



modern farmer

FARM | FOOD | LIFE



MISSION STATEMENT

Modern Farmer is the authoritative resource for today's cutting-edge food producers and consumers: the farmers, wannabe farmers, chefs, and responsible consumers who are influencing the way we eat right now. Blending hands-in-dirt service, soulful inspiration, and whip-smart reporting, *Modern Farmer* understands that a tomato is never just a tomato—it's also a political, and deeply personal, statement about who we want to be and the world we hope to live in.



AN AWARDED BRAND

Recipient of *Adweek's* 2014 National Magazine Awards for Hottest Newcomer, *Modern Farmer* is the voice behind the food movement, delivering investigative journalism and rich photography. As such, it is the heralded media brand that singularly sits in the middle of thought leader, food and agricultural topics—making it the premium partner for farm, food and lifestyle marketers.



NATIONAL MAGAZINE AWARDS 2014 WINNER



A MAGAZINE BRAND TO WATCH IN 2014



AP30: BEST OF AMERICAN PHOTOGRAPHY



AUDIENCE PROFILE

The *Modern Farmer* audience puts their money where their mouths are, literally. They are:

Young:

- Our core audience is 18-44, 33% of which are Millennials (18-34)

Educated:

- 44.8% have graduated from college
- 13.9% have post-graduate education

Affluent:

- 31% of our audience has a total household income of over \$100,000
- 47% make over \$75,000



AUDIENCE PROFILE

They also:

Care about food choices:

- 77% say “I am willing to pay more for organic food”
- 94% said eating organic is somewhat or very important to them
- 75% shop at farmers markets

Live everywhere:

- 40% are urban
- 28% are suburban
- 30% are rural

Lead agriculture lives:

- 61% describe themselves as hobby gardeners or farmers
- 40% say “I dream about owning a farm someday”

Sources: Modern Farmer Reader Survey, 2014; ComScore.



EDITORIAL GUIDE

LETTERS FROM THE EDITORS

Readers keep an ongoing dialogue with the editors as they share their thoughts on the previously published stories and the magazine overall.



COLUMNS & COMMENTARIES

Each issue features three hardcore news and business stories, covering thought-provoking topics such as global agriculture, government policy and leading farming issues.



FEATURES

A Notable Farmhouse

A peek into a notable farmhouse, with in-depth photography.



Your Complete Guide to Raising...

An investment piece on a farm animal: How to choose the best breeds and keep them healthy and productive, and housing and feed needs to be considered.



MEET THE MODERN FARMERS

An up-close look at good growers around the globe: Who are they? What inspires them? How does their business work?



MODERN FARMER HANDBOOK

A "how-to" service guide for the Modern Farmer, including how to plant, selecting crops, building farm structures, favorite tools, and more.



A Focus on Seasonal Food

Farm-to-table chefs featured to tempt the taste buds of any true foodie, plus what to plant and how to enjoy the fruits of what you grow.



FIELD NOTES

An eight-page section including: Farming technologies, calendar of events for consumers and farmers alike; seasonal product reviews; spirit spotlights; farm real estate and book reviews.



LAST WORD

Readers enjoy thoughts from famous farmers.



The Recipes

Now readers can make the meal showcased in the seasonal food feature, from salads and sides to main courses and desserts.



2016 PRINT RATES

EFFECTIVE WITH THE WINTER ISSUE 2015

MODERN FARMER MAGAZINE

Modern Farmer goes beyond what's on your plate to tell you fascinating stories about what we consume, as well as the latest trends in farming. From how-to's and farmer profiles to pop culture pieces and farm-to-table recipes, *Modern Farmer* is the first publication to explore the agricultural lifestyle.

Distribution: 150,000

Readers Per Copy: 2.3

UNIT	4CB RATE
Page	\$19,500
2X	\$18,525
3X	\$17,550
4X	\$16,575
Cover 2	\$23,400
Cover 3	\$22,425
Cover 4	\$24,375
2 nd Cover Spread	\$40,900
Inside Spread	\$37,050

UNIT	4C RATE
Half Page	\$13,650
2X	\$12,968
3X	\$12,285
4X	\$11,602
Quarter Page	\$6,825
2X	\$6,484
3X	\$6,142
4X	\$5,801

Note: All rates are listed as gross.



PRINT PRODUCTION SPECIFICATIONS

FULL PAGE

Trim Size	7.75" × 10.5"
Bleed Size	8" × 10.75"
Safety Area	6.67" × 9.125"

SPREAD

Trim Size	15.5" × 10.5"
Bleed Size	15.75" × 10.75"
Safety Area	15" × 10"

Text that runs through gutter should provide 1/2" safety between live matter. For spreads running on C2 & Page1 or C3 & last page, please also provide 1/2" safety left/right sides due to hinge score and having to pull out the pages.

HALF PAGE

Trim Size	6.75" × 4.475"
No Bleed	

QUARTER PAGE

Trim Size	3.29" × 4.475"
No Bleed	

CLOSING CALENDAR

SUMMER 2015

Materials Due: April 24, 2015
On-sale Date: June 16, 2015

FALL 2015

Materials Due: August 4, 2015
On-sale Date: September 15, 2015

WINTER 2015

Materials Due: October 23, 2015
On-sale Date: December 15, 2015

SPRING 2016

Materials Due: January 15, 2016
On-sale Date: March 8, 2016

File Type Required

PDF X 1A

Images

CMYK, 250dpi-400dpi
(Please convert spot colors to CMYK)

For production and upload questions, please contact:

Kara Thurmond
518-828-7447 ext.112
kara@modfarmer.com

Upload all ad files to:
modernfarmer.sendmyad.com



2015 DIGITAL RATES

MODERNFARMER.COM

The online destination for more *Modern Farmer* with its own dedicated editorial team, daily features, video content, social media, shopping, and much more.

Unique Visitors: 540,000+

Monthly Page Views: 890,000

Social Audience: 182,140*

ADVERTISING OPTIONS

UNIT	CPM
970×90 Super Leaderboard	\$40
300×250 Rectangle	\$35
300×600 Half Page	\$35
320×50 Mobile	\$20

Geographic and content targeting available for additional fee.

EMAIL OPPORTUNITIES

- *Modern Farmer* reaches over 30,000 subscribers with 29.5% open rate (compared to a 17.5% industry average) and 8.6% click rate (compared to industry average of 3.6%)
- *Modern Farmer* also reaches over 20,000 subscribers that have opted-in to receive information from trusted partners.

ADVERTISING OPTIONS

UNIT	Flat Rate
560×200 Newsletter Premium Ad	\$2,000
Dedicated Partner Email	\$3,000

Note: All CPMs and flat rates are listed as net.
Source: ComScore, June 2015

* Total audience figure across Facebook, Twitter, Instagram and Pinterest, as of July 17, 2015.



DIGITAL PRODUCTION SPECIFICATIONS

WEBSITE

300×250: Medium Rectangle

Maximum File Size:	40K
Animation:	15-sec

300×600: Half page

Maximum File Size:	40K
Animation:	15-sec

970×90: Super Leaderboard

Maximum File Size:	40K
Animation:	15-sec

320×50: Mobile Banner

Maximum File Size:	40K
No flash	

NEWSLETTER

560×200 Custom size

Maximum File Size:	40K
JPEG, PNG, GIF	

EXPANDABLE RICH MEDIA UNITS

728×90 >> 728x315
970×90 >> 970x418
40k (Maximum initial file load)

Animation: 15-sec

Height/width vary. User-Initiated audio on click. Must include prominent on/off buttons. "Close" button required. Enable mouse-off retraction.

VIDEO

300×250 Video*

Maximum File Size:	40K
Animation:	15-sec

User-initiated audio with visible controls is required

*Only third party tags are accepted for video creative.

DEDICATED EMAIL GUIDELINES

A zipped HTML template, text for plain text version and subject line. All creative — HTML template, text and URLs — need to be submitted one week prior to deployment. E-mail templates should be no more than 600 pixels wide to optimize for mobile viewing. An email test will be sent before deployment for approval. Do Not Contact lists require an additional processing fee beginning at \$200 net.

FLASH

300×250	970×90
Maximum File Size: Initial load not to exceed targeted ad size.	
Animation:	15-sec

Must include .SWF File with clicktags, GIF/JPG provided as back-up, Flash Movies kept below 18 FPS, target="_blank" is required in "basic actions" to ensure clickthru opens in a new window, clickTag code must be embedded in .SWF file: {getUrl (_root.clickTag, "_blank"); }*

*All Flash creative must be properly coded to track clicktags.

ACCEPTED THIRD-PARTY FORMATS

24/7 Real Media	EyeBlaster
Adprime	EyeWonder
Adtech	Mediamind
Adventive	Mediaplex
Atlas DMT	Mixpo
Bluestreak	Pointroll
DoubleClick	Goof

Digital Ad Contact

Ads.ModernFarmer@gmail.com



CONTACTS

CORPORATE OFFICE/NEW YORK

Modern Farmer
403 Warren St., 2nd Floor
Hudson, NY 12534
518-828-7447

Jane Wladar
Publisher/Chief Revenue Officer
jane@modfarmer.com
518-828-7447 x106

Jennifer Borrero
East Coast Sales Director
jennifer@modfarmer.com
518-828-7447 x109

LOS ANGELES

Ellie Whelan
West Coast Sales Director
ellie@modfarmer.com
310-546-3757

CHICAGO

Cynthia Wood
Midwest Ad Sales Director
cynthia@modfarmer.com
847-456-0078

SUBSCRIPTION INQUIRIES

888-797-9925

