAR

95%

of our readers read every
print issue distributed to them.

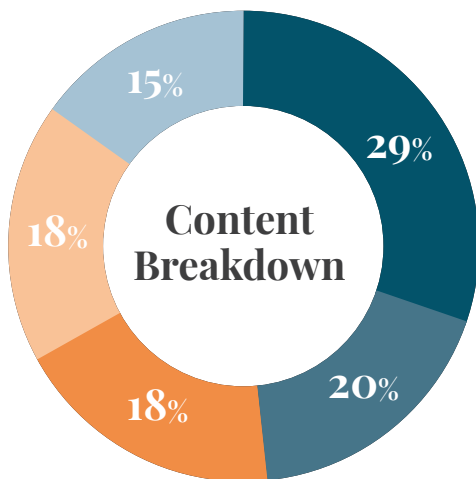
83%

OF READERS

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

Core content that matters to *your* audience

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



PRINT CONTENT

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

WEBSITE CONTENT

- TRAVEL
- EVENTS
- FOOD & RECIPES
- FARM LIFE
- CROPS & LIVESTOCK
- 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"> • Ag Careers • Lavender • Travel: Murals • Recipes: Eggs 	12/2/23	2/28/24
Summer 2024	<ul style="list-style-type: none"> • Turfgrass • Farm on South Holston Lake • Travel: Animal Attractions • Recipes: Corn 	2/23/24	6/1/24
Fall 2024	<ul style="list-style-type: none"> • Vietnam Veterans • FFA Partnership With Hunting Lodge • Volunteers' Mascot Handlers at UT • Recipes: Fall Treats 	5/24/24	8/31/24
Winter 2024-25	TBD	8/23/24	11/30/24

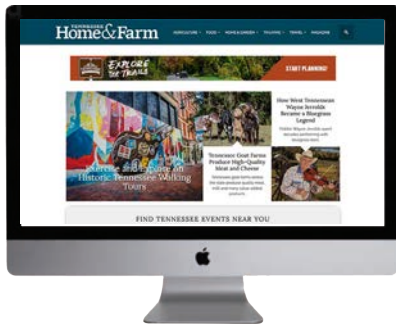


An Integrated Media Program



CUSTOM PRINT MAGAZINE

Tennessee Home & Farm connects members of the Tennessee 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 Tennessee living, entertainment, food and agriculture.



TNHOMEANDFARM.COM

The *Tennessee Home & Farm* website reaches an audience of online readers who seek interesting stories about Tennessee 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.



WEEKLY EMAIL NEWSLETTER

The *Tennessee Home & Farm* email newsletter reaches over 7,500 subscribers every Friday. The weekly themes are farm, food, gardening and travel, with content including stories, recipes, events and giveaways. Advertisers can purchase custom sponsorships based on dates or theme as a way to reach this engaged audience in between print editions.

Digital Fast Facts

Based on Aug. 1, 2022 - July 31, 2023 traffic

668,000

PAGE VIEWS
PER YEAR

397K

FACEBOOK
REACH

19K FACEBOOK FOLLOWERS



Organic search
drives **62%** of
traffic

57%

Average open rate
for the weekly
email newsletter

ADVERTISING CONTACT: Bob Midles | bmidles@farmflavormedia.com | (615) 771-5567

6550 Carothers Pkwy., Suite 420, Franklin, TN 37067
(615) 771-0080 | Toll-free: (800) 333-8842 | Fax: (615) 296-0461



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