

# 2024 & 2025 MEDIA KIT

## THE FARMER'S PRIDE

### Frequency

Semi-Monthly

(1<sup>st</sup> & 3<sup>rd</sup> Thursday)

### Circulation

14,500

### In-State Editors

3

### ROP Splits

None

### Insert Splits

None

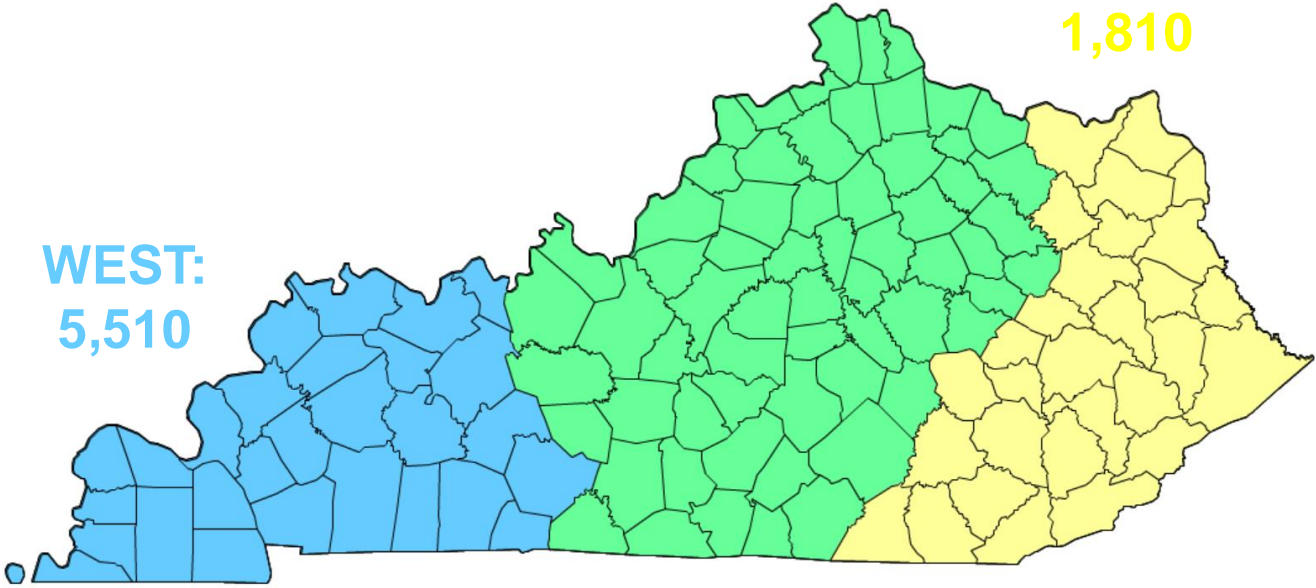
 <p>HOMETOWN NEWS FOR KENTUCKY'S FARM COMMUNITY</p>	 <p>INSIDE</p> <table border="1"><tr><td>EDITORIAL</td><td>4</td><td>LIVESTOCK DIRECTORY</td><td>9</td></tr><tr><td>FORAGE DOCTOR</td><td>11</td><td>CLASSIFIEDS</td><td>22</td></tr></table>	EDITORIAL	4	LIVESTOCK DIRECTORY	9	FORAGE DOCTOR	11	CLASSIFIEDS	22
EDITORIAL	4	LIVESTOCK DIRECTORY	9						
FORAGE DOCTOR	11	CLASSIFIEDS	22						
<h3>YOU ARE INVITED!</h3> <h4>Farmer's Appreciation Day is Wednesday, Sept. 18</h4> <p>Agriculture Commissioner Jonathan Shell will lead his team to Bowling Green on Wednesday, Sept. 18 to celebrate Kentucky farmers and to celebrate Farmer's Appreciation Day.</p> <p>The event marks the second annual recognition, with the premier event last year held in Frankfort. This year, Farmer's Appreciation Day will be held at the Western Kentucky University L. D. Brown Ag Expo Center, 406 Elrod Rd., Bowling Green.</p> <p>Several businesses and agencies have joined with the Kentucky Department of Agriculture to put together an event that shows farmers how much they are appreciated, said Dale Dobson, who coordinates farm safety and Raising Hope at KDA. The event will include free educational booths, medical screenings and a meal. There is no charge to attend the event.</p> <p>"We are all coming together for one common goal that day, to say we appreciate you each and every day," Dobson said as he encouraged farmers to take the day off work and attend the event.</p> <p>There have been appreciation days for many things, including puppy appreciation day, Dobson said, but until last year, Kentucky didn't have a farmer appreciation day.</p> <p>"Brandon Reed was a state representative, and he initiated this</p> <p>SEE FARMER'S, PAGE 2</p>	 <p>Photo by Sharon Burton</p> <h4>120 Years, 120 Counties showcased at Kentucky State Fair</h4> <p>The 2024 Kentucky State Fair set several days of record attendance as it celebrated "120 Years, 120 Counties. The 11-day event was held Aug. 15-25 in Louisville and Kentucky agriculture shined bright in the spotlight from the South Wing to the West. Above, Brandon Armstrong, of Spencer County, volunteered to help out at the popular Discovery Farm and made friends with a donkey named Sam.</p>								
	<h3>Kentucky Expo Center expansion unveiled</h3>  <p>LOUISVILLE - Kentucky Venues leadership unveiled the visual concepts for the Kentucky Exposition Center's Phase I and II renovations during the Kentucky State Fair. The group ceremoniously broke ground officially celebrating the multi-million-dollar renovation plans for the facility.</p> <p>As a part of the newly unveiled concepts, Phase I of the renovation at the Kentucky Exposition Center is projected to cost \$180 million. This phase will include a new interconnected 350,000 total square feet multi-purpose building with the capabilities to host events ranging from livestock competitions and equine events to trade shows and sporting events. The location of this new space will be directly east of the existing Broadbent Arena and</p> <p>SEE EXPO, PAGE 7</p> <p>Volume 36, Number 6      270-384-9454      www.thefarmerspride.com</p>								

# CIRCULATION MAP

**TOTAL  
CIRCULATION  
14,500**

**NORTHEAST,  
EAST:  
1,810**

**WEST:  
5,510**



**NORTH, CENTRAL,  
SOUTHCENTRAL:  
6,380**

# CIRCULATION BY COUNTY REGIONS

## Circulation by County Regions

West	
County	Circulation
Ballard	5,510
Butler	
Caldwell	
Calloway	
Carlisle	
Christian	
Crittenden	
Daviess	
Fulton	
Graves	
Hancocl	
Henderson	
Hickman	
Hopkins	
Livingston	
Logan	
Lyon	
Marshall	
McCracken	
McLean	
Muhlenberg	
Ohio	
Simpson	
Todd	
Trigg	
Union	
Warren	
Webster	

North, Central, SouthCentral		
County	County	Circulation
Allen	Adair	6,380
Barren	Anderson	
Boone	Bath	
Bracken	Bourbon	
Breckinridge	Boyle	
Bullitt	Casey	
Campbell	Clark	
Carroll	Clinton	
Edmonson	Cumberland	
Franklin	Estill	
Gallatin	Fayette	
Grant	Fleming	
Grayson	Garrard	
Hardin	Green	
Harrison	Jessamine	
Hart	Lincoln	
Henry	Madison	
Jefferson	Marion	
Kenton	Menifee	
Larue	Mercer	
Mason	Metcalf	
Meade	Montgomery	
Monroe	Nicholas	
Nelson	Powell	
Oldham	Pulaski	
Owen	Rockcastle	
Pendleton	Russell	
Robertson	Taylor	
Scott	Washington	
Shelby	Wayne	
Spencer	Woodford	
Trimble		

Northeast, East	
County	Circulation
Bell	1,810
Boyd	
Breathitt	
Carter	
Clay	
Elliott	
Floyd	
Greenup	
Harlan	
Jackson	
Johnson	
Knott	
Knox	
Laurel	
Laurence	
Lee	
Leslie	
Letcher	
Lewis	
Magoffin	
Martin	
McCreary	
Morgan	
Owsley	
Perry	
Pike	
Rowan	
Whitley	
Wolfe	

Total KY Circ	13,700
Surrounding States	800
<b>TOTAL CIRC</b>	<b>14,500</b>

# 2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>
1/4/24	1/2/24	12/21/23	12/28/23	KY Cattlemen's Convention
1/15/24	1/13/24	1/1/24	1/8/24	KY Commodity Conference / KY Corn Connection
2/1/24	1/30/24	1/18/24	1/25/24	<i>Local News &amp; Information</i>
2/15/24	2/13/24	2/1/24	2/8/24	National Farm Machinery Show
2/22/24	2/20/24	2/8/24	2/15/24	Farm Machinery Show Review / KY Corn Connection
3/7/24	3/5/24	2/22/24	2/29/24	KY Beef Expo
3/21/24	3/19/24	3/7/24	3/14/24	Sunnyside/ KY Corn Connection
4/4/24	4/2/24	3/21/24	3/28/24	<i>Local News &amp; Information</i>
4/18/24	4/16/24	4/4/24	4/11/24	KY Corn Connection
5/2/24	4/30/24	4/18/24	4/25/24	<i>Local News &amp; Information</i>
5/16/24	5/14/24	5/2/24	5/9/24	KY Corn Connection
6/6/24	6/4/24	5/23/24	5/30/24	<i>Local News &amp; Information</i>
6/20/24	6/18/24	6/6/24	6/13/24	KY Corn Connection
7/4/24	7/2/24	6/20/24	6/27/24	Sunnyside
7/18/24	7/16/24	7/4/24	7/11/24	KY Corn Connection
8/1/24	7/30/24	7/18/24	7/25/24	<i>Local News &amp; Information</i>
8/15/24	8/13/24	8/1/24	8/8/24	KY State Fair/ KY Corn Connection
9/5/24	9/3/24	8/22/24	8/29/24	Sunnyside
9/19/24	9/17/24	9/5/24	9/12/24	KY Corn Connection
10/3/24	10/1/24	9/19/24	9/26/24	<i>Local News &amp; Information</i>
10/17/24	10/15/24	10/3/24	10/10/24	KY Corn Connection
11/7/24	11/5/24	10/24/24	10/31/24	<i>Local News &amp; Information</i>
11/21/24	11/19/24	11/7/24	11/14/24	KY Farm Bureau Trade Show/ KY Corn Connection
12/5/24	12/3/24	11/21/24	11/28/24	Sunnyside
12/19/24	12/17/24	12/5/24	12/12/24	KY Corn Connection

**No Material extensions offered.**

All closing dates listed are for ROP (run of press) placements. **All inserts and Cover Wrap materials are due three weeks prior to the published closing date.**

**KY Corn Connection** = KY Corn Growers Association newsletter  
**Sunnyside** = KY Poultry Federation newsletter



# 2025 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>
1/2/25	12/31/24	12/19/24	12/23/24	<i>Local News &amp; Information</i>
1/16/25	1/14/25	1/2/25	1/9/25	KY Commodity Conference / KY Corn Connection / KY Cattlemen's Convention
2/6/25	2/4/25	1/23/25	1/30/25	<i>Local News &amp; Information</i>
2/13/25	2/11/25	1/30/25	2/5/25	National Farm Machinery Show
2/27/25	2/25/25	2/13/25	2/20/25	Farm Machinery Show Review / KY Corn Connection
3/6/25	3/4/25	2/20/25	2/27/25	KY Beef Expo
3/20/25	3/18/25	3/6/25	3/13/25	KY Corn Connection
4/3/25	4/1/25	3/20/25	3/27/25	<i>Local News &amp; Information</i>
4/17/25	4/15/25	4/3/25	4/10/25	KY Corn Connection/ Sunny Side (Easter Issue)
5/1/25	4/29/25	4/17/25	4/24/25	<i>Local News &amp; Information</i>
5/15/25	5/13/25	5/1/25	5/8/25	KY Corn Connection
6/5/25	6/3/25	5/22/25	5/29/25	<i>Local News &amp; Information</i>
6/19/25	6/17/25	6/5/25	6/12/25	KY Corn Connection
7/3/25	7/1/25	6/19/25	6/26/25	Sunnyside
7/17/25	7/15/25	7/3/25	7/10/25	KY Corn Connection
8/7/25	8/5/25	7/24/25	7/31/25	<i>Local News &amp; Information</i>
8/21/25	8/19/25	8/7/25	8/14/25	KY State Fair/ KY Corn Connection
9/4/25	9/2/25	8/21/25	8/28/25	Sunnyside
9/18/25	9/16/25	9/4/25	9/11/25	KY Corn Connection
10/2/25	9/30/25	9/18/25	9/25/25	<i>Local News &amp; Information</i>
10/16/25	10/14/25	10/2/25	10/9/25	KY Corn Connection
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11/20/25	11/18/25	11/6/25	11/13/25	KY Farm Bureau Trade Show/ KY Corn Connection
12/4/25	12/2/25	11/20/25	11/27/25	Sunnyside
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# AD SPECS

## Spec Measurements

Colors Available: Black & white, 4-Color process

### Color Specs:

**CMYK**

Maximum Ink Density: 240%

All black print must be 100% true black, not a 4C-processed black.

### Ad Sizes (width x height)

1/4 page = 5" x 5.5"

1/3 Page = 5" x 7.50"

2/5 page = 6.7" x 7"

1/2 page Horizontal = 10.25" x 5.4"

1/2 page Vertical = 5" x 10.8"

2/3 page = 10.25" x 7.25"

Jr. Page = 6.7" x 9.5"

Full Page = 10.25" X 10.8"

### Column Measurements:

1 column = 1.77"

2 columns = 3.2"

3 columns = 5"

4 columns = 6.7"

5 columns = 8"

6 columns = 10.25"

*Pre-set SAU's only - Publication does not sell by the column inch.*

## Hard Copy Address:

Attn: JaCinda Warner

P.O. Box 159 - 316 Public Square

Columbia, KY 42728

## MEDIA REQUIREMENTS / ACCEPTED FORMATS

Hi-resolution PDF's preferred. Quark Xpress formats accepted. All ads must be camera-ready. Any spot color ads must be sent with color separation, black on white, if registration is closer than 1/8".

Ad files can be emailed to: **pridemarketing@duo-county.com** with a CC to: **anne@jlfarmakis.com** Large ad files can be sent to **anne@jlfarmakis.com** via WeTransfer (a free internet service): [www.WeTransfer.com](http://www.WeTransfer.com)

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