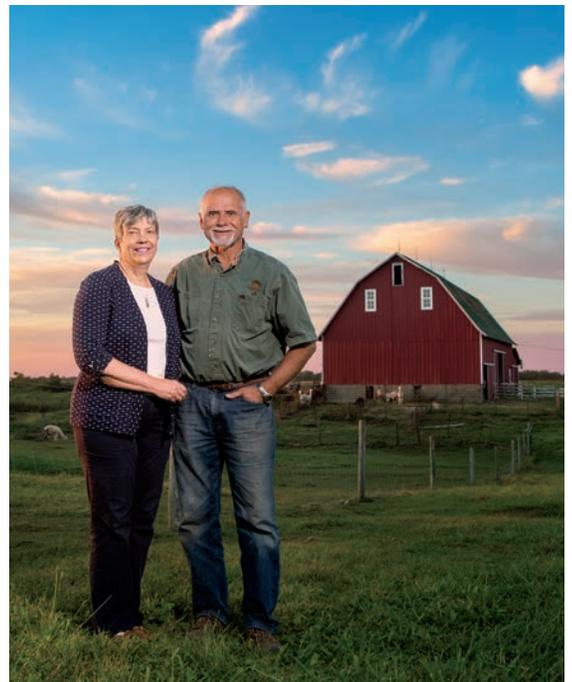


my
Indiana Home[®]

myindianahome.com



my Indiana Home[®]

Our readers include Indiana 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. *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.

Advertise your brand to the living rooms, kitchens, fields, gardens, computers and smartphones of more than 250,000 Indiana residents.

Our readers' interests are propelled by:

Food & Recipes | Travel & Events | Home & Garden | Farms & Agritourism | Indiana Living



“Keep up the good publication of My Indiana Home. It truly is refreshing to read about farm life and small businesses, and also try new recipes.”

“We are happy to be featured in such a quality publication.”

“After finding your magazine this year from a friend, it makes me want to sign up for Farm Bureau insurance just to get the magazine! Thanks for putting together such a high-quality magazine that reflects Indiana’s agricultural, hard-working heritage.”

INDIANA FARM BUREAU MEMBERSHIP

Who Gets the Magazine?

73,000

Farmer members

177,000

Urban, suburban and rural readers who are Farm Bureau members through their insurance

The typical recipient has read or looked through all four of the last four issues.

More than **250,000**

households throughout the state receive the magazine.

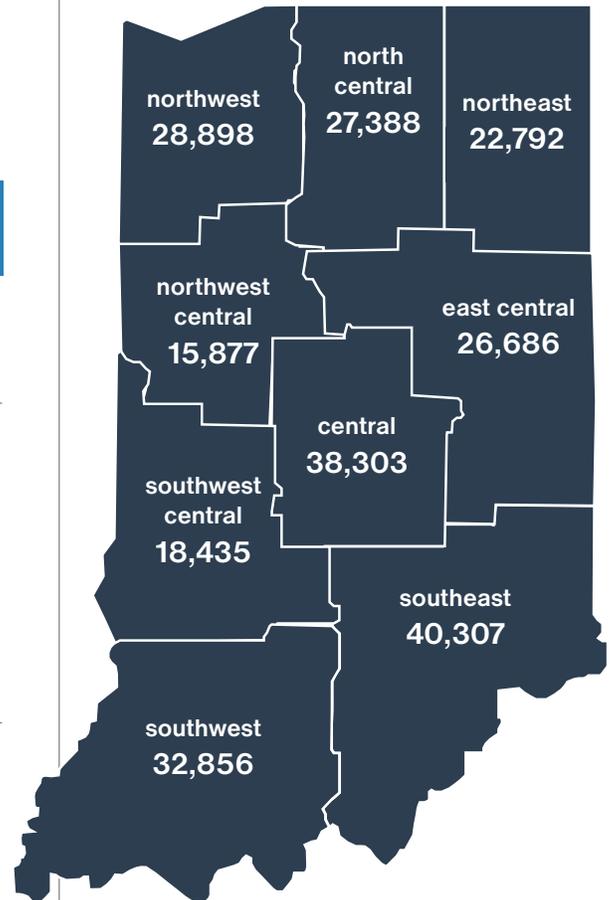
Three in four save their copies for reference.

55% of all Indiana Farm Bureau members annually earn more than

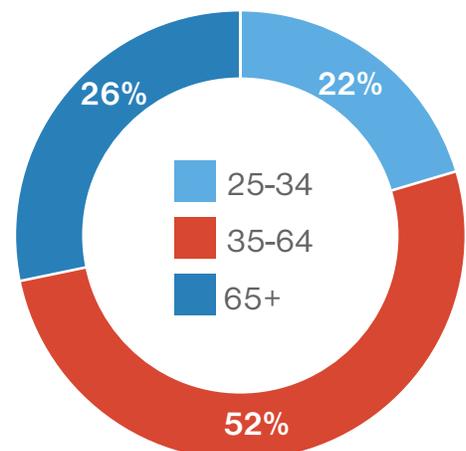
\$50,000

Nearly two-thirds (63%) have taken action in the last 12 months as a result of reading articles in My Indiana Home, including 26% who shared the magazine or an article with others and 24% who used an idea found in an article.

Membership by Region



Age Breakdown





Print Magazine

My Indiana Home connects members of the Indiana Farm Bureau Federation to Indiana's rural lifestyle, gardening tips, travel, events, farm-fresh recipes and more.



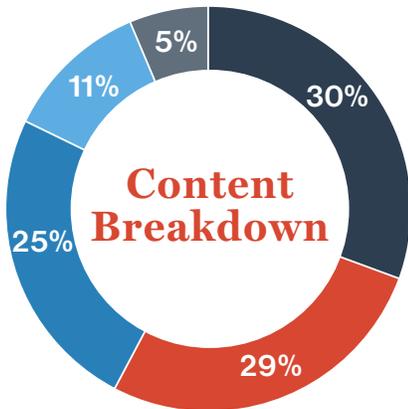
Digital Magazine

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

Reach an audience of engaged online readers seeking interesting stories, photo galleries, videos, and a digital magazine centered around Indiana and a uniquely Hoosier lifestyle.



- Travel & Events
- Food & Recipes
- Farms & Agritourism
- Home & Garden
- Other

Fast Facts: Print

Over half of readers (55%) feel *My Indiana Home* strengthens their connection to Indiana Farm Bureau.

56% of readers pass issues along to others.

Source: Readership Survey

Fast Facts: Online

165K pageviews per year and growing

68% increase in traffic year-over-year

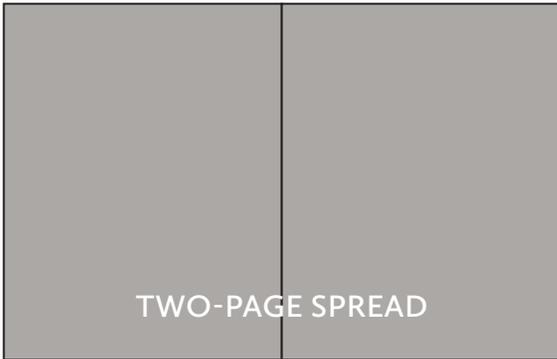
Organic search drives 61% of traffic

63.9% of web visitors are female

59% of web audience is ages 35-64

Based on 2015-16 traffic





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

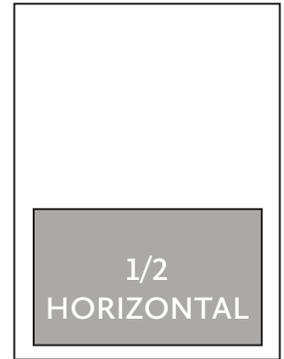
*Bleed: 8" w x 10.75" h
Trimmed to: 7.75" w x 10.5" h
Live area: 7.25" w x 10" h



BACK COVER

Back Cover

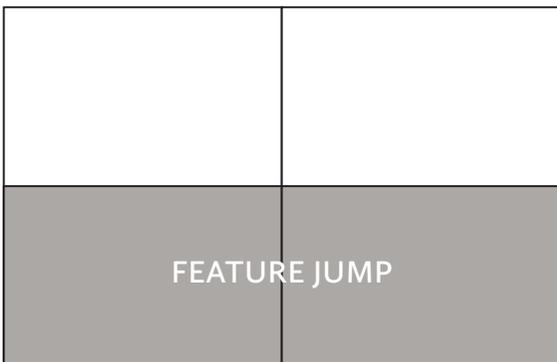
*Bleed: 8" w x 8.125" h
Trimmed to: 7.75" w x 8" h
Live area: 7.25" w x 7.75" h
(doesn't trim on top)
Special size to accommodate mailing address and indicia.



1/2 HORIZONTAL

1/2 Horizontal

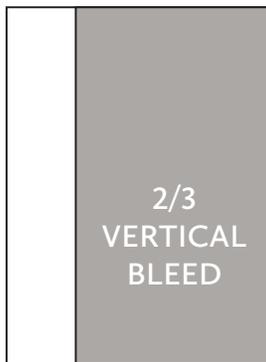
6.75" w x 4.5" h



FEATURE JUMP

Feature Jump

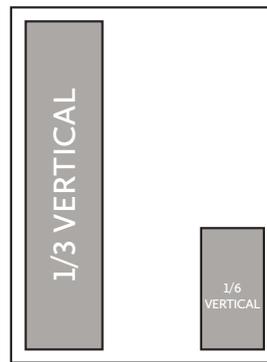
*Bleed: 15.75" w x 5.25" h
Trimmed to: 15.5" w x 5.125" h (doesn't trim on top)
Live area: 15" w x 4.875" h (.25" gutter on each side)



2/3 VERTICAL BLEED

2/3 Vertical Bleed

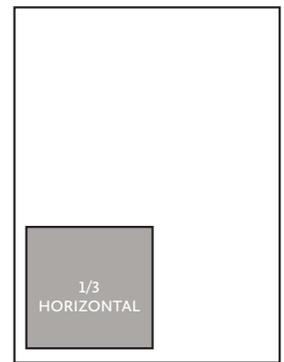
Bleed: 5.1875" w x 10.75" h
Trimmed to: 4.9375" w x 10.5" h
Live area: 4.1875" w x 9.75" h



1/3 VERTICAL

1/3 Vertical

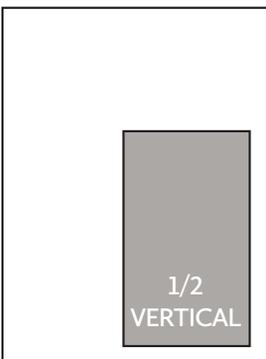
2.125" w x 9.5" h
1/6 Vertical
2.125" w x 4.5" h



1/3 HORIZONTAL

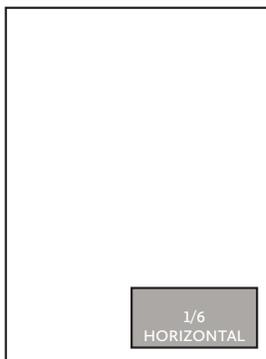
1/3 Horizontal

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 Ad Placement

Sizes and Placement:

- | | |
|---|--|
| 1 Super Leaderboard (970x90)
Tablet Leaderboard (728x90)
Mobile Leaderboard (320x50) | 2 Top Medium Rectangle (300x250) |
| | 3 Bottom Medium Rectangle (300x250) |

Three Creatives Required

Website Section Sponsorship

Exclusive branding in one of the following categories:

- Farms
- My Indiana
- Food
- Travel
- Home & Garden

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

Exclusive branding for all digital magazines past and present

Sizes and Placement:

- Super Leaderboard (970x90)
- Expanded Super Leaderboard (970x415)
- Tablet Leaderboard (728x90)
- Mobile Leaderboard (320x50)

Four Creatives Required

Supplied Files Policy

- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- 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

- The publisher is not responsible for enhancing advertisers' digital files or resizing to match the ad space purchased.
- 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.

Submitted Print Ads

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

Rich Media/Animated Web Ad Specifications

- Required Files: All ad units must be submitted in HTML 5 or Animated GIF formats. No Flash allowed.
- Size Requirements: No larger than 150K
- Max Length: 15 sec max length
- Max Rotation: 3 rotations max
- 3rd Party Click Tracking: May include click tracking 1x1 pixel or code embedded in HTML5 script

Static Ad Specifications

- Required Files: All ad units must be submitted in JPEG or PNG formats.
- Size Requirements: No larger than 50K
- 3rd Party Click Tracking: May include click tracking 1x1 pixel
- Linking URL must be provided.

**** 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.**

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@farmflavormedia.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.**

my Indiana Home[®]

2018 EDITORIAL CALENDAR

ISSUE	EDITORIAL HIGHLIGHTS*	CLOSING DATE AND ADVERTISING MATERIALS DUE	IN HOMES
Spring 2018	<ul style="list-style-type: none"> • Agriculture: Dairy Farm and Creamery • Hobbies: Indy Motor Speedway Museum • Travel: Valparaiso • Food: Spring Brunch 	Dec. 8, 2017	March 1, 2018
Summer 2018	<ul style="list-style-type: none"> • Agriculture: Blueberry Farm • Hobbies: Oasis Diner • Travel: Michigan City • Food: Summer Salads 	March 23, 2018	June 1, 2018
Fall 2018	<ul style="list-style-type: none"> • Agriculture: Fall Agritourism Destinations • Hobbies: Marengo Cave • Travel: South Bend Mishawaka • Food: TBD 	May 1, 2018	Sept. 1, 2018
Winter 2018	<ul style="list-style-type: none"> • Agriculture: Wheat Farmer • Hobbies: Willow Furniture • Travel: Winter in Indiana Dunes Country • Food: TBD 	Aug. 31, 2018	Dec. 1, 2018

**Editorial content is subject to change.*



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