

Get the Word Out

Neighbors (circulation more than 95,000) and **Friends & Family** (circulation more than 315,000) can help you reach the target audience you've been searching for. With great coverage and reasonable rates, let our publications make the most of your marketing dollar.

Loyal Readership

- 87 percent of Neighbors readers have read at least three of the last four issues.
- 66 percent of Friends & Family readers have read at least three of the last four issues.
- Among Alabama Farmers Federation members, Neighbors and Friends & Family have higher regular readership than Southern Living, Alabama Living, Progressive Farmer, Southern Farmer, Country Home and Successful Farming.

Bonus Circulation

- 68 percent of Neighbors readers share their magazine with at least one other reader.
- 55 percent of Friends & Family readers share their magazine with at least one other reader.

Planned Purchases

- Tools–27 percent
- Major Appliance–16 percent
- Lawn/Garden Equipment–16 percent
- Automobile–14 percent
- Computer–12 percent
- Real Estate–7 percent
- Tractor/Farm Equipment–6 percent
- ATV–4 percent

Hobbies and Interests

- Reading for pleasure–71 percent
- Cooking–66 percent
- Gardening–63 percent
- Fishing–42 percent
- Crafts–32 percent
- Boating–29 percent
- Hunting–24 percent

Property Ownership

- Primary Resident–89 percent
- Lawn/Garden Equipment–75 percent
- Pickup Truck–61 percent (Neighbors, 71 percent; Friends & Family, 58 percent)
- Tractor/Farm Equipment–26 percent (Neighbors, 48 percent; Friends and Family, 19 percent)
- ATV–17 percent (Neighbors, 27 percent; Friends & Family, 14 percent)

Pets and Livestock

- Dogs–52 percent
- Cats–30 percent
- Cattle–7 percent (Neighbors, 11 percent; Friends & Family, 5 percent)
- Horses–6 percent (Neighbors, 11 percent; Friends & Family, 5 percent)

Friends & Family Demographics

- Average age–53
- Gender–42 percent male, 56 percent female
- Average income– \$60,000

Neighbors Demographics

- Average age–61
- Gender–47 percent male, 50 percent female
- Average income–\$59,000

Active Readership

- 67 percent of Neighbors readers took action based on an advertisement or article.
- 52 percent of Friends & Family readers took action based on an advertisement or article.

Recent Purchases

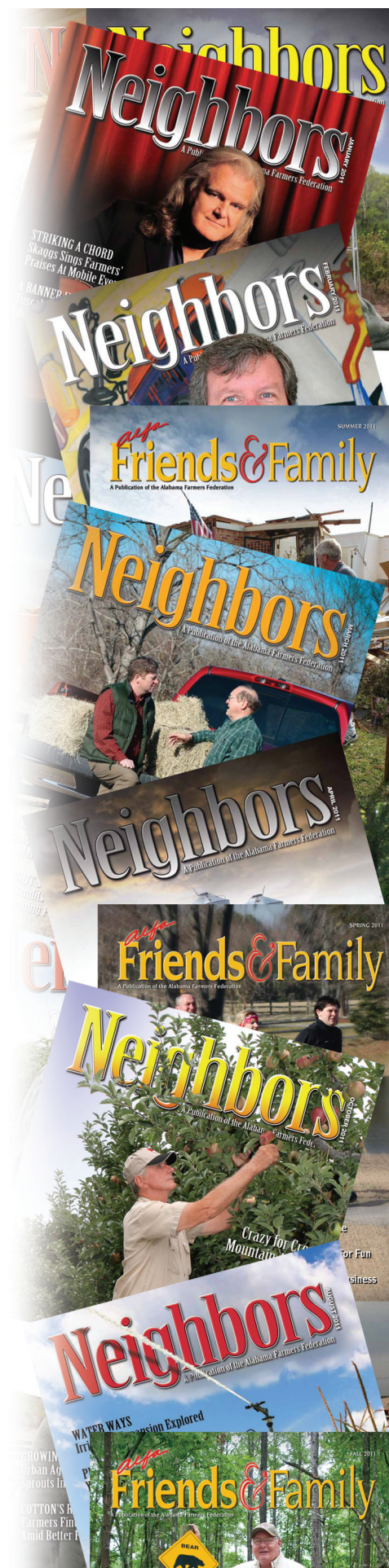
- Mail Order–46 percent
- Internet–46 percent
- Phone–47 percent

Advertising Representative

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Materials Contact

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Advertising Rates & Specs

Copy and Contract Regulations

- All advertisements are subject to publisher's approval.
- No alcohol, tobacco or other advertising deemed offensive or substandard.
- Ad position is at the discretion of the publisher. Orders specifying position other than covers are treated as requests only unless preferred position rate of 10 percent is specified.
- Copy must be received before or by the closing date. Cancellations and changes are not accepted after closing date.
- Rates are subject to change upon publisher's notice. Prevailing rates apply.
- Advertiser will be required to pay standard production charges on non-camera-ready material.
- Publisher is not responsible for errors in key numbers.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertising which advertiser or its agent ordered and which advertising was published.
- Publisher assumes advertiser agrees to the conditions set forth in the rate card without further notice.

Classified

- \$2.00 per word with 10-word minimum. Payable in advance.

Rates & Specifications

Discounts:

- 15 percent recognized agency commission for camera-ready copy only
- 15 percent discount on display mail-order ads.

Mechanical Requirements

- Digital ads needed
- High-resolution PDF (x-1a) files with all fonts embedded preferred.
- Supported software programs include Illustrator, PhotoShop and InDesign.
- Artwork must be 300 dpi or higher; line screen must be 150 dpi or higher.
- Images must be PDF, EPS, or TIFF formats.
- All colors must be CMYK to avoid additional charges.
- Ads submitted in Word, Powerpoint, Publisher, etc. will NOT be permitted.
- Magazine trim size: 8 1/4" x 10 3/4"
- Bleeds must extend 1/4" beyond trim lines
- Live matter should not extend to within 1/4" of trim line.
- Submit proofs and color keys for color accuracy.
- Please include all fonts and supporting graphics if submitting Illustrator, PhotoShop or InDesign file. All fonts must be styled as PLAIN. Do not apply attributes such as BOLD or ITALIC at the application level.
- Artwork accepted on CD and DVD or via email to Materials Contact on reverse side.

Ad Rates

Neighbors - 95,000	1X	2X	4X	8X
Full Page	\$2,520	\$2,390	\$2,270	\$2,135
2/3 Page	\$1,895	\$1,800	\$1,705	\$1,610
1/2 Page	\$1,440	\$1,360	\$1,285	\$1,215
1/3 Page	\$1,130	\$1,070	\$1,025	\$955
1/4 Page	\$905	\$850	\$815	\$760
1/6 Page	\$595	\$570	\$550	\$525
1/12 Page	\$320	\$300	\$280	\$265
Column Inch	\$130	\$125	\$115	\$110

Friends & Family & Neighbors Combo - 410,000	1X	2X	3X	4X
Full Page	\$6,252	\$5,947	\$5,649	\$5,395
2/3 Page	\$4,691	\$4,485	\$4,269	\$3,998
1/2 Page	\$3,529	\$3,406	\$3,212	\$3,018
1/3 Page	\$2,766	\$2,655	\$2,541	\$2,362
1/4 Page	\$2,244	\$2,138	\$1,973	\$1,801
1/6 Page	\$1,481	\$1,395	\$1,302	\$1,221
1/12 Page	\$802	\$745	\$698	\$645
Column Inch	\$316	\$286	\$273	\$258

If you are interested in a Cover Ad please add 10 percent to the Full Page rate.

Ad Sizes (in inches)

