

2024 MEDIA KIT

MICHIGAN FARM NEWS

Frequency

20 times per year

Circulation

32,794

In-State Editors

4

ROP Splits

By County
By Demographic

Insert Splits

By County
By Demographic

Michigan Farm News
VOLUME 100 - ISSUE NO. 17 SERVING MICHIGAN FARM BUREAU MEMBERS SINCE 1923 OCTOBER 30, 2023

Specialty crops spotlighted
AFBF Trade Advisory Committee hears industry challenges. 4

Crop scouting tips at harvest
Five foliar disease signs to look for in corn. 8

Late-season wheat planting options
Consider adjusting seeding rate and depth. 12

Legislation would 'pull the plug' on local control of solar, wind project placement

Global tensions, market uncertainty, higher input costs drive fertilizer prices higher
DENNIS RUDAT, FARM NEWS MEDIA
Higher prices for several fertilizer categories in September were influenced by strength in the Indian market and uncertainty around future exports from China, according to the Agricultural Market Information Systems (AMIS) October Market Monitor report. Composed of 320 Ministers of Agriculture and eight other major agricultural importing and exporting countries, the AMIS report noted market developments in the near term will be impacted by these two major actors, as well as by demand for the fall application season in the Northern Hemisphere.
continue FERTILIZER on 6

New farm fatality legislation introduced
MITCH GALLOWAY, FARM NEWS MEDIA
House Bill 4011 would reduce the penalty for family farm fatality reporting by 50% and create new definitions for what's considered a family farm.
That's the proposed legislation from Michigan Reps. Jerry Neyer and Graham Filer. They aim to correct what happened to the Eisenmanns in 2019 when Bleisfield Township farmer Keith Eisenmann's accidental death led to his widow paying a \$12,000 fine.
Previously, the proposed House Bill 4031 would amend the Michigan Occupational Safety and Health Act (MIOSH) to decrease penalties for failing to report injuries, but Gov. Whitmer vetoed the legislation in 2022 due to concerns over compliance with federal OSHA.
Currently, employers must report injuries within 24 hours and 8 hours for a workplace fatality.
continue FARM FATALITY on 14

“A one-size-fits-all approach will not serve Michigan's diverse communities well.”
MATT KAPR, MFB

WINDLE SEVREY, MICHIGAN FARM BUREAU
Newly introduced legislation would take away local zoning and siting control for commercial wind and solar energy projects and transfer it to the state-run Michigan Public Service Commission.
Michigan Farm Bureau is opposed to the proposal and is urging members to tell state representatives and senators, "Locals know best."
Send a prewritten or personalized message from bit.ly/MFBEnergy or text MIENERGY to 52886.
Proposed amendments are formally outlined within House Bills 6120, 6121, 6122 and 6123, introduced on Oct. 10 and sponsored by Reps. Abraham Ajayash (D-Hamtramck), Philip Skaggs (D-East Grand Rapids) and Ranjeyv Puri (D-Canton).
The idea of shifting wind, solar and energy storage facility zoning and siting control away from locals isn't new: Gov. Gretchen Whitmer alluded to it in her August "What's Next Address" and again in a September email update referencing, "Streamlining permitting of clean energy projects through the MFGC to move faster, create more jobs, and get shovels into the ground," as one way Michigan can become a "clean energy leader."

in less than 24 hours after the bills were released, the House Energy, Communications and Technology Committee took up the bills, hearing testimony from the bill sponsors and stakeholders. Michigan Farm Bureau Legislative Counsel Andrew Varmesesh submitted written testimony in opposition of the bills.
continue ENERGY on 3

INSIDE / WEATHER 8 / FARM SHOP B-SECTION MORE AT MICHIGANFARMNEWS.COM

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Battling herbicide resistant weeds?
The fight begins with combine cleanout!
15

CIRCULATION BY COUNTY

<u>County</u>	<u>Circulation</u>
Allegan	1,055
Alpena	-
Antrim	125
Arenac	227
Barry	584
Bay	608
Benize-Manistee	142
Berrien	794
Branch	434
Calhoun	613
Cass	657
Charlevoix	146
Cheboygan	197
Chippewa	221
Clare	269
Clinton	789
Copper Country	235
Eaton	540
Emmet	131
Genesee	559
Gladwin	348
Gratiot	553
Hiawathaland	371
Hillsdale	436
Huron	1079
Huron Shores	204
Ingham	589
Ionia	789
Iosco	187
Iron Range	165
Isabella	523
Jackson	501
Kalamazoo	747
Kent	734
Lapeer	721

<u>County</u>	<u>Circulation</u>
Lenawee	717
Livingston	482
Mac-Luce Schoolcraft	163
Macomb	462
Mason	242
Mecosta	260
Menominee	190
Midland	200
Missaukee	199
Monroe	835
Montcalm	494
Muskegon	303
Newaygo	232
NW Michigan (Grand Traverse)	438
Oakland	368
Oceana	325
Ogemaw	226
Osceola	198
Otsego	184
Ottawa	1099
Presque Isle	143
Saginaw	683
Sanilac	877
Shiawassee	678
St. Clair	634
St. Joseph	638
Tuscola	1302
Van Buren	674
Washtenaw	886
Wayne	217
Wexford	140

Total Paid Circ	30,762
Non-Qualified	2,032
TOTAL CIRC	32,794

2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at 12Noon</u>	<u>Editorial Themes</u>
1/15/24	1/12/24	12/18/23	12/22/23	<i>Local News and Information</i>
1/30/24	1/26/24	1/2/24	1/8/24	Alfalfa Forage Trials
2/15/24	2/13/24	1/25/24	1/29/24	<i>Local News and Information</i>
2/28/24	2/26/24	1/30/24	2/3/24	*Equine Supplement
		2/6/24	2/12/24	<i>Local News and Information</i>
3/15/24	3/13/24	2/8/24	2/14/24	*Spring Planting Supplement
		2/20/24	2/26/24	<i>Local News and Information</i>
3/30/24	3/28/24	3/5/24	3/11/24	<i>Local News and Information</i>
4/15/24	4/13/24	3/19/24	3/25/24	Spring Planting focus
4/30/24	4/28/24	4/5/24	4/9/24	<i>Local News and Information</i>
5/15/24	5/13/24	4/26/24	4/30/24	<i>Local News and Information</i>
6/15/24	6/13/24	5/24/24	5/28/24	<i>Local News and Information</i>
7/15/24	7/13/24	5/30/24	6/3/24	*AgExpo Show Guide
		6/24/24	6/28/24	<i>Local News and Information</i>
8/15/24	8/13/24	7/22/24	7/26/24	<i>Local News and Information</i>
8/30/24	8/28/24	7/23/24	7/29/24	*Fall Harvest Supplement
		8/9/24	8/13/24	<i>Local News and Information</i>
9/15/24	9/13/24	8/23/24	8/27/24	Club Calf & Breeder Showcase
9/30/24	9/28/24	9/6/24	9/10/24	<i>Local News and Information</i>
10/15/24	10/13/24	9/20/24	9/24/24	<i>Local News and Information</i>
10/30/24	10/28/24	10/8/24	10/11/24	<i>Local News and Information</i>
11/15/24	11/13/24	10/25/24	10/29/24	<i>Local News and Information</i>
11/30/24	11/28/24	11/6/24	11/12/24	MSU Soybean Yield Trials
12/15/24	12/13/24	11/12/24	11/18/24	*Corn Trials Supplement
		11/27/24	12/3/24	<i>Local News and Information</i>

All closing dates listed are for ROP (run of press) placements.

*** These special issues may have rates and deadlines that differ from regular issues.**

Editorial Themes & Sections are subject to change

All insert and Cover Wrap materials are due three weeks prior to the issue date.

AD SPECS

Colors Available: Black & white, 4-Color process

Maximum Ink Density: 240%

Color Specs: CMYK

All black print must be 100% true black, not a 4C-processed black. Skeleton Black is an acceptable substitution for black. Please convert all Spot Colors to CMYK

Font Sizes: Minimum point size for reverse type with a process color fill requires Sans Serif Type, 11 pt. bold or Serif Type, 13 pt. bold for typeface font size

Ad Sizes (width x height)

1/4 page Horizontal =	10.25" x 3"
1/4 page Vertical =	2.375" x 12"
1/2 page Horizontal =	10.25" x 6"
1/2 page Vertical =	5" x 12"
Jr. Page =	7.625" x 9"
Full Page =	10.25" x 12"
Jr. Page Spread =	16" x 9"
Full Page Spread =	21" x 12"

Column Measurements:

1 column =	2.375"
2 columns =	5"
3 columns =	7.625"
4 columns =	10.25"

This publication does not sell space by the column inch. All space is sold by Standard Ad Unit (SAU) only. All others will float within SAU space.

Hard Copy Address:

7373 W. Saginaw Hwy
Lansing, MI 48917

MEDIA REQUIREMENTS / ACCEPTED FORMATS

Adobe InDesign, PhotoShop, and Illustrator files are accepted (Macintosh versions). High resolution Adobe PDF files are preferred. Ads should be submitted complete and ready for output. Ads must contain all scanned images, graphics and fonts (both printer and screen). All fonts used to create EPS images must also be included. A proof should be provided to ensure correct output of ad.

Photo Resolution: 250 dpi minimum

Screens: 100-line screen

Files may be emailed to Tim Rogers at mifarmnews@michfb.com & cc to:
anne@jlfarmakis.com.

Files that are larger than 10 MG can be sent via WeTransfer (a free internet service):
www.WeTransfer.com

Ask your Farmakis Sales Representative about Cover Wraps, Inserts, Sponsorships, and other high impact units.