

Package Media, Inc.

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The Land (Farmers and Family)

Description:

Established 30 years. Feature-oriented publication with stories about Minnesota farmers and their lifestyle. This is the Minnesota farming community's favorite magazine. It is read cover-to-cover.

Profile:

Female: 50% Male: 50%

Readership shows an affinity, interest in cooking

Distribution:

Minnesota.: Mails 20,666 in week 1 to Southern Zone and mails 12,539 in week 2 to Northern Zone covering entire state every two weeks.

Frequency: Bi-Weekly

Circulation: 33,250

Audited: Yes

Controlled Circulation: 33,250

Percent Newsstand: 0%

Insertion Method: Blow-in

Delivery Method: Mail

Special Issues:

See editorial calendar.

Specifications:

Publication Size: D:12 1/2 d x W:11 1/4

Minimum Size: 4 x 6 Maximum Size: 12" x 10.5"

Minimum Weight: 50# stock Maximum Weight: #80 card stock

Coated Paper: Yes Uncoated Paper: Yes

Special Ink Requirement: No

Folded Insert: Yes

Demographic Select:

Notes: Average HHI \$100K; Home/land owners.

Technographic Select:

Notes: Own multiple vehicles; internet savvy

Gross CPM: \$35

Media Sales Management

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