MaryJanesFarm

2022 Media Kit

> I've never met a woman yet who hasn't indulged in a farm fantasy at some point in her life. From fresh-picked organic salads to farmstyle family celebrations to homemade gifts, healthier living in general and simple pleasures in particular bring us back to our roots in a therapeutic way.
>
> – MaryJane Butters

THE **EVERYDAY ORGANIC LIFESTYLE™** MAGAZINE

MAGAZINE IN ITS 22nd YEAR | 121,000 CIRCULATION
SOLD ON NEWSSTANDS NATIONWIDE

eat better • feel better • live better

"Farmgirls, those of us living or longing to live in the country, are just about everybody I know, girls anyhow."

– MaryJane Butters

CREATED BY THE ICON OF THE
ORGANIC MOVEMENT

MARYJANESFARM connects every woman to her inner farmgirl, empowering readers to live healthy, productive, and authentic lives. Our brand uniquely understands and identifies with a growing segment of consumers who wish to create a more sustainable and beautiful world for their families and for the future. This educated, affluent, and family-oriented audience delights in the simple pleasures and creative challenges of cooking, home decorating, gardening, quilting, and other treasured homemade crafts. Whether in a farmhouse, townhouse, or condo, *MaryJanesFarm's* readers embrace the modern farmgirl's way of life. *MaryJanesFarm* has become an essential, trusted resource for cutting-edge women who desire to make organic and more purposeful living a reality.

MARYJANE BUTTERS

Carpenter, waitress, janitor, upholsterer, secretary, ranch hand, milkmaid, wilderness ranger, environmental activist, entrepreneur, author, and trendsetter, MaryJane Butters has worn many hats (and aprons) in her day, but none more proudly than that of modern-day farmgirl. She shares the message of simple organic living with readers of her magazine, now in its 22nd year; and her eight books. She's also the founder of the Farmgirl Sisterhood, an organization with over 8,391 dues-paying members who've earned more than 12,706 merit badges to date (think Girl Scouts for grown-ups). From her farm in Moscow, Idaho, she sells over 60 different organic prepared foods and runs a B&B. In addition, she's the creator of Project F.A.R.M. (First-class American Rural Made), an organization that employs rural women who sew totes, quilts, dolls, and more. She is also the owner of the historic Barron Flour Mill in Oakesdale, Washington, and designs a line of bedding and home décor sold in department stores and shops all over the country.

MaryJanesFarm • Moscow, Idaho • 888-750-6004 • lucas@maryjanesfarm.org

OUR READERS—who span cities, suburbs, and rural areas across the country—understand the importance of buying organic food, clothing, and other products and are **highly responsive** to our advertisers' messages.

OUR READERS VALUE CONTENT & ADVERTISING:

Agree ads provide useful information	94%
Spend 2+ hours with each issue	88%
Have visited an advertiser's website	86%
Inspired to create projects	80%

Source: *MaryJanesFarm* Subscriber Study

Brands have an exclusive opportunity to partner with *MaryJanesFarm* and engage with this truly rare and special audience.

THERE'S NO ONE ELSE QUITE LIKE THEM ANYWHERE!

"I've never written to a magazine before, but this is no ordinary magazine! Your magazine has enriched my life in ways I never thought possible."
– Barb, e-mail

"Your magazine has changed the lives of thousands of women and young girls—one apron, one merit badge, one garden, one fresh egg, and one new farm at a time."
– Winnie, RaisingJane.org

"The advertisements are beautiful, and because you use them, I feel more comfortable investing in the products, knowing your commitment to conscientious consuming."
– Ashley Montague, e-mail

"I am in love with this magazine! Thanks for the tips, inspiration, and motivation to stay on our path toward a self-sufficient life."
– Anna, Facebook.com/MaryJanesFarm

PURE, SIMPLE, GENUINE

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READER PROFILE

99% WOMEN	51 MEDIAN AGE	$82k MEDIAN HH INCOME	78% ATTENDED COLLEGE
87% HAVE CHILDREN	78% HAVE PETS	91% OWN HOME	$280k MEDIAN HOME VALUE

It's not *where* they live. It's *how* they live.

Sharing interests that rekindle the joy of handwork:

Home Decorating	92%
Gardening	91%
Purchase Handmade Art/Crafts	88%
Quilting	83%
Collecting Antiques	76%
Considered to Be Creative	72%

Preparing healthy, home-cooked meals:

Purchase Whole Grain/ High Fiber Foods	98%
Cook and Bake from Scratch	95%

Working the land:

Compost	77%
Own a Chainsaw	74%
Own a Pickup Truck	65%
Own a Riding Lawn Mower	60%
Own a Tractor	38%

Keeping household pets:

Have a Dog	73%
Have a Cat	65%
Buy Healthy Pet Food	68%

Shopping with both value and quality in mind:

Shop at Organic Food Stores	85%
Shop at Walmart	75%
Shop at Whole Foods	65%

Receptive to direct response:

Purchase Products Online	90%
Purchase Products Through Mail	80%

Choosing organic products:

Buy Organic Food	84%
Buy Organic Soaps/Lotions	75%
Buy Organic Clothes/Fabric	53%

Seeking natural remedies:

Buy Vitamins	88%
Buy Supplements	80%
Buy Herbal Remedies	75%

Engaging with content and advertising:

Agree Ads Provide Useful Information	94%
Spend 2+ Hours with Each Issue	88%
Have Visited an Advertiser's Website	86%
Inspired to Create Projects	80%

Source: *MaryJanesFarm* Subscriber Study

A UNIQUE WAY OF LIFE

IN EVERY ISSUE ...

Organic Food
MaryJane shows how (and why) to eat organically and shares her favorite recipes from her organic farm. Food as celebration!

Out-of-the-Box Crafting
Creative ideas on quilting, sewing, knitting/crocheting, paper, fabric, wood, metal, and more—all with a nostalgic theme.

Home Safe Home
As a lifelong organic farmer and environmental activist, MaryJane guides readers through the landscape of the "green" movement.

Farm Life with MaryJane
As a farmer, author, entrepreneur, and former wilderness ranger, MaryJane brings a unique sensibility to the great outdoors.

Creating Community
MaryJane connects women who care and captures the spirit of old-fashioned community, both online and face-to-face.

Organic Gardening
MaryJane shares her expertise on growing and enjoying the fruits of the organic experience.

SAMPLE EDITORIAL ...

Organic Food	Homemade Rosemary & Roasted Garlic Pasta Sprouting Seeds & Grains Easy Homemade Feta Cast Iron Cooking: Red Pepper Pesto Sourdough Rolls
Out-of-the-Box Crafting	Fun with Fabric: Removable Wall Coverings Handmade Weddings Burlap Wreaths
Home Safe Home	Nature's Flu Fighters The Anti-aging Power of Berries Why Organic Cotton?
Farm Life with MaryJane	Chicken Coop Checklist Basics of Beekeeping Urban Homesteading Romancing the Stock Tank: Galvanized Bathtubs
Creating Community	Start a Crafters' Club Meet the Junk Gypsies Host an Outdoor Quilt Show
Organic Gardening	Sowing Heirloom Fruits & Veggies Food Storage Made Simple Garden Tool Maintenance

For specific editorial content, contact lucas@maryjanesfarm.org

ADVERTISERS AGREE … WE'RE THE MOST UNIQUE MAGAZINE IN THE MARKETPLACE.

Our passionate readers carry purchasing power and are highly responsive—

95% of our readers feel that advertising in *MaryJanesFarm* provides useful information about new products.

Our unique editorial voice fosters a creative environment for your advertising message to thrive.

Our advertisers consistently report back with positive results:

"MARYJANESFARM HAS GROWN TO BECOME ONE OF THE VERY BEST MEANS FOR REACHING OUR TARGET AUDIENCE. It is the perfect fusion of DIY, homesteading, gardening, and organic living, arranged within a well-designed and charming layout. Not only do we look forward to seeing our advertisement in each issue, but it is one of the few magazines that I bring home and read cover to cover!"

– Irene Wolansky,
Mountain Rose Herbs

"ADVERTISING WITH MARYJANESFARM HAS CREATED SOME PULL MARKETING FOR US by tapping into a consumer market that meets our target market criteria, yet in an area of the industry we had not considered before."

– Gael J. B. Orr,
Once Again Nut Butter

"THE DAY OUR AD BREAKS, THE PHONE CALLS FOR OUR CATALOGS START. The nicest thing is the callers rave about our ads and the magazine as being one of their favorites. We love the look of the publication—it mirrors the image we are trying to project to our customers."

– Kris Lyle,
Timeless Charm Gifts

"It was an advertising stretch to put my dollars into a magazine that is not 100% quilting, but ADVERTISING IN MARYJANESFARM, AS IT TURNS OUT, IS NOT A RISK FOR ME, BUT A NECESSITY to reach another branch of potential customers."

– Julie Bohringer,
Patch Abilities

"THE AMOUNT OF CALLS THAT HAVE BEEN CONTINUALLY GENERATED FROM OUR AD PLACEMENT HAS BEEN PHENOMENAL."

– Sequoya Cross,
Backwoods Solar

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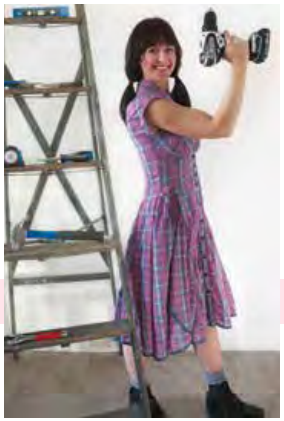


QUICK FACTS

Frequency: Bimonthly
Circulation: 121,000 | **Total Readership:** 435,000
Subscription Price: $19.95 (6 issues) | **Cover Price:** $6.99

2022 AD SPECS

	Ad Size/Trim	Live Area	Bleed Size	Non-Bleed Size
2-Page Spread	16 x 10 7/8	15 1/2 x 10 3/8	16 1/4 x 11 1/8	15 1/2 x 10 3/8
Back Cover	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	n/a
Inside Front Cover	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	n/a
Inside Back Cover	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	n/a
Full Page	8 x 10 7/8	7 1/2 x 10 3/8	8 1/4 x 11 1/8	7 1/2 x 10 3/8
1/2 Page Horizontal	8 x 5 5/16	7 1/2 x 5 1/16	8 1/4 x 5 9/16	7 1/2 x 5 1/16
1/3 Page Vertical	2 11/16 x 10 7/8	2 7/16 x 10 3/8	2 13/16 x 11 1/8	2 7/16 x 10 3/8
1/4 Page	n/a	3 11/16 x 5 1/8	n/a	3 11/16 x 5 1/8
1/6 Page	n/a	2 7/16 x 5 1/8	n/a	2 7/16 x 5 1/8

Send Ad Materials To:

Carol Hill, Design Director
1000 Wild Iris Lane, Moscow, ID 83843
Phone: 888-750-6004
carol@maryjanesfarm.org

For Advertising Info:

Lucas Rae
National Accounts Executive
Phone: 888-750-6004
lucas@maryjanesfarm.org

"Your magazine just makes me happy!"

– Gaye, Facebook.com/MaryJanesFarm

2022 SCHEDULE

	Materials Due	On Sale
Feb/Mar	11/26/21	1/5/22
Apr/May	1/20/22	3/1/22
June/Jul	3/24/22	5/3/22
Aug/Sept	5/26/22	7/5/22
Oct/Nov	7/28/22	9/8/22
Dec/Jan	9/22/22	11/1/22

MATERIALS: ACCEPTABLE FORMATS

- Note: If ad is submitted digitally and no proof is furnished, magazine cannot be held responsible for errors.
- PDF/X-1a or TIFF/IT-P1 PDF created with job options settings compliant with the PDF/X-1a specification. Files should be set up as follows: CMYK only; color and greyscale images sampled to 300 dpi with JPEG compression for maximum quality; 1 bit images sampled to 2400 dpi with CCITT Group 4 compression; all fonts embedded. **Remember to change all colors to CMYK process.**
- Native application files (such as QuarkXPress or InDesign) are NOT acceptable.

CONSTRUCTION NOTES

- Bleed ads: Build to trim, then manually extend bleeds 1/8" beyond dimensions.
- Live area: Keep live matter within a minimum 1/4" inside full-page trim.
- Page set-up: All material should be submitted as single pages (any spreads should be broken into singles). On spreads, allow 1/2" gutter for headlines crossing center; live matter recommended 3/8" from center line. Registration offset minimum 12 points.
- Ink coverage: Maximum ink coverage should not exceed 300% density, per SWOP standards.

PROOFING / COLOR GUIDANCE

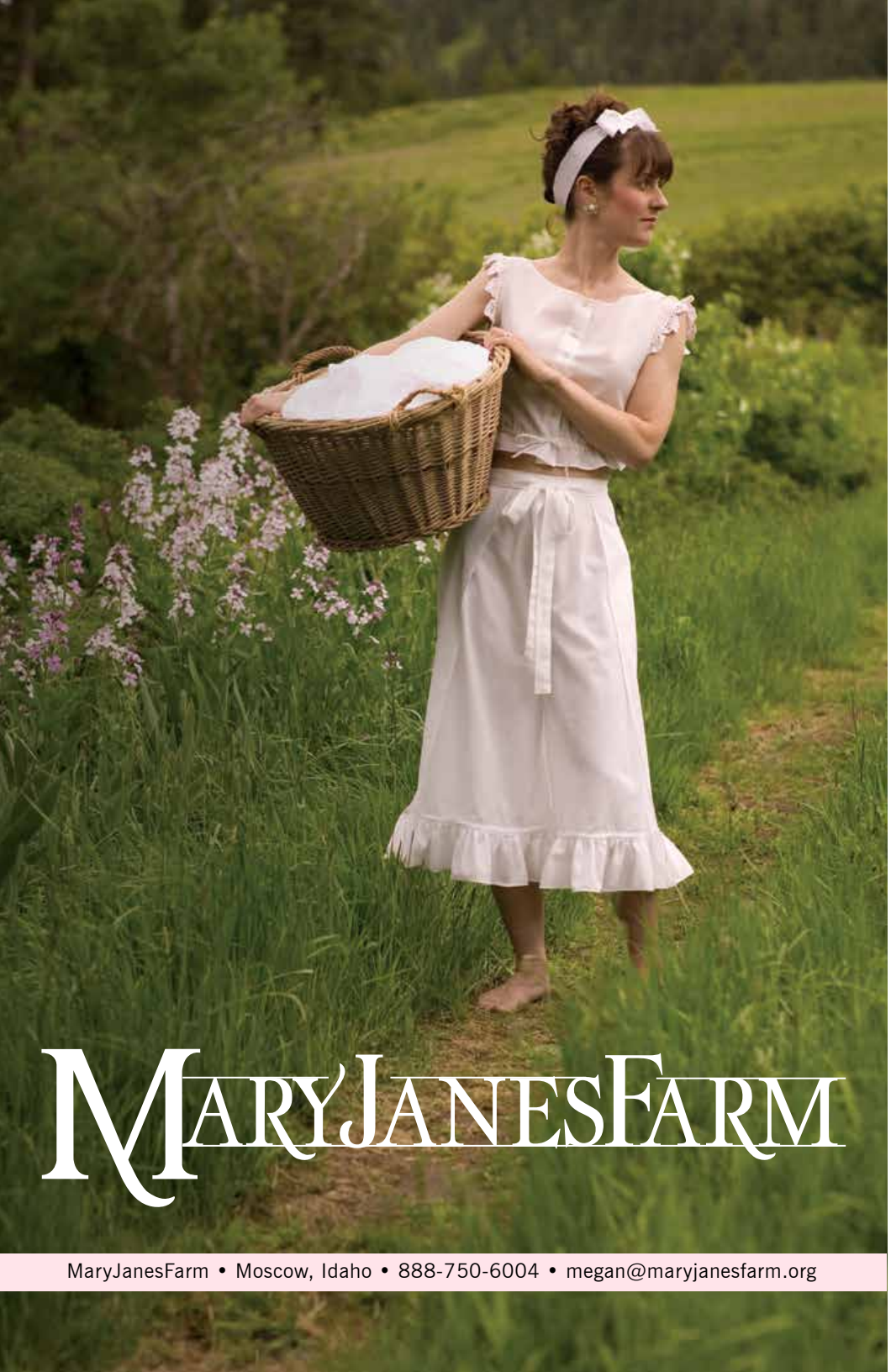
- Quality control strips must include GATF/SWOP approved control bars, with 5%, 25%, 50%, 75%, and 100% CMYK patches.

MEDIA

- Send larger files via Dropbox.com or other file sharing program (smaller files can be submitted to carol@maryjanesfarm.org).
- Label: Advertiser name, issue of *MaryJanesFarm*, production contact's name and phone number.
- Media files will be kept for one year, then destroyed.

FURNISHED INSERTS

Additional production/shipping information will be provided as needed.



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Total Readership: 435,000
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Cover Price: $6.99

AD RATES (4-COLOR)

Back Cover:	$5,370
Inside Front Cover:	$5,050
Inside Back Cover:	$4,625
Full Page:	$4,200
1/2 Page Horizontal:	$2,525
1/3 Page Vertical:	$1,810
1/4 Page:	$1,545
1/6 Page:	$1,200

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"I find it very difficult to decide on just one thing I love about *MaryJanesFarm* magazine … I love it all!!! I literally read my copy from cover to cover (including the ads!!!) the moment it arrives in my mailbox … the dishes can wait!! I learn so much at the turn of every page … from crafts to chickens to organic living. I devour every word and feel sad when the back cover closes."

– Edith, RaisingJane.org

"The advertisements are beautiful, and because you use them, I feel more comfortable investing in the products, knowing your commitment to conscientious consuming."

– Ashley Montague, e-mail