

2023 & 2024 MEDIA KIT

IOWA SPOKESMAN

Frequency

Weekly (Wednesday)

47 issues

Circulation

60,491

In-State Editors

105

ROP Splits

Pre-set editions (8)

Insert Splits

Edition

County

Demographics

PERIODICALS: TIME VALUED

INSIDE BAYER FACILITY
Grimmell plant embraces corn production automation.
■ PAGE 3

IFBF HONORED
Recognized for exceeding its 2023 membership goal.
■ PAGE 4

AVIAN FLU RETURNS
Bird flu confirmed on Buena Vista County turkey farm.
■ PAGE 4



SPOKESMAN

LARGE DECLINE IN UKRAINIAN GRAIN EXPORTS EXPECTED

By Tom Block

The repercussions of war continue to impact global grain production and exports as Ukraine's farmers complete their second harvest since the country was invaded by Russia in February 2022.

After record production in 2021, Ukrainian corn production was cut by more than one-third during the past two years as farm fields were littered with mines and supply chains were disrupted. Export routes were also disturbed by war strikes and the blockade of Black Sea ports, which Ukraine had been using to export 90% of its grain exports prior to the war.

New, more expensive and slower export routes, mostly via rail-way and truck, resulted in Ukrainian ending stocks about five times higher than normal following the record production of the 2021-22 marketing year, according to an analysis performed for Iowa Farm Bureau by David Miller, consulting chief economist for Decision Innovation Solutions.

Exports were relatively steadier the past two years due in part to the Black Sea Grain Initiative, an agreement between Ukraine, Russia, Turkey and the United Nations, to resume grain shipments from the Ukrainian Black Sea ports. However, Russia's withdrawal from the agreement this past summer is expected to result in a major downturn in Ukrainian corn and wheat exports.

"Corn exports held up during the first 18-20 months of the war but are forecast to decline significantly in the current marketing year. Wheat exports have been more disrupted than corn and face even more declines in the coming year," Miller said.

"Based on the [September] World Agricultural Supply and Demand Estimates (WASDE) report, Ukraine's exports of corn and wheat in the 2023-24 marketing year are projected to decline 24% and 39%," Miller said.

■ SEE UKRAINE PAGE 2

BRIEF

Record low Mississippi, conversation with young farmer chair on podcast

The latest "Spokesman Speaks" podcast episode features a conversation with Iowa Farm Bureau Young Farmer Advisory Committee Chair Vanessa Trampel about challenges and opportunities for young farmers.

Stitcher, iHeartRadio, Amazon Music, Audible and Radio.com.



Steenhook about record low Mississippi River levels.

Subscribe to "The Spokesman Speaks" in popular podcast apps, including Apple Podcasts, Spotify, TuneIn Radio, Amazon Music, Audible and Radio.com.



Marty Mincer visits with Iowa Secretary of Agriculture Mike Nalg, who visited Mincer's orchard in late September. They discussed agritourism, Choose Iowa grants and the history of Mincer Orchard. PHOTO / BOB BJORN

THE RAGTIME FARMER

Mincer Orchard has delighted fruit lovers, and music lovers, for generations.

By Bob Bjorn

Ask Marty Mincer about the origins of his fruit farm, and you'll score a heartfelt grin. "You have a few minutes — or an hour?" he asks with a chuckle.

Then ask the history buff about his deep-rooted passion for ragtime piano. "Nothing better than that old ragtime music," he says. "I've been playing since I was about 5 years old."

At first glance, the nexus between fruit farming and the jaunty rhythms of ragtime might appear improbable. Yet in this breathtakingly beautiful corner of southwest Iowa north of Hamburg, Mincer — affectionately known as "The Ragtime Farmer" — has orchestrated a harmonious and thriving blend of these seemingly disparate worlds, a legacy that spans decades.

Mincer, a Fremont County Farm Bureau member, is the owner of Mincer Orchard and Farms, a fall destination and Iowa staple that grows high-quality apples, peaches, the occasional cherries and a few pears and strawberries, while also providing delicious apple cider, for more than a century.

Mincer says that from an early age, he "displayed

a propensity for syncope, much to the chagrin and annoyance of his first piano teacher — his grandmother." He was raised in an area "rich with folk and ragtime influence," and over the years has become one of the most sought-after ragtime piano musicians in the Midwest.

"Any time you can have something that is locally grown, it makes quite a difference."

MARTY MINCER

festivals, nursing homes, dinner theaters, riverboat cruises and the Iowa State Fair, where he's entertained for more than 30 years.

So how has Mincer been able to mesh the two unlikely careers? Passion for both, he says. "It's a way of life," Mincer says about growing fruit. "It has a lot of meaning to me. Every tree that's out there, I can pretty much tell you when

■ SEE MINCER PAGE 2



SPOKESMAN



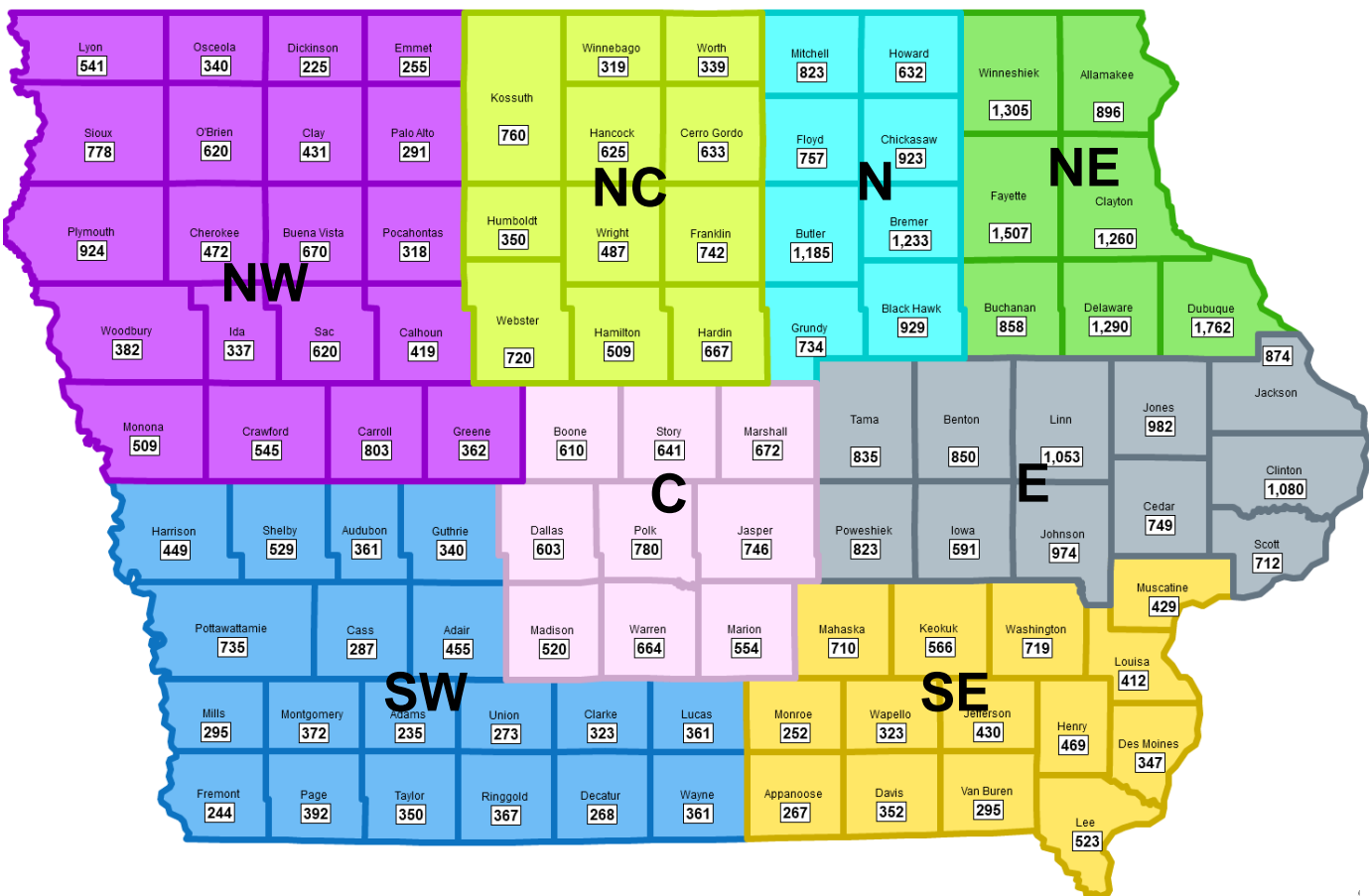
J.L. FARMAKIS, INC.
LOCAL MEDIA THAT MOVES FARMERS

CIRCULATION MAP

**TOTAL
CIRCULATION
60,491**

Editions:

- Central – 5,790
- East - 9,523
- North - 7,216
- Northeast – 8,878
- North Central – 6,151
- Northwest – 9,842
- Southeast – 6,094
- Southwest – 6,997



CIRCULATION BY COUNTY

Edition	County	Circulation
C	Boone	610
C	Dallas	603
C	Jasper	746
C	Madison	520
C	Marion	554
C	Marshall	672
C	Polk	780
C	Story	641
C	Warren	<u>664</u>
	C Total:	5,790

E	Benton	850
E	Cedar	749
E	Clinton	1,080
E	Iowa	591
E	Jackson	874
E	Johnson	974
E	Jones	982
E	Linn	1,053
E	Poweshiek	823
E	Scott	712
E	Tama	<u>835</u>
	E Total:	9,523

N	Black Hawk	929
N	Bremer	1,233
N	Butler	1,185
N	Chickasaw	923
N	Floyd	757
N	Grundy	734
N	Howard	632
N	Mitchell	<u>823</u>
	N Total:	7,216

NE	Allamakee	896
NE	Buchanan	858
NE	Clayton	1,260
NE	Delaware	1,290
NE	Dubuque	1,762
NE	Fayette	1,507
NE	Winneshiek	<u>1,305</u>
	NE Total:	8,878

Edition	County	Circulation
NC	Cerro Gordo	633
NC	Franklin	742
NC	Hamilton	509
NC	Hancock	625
NC	Hardin	667
NC	Humboldt	350
NC	Kossuth	760
NC	Webster	720
NC	Winnebago	319
NC	Worth	339
NC	Wright	<u>487</u>
	NC Total:	6,151

NW	Buena Vista	670
NW	Calhoun	419
NW	Carroll	803
NW	Cherokee	472
NW	Clay	431
NW	Crawford	545
NW	Dickinson	225
NW	Emmet	255
NW	Greene	362
NW	Ida	337
NW	Lyon	541
NW	Monona	509
NW	O'Brien	620
NW	Osceola	340
NW	Palo Alto	291
NW	Plymouth	924
NW	Pocahontas	318
NW	Sac	620
NW	Sioux	778
NW	Woodbury	<u>382</u>
	NW Total:	9,842

Edition	County	Circulation
SE	Appanoose	267
SE	Davis	352
SE	Des Moines	347
SE	Henry	469
SE	Jefferson	430
SE	Keokuk	566
SE	Lee	523
SE	Louisa	412
SE	Mahaska	710
SE	Monroe	252
SE	Muscatine	429
SE	Van Buren	295
SE	Wapello	323
SE	Washington	<u>719</u>
	SE Total:	6,094

SW	Adair	455
SW	Adams	235
SW	Audubon	361
SW	Cass	287
SW	Clarke	323
SW	Decatur	268
SW	Fremont	244
SW	Guthrie	340
SW	Harrison	449
SW	Lucas	361
SW	Mills	295
SW	Montgomery	372
SW	Page	392
SW	Pottawattamie	735
SW	Ringgold	367
SW	Shelby	529
SW	Taylor	350
SW	Union	273
SW	Wayne	<u>361</u>
	SW Total:	6,997

Editions:

Central – 5,790
 East - 9,523
 North - 7,216
 Northeast – 8,878
 North Central – 6,151
 Northwest – 9,842
 Southeast – 6,094
 Southwest – 6,997

TOTAL CIRC: 60,491

2023 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>	<u>Sections That Run in Every Issue</u>
7/5/23	7/3/23	6/21/23	6/23/23	Ag News (No County Breakouts)	Cash Strategist & Markets Page (EVERY ISSUE)
7/12/23	NO ISSUE				
7/19/23	7/17/23	7/5/23	7/7/23	Energy Section	Crop Reporters runs every issue March - September Only.
7/26/23	7/24/23	7/12/23	7/14/23	Iowa State Fair Feature Section / Century Farms Feature	
8/2/23	7/31/23	7/19/23	7/21/23	Iowa State Fair Preview	
8/9/23	8/7/23	7/26/23	7/28/23	State Fair Features	
8/16/23	8/14/23	8/2/23	8/4/23	Ag News	
8/23/23	8/21/23	8/9/23	8/11/23	Ag News	
8/30/23	8/28/23	8/16/23	8/18/23	Autumn Harvest Editorial Feature / Clay County Fair	
9/6/23	9/4/23	8/23/23	8/25/23	New Equipment	
9/13/23	9/11/23	8/30/23	9/1/23	Quarterly Livestock Feature	
9/20/23	9/18/23	9/6/23	9/8/23	Ag News	
9/27/23	9/25/23	9/13/23	9/15/23	Ag News	
10/4/23	10/2/23	9/20/23	9/22/23	Taxes & Equipment	
10/11/23	10/9/23	9/27/23	9/29/23	Harvest Progress	
10/18/23	10/16/23	10/4/23	10/6/23	Winter Energy Outlook	
10/25/23	10/23/23	10/11/23	10/13/23	Weather Wrap-Up	
11/1/23	10/30/23	10/18/23	10/20/23	Harvest Review	
11/8/23	11/6/23	10/25/23	10/27/23	Seed Technology Update	
11/15/23	11/13/23	10/15/23	10/20/23	F.I.R.S.T. Results	
		11/1/23	11/3/23	Ag News	
11/22/23	11/20/23	11/8/23	11/10/23	Year End Clearance Marketing	
11/29/23	11/27/23	11/15/23	11/17/23	IFBF Convention Preview	
12/6/23	12/4/23	11/22/23	11/24/23	ISU Soybean Trials	
12/13/23	12/11/23	11/29/23	12/1/23	ISU Corn Trials	
12/20/23	12/18/23	12/6/23	12/8/23	Ag News	
12/27/23	12/25/23	12/13/23	12/15/23	Ag News (No County Breakouts)	

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

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>	<u>Sections That Run in Every Issue</u>
1/3/24	NO ISSUE				Cash Strategist & Markets Page (EVERY ISSUE)
1/10/24	1/8/24	12/22/23	12/27/23	2024 MEMBERSHIP FEATURE SECTION	
		12/27/23	12/29/23	Local Ag News & Programming	
1/17/24	1/15/24	12/29/23	1/3/24	QUARTERLY LIVESTOCK FEATURE SECTION	
		1/3/24	1/5/24	Iowa Pork Congress	
1/24/24	1/22/24	1/10/24	1/12/24	Preview Iowa Ag Expo	
1/31/24	1/29/24	1/17/24	1/19/24	Spring Weather Outlook	
2/7/24	2/5/24	1/19/24	1/24/24	SPRING PLANTING FEATURE SECTION	
		1/24/24	1/26/24	Local Ag News & Programming	
2/14/24	2/12/24	1/31/24	2/2/24	Iowa Beef Expo	
2/21/24	2/19/24	2/7/24	2/9/24	FFA Chapter Feature	
2/28/24	2/26/24	2/14/24	2/16/24	Hawkeye Farm Show	
3/6/24	NO ISSUE				
3/13/24	3/11/24	2/23/24	2/28/24	QUARTERLY LIVESTOCK FEATURE SECTION	
		2/28/24	3/1/24	Local Ag News & Programming	
3/20/24	3/18/24	3/6/24	3/8/24	FFA Convention	
3/27/24	3/25/24	3/13/24	3/15/24	Local Ag News & Programming	
4/3/24	4/1/24	3/15/24	3/20/24	CONSERVATION COUNTS EDITORIAL FEATURE	
		3/20/24	3/22/24	State Legislative Update	
4/10/24	4/8/24	3/27/24	3/29/24	Intro to Crop Reporters Dealership Planting Hours	
4/17/24	4/15/24	4/3/24	4/5/24	FFA Convention	
4/24/24	4/22/24	4/10/24	4/12/24	Local Ag News & Programming	
5/1/24	4/29/24	4/17/24	4/19/24	Local Ag News & Programming	
5/8/24	5/6/24	4/24/24	4/26/24	County Farm Bureau Scholarships Beef Month Feature	
5/15/24	5/13/24	5/1/24	5/3/24	County Fairs Page(s)	
5/22/24	5/20/24	5/8/24	5/10/24	Farm Bureau Scholarships	
5/29/24	NO ISSUE				Crop Reporters runs every issue Mid-April - October Only.
6/5/24	6/3/24	5/22/24	5/24/24	Local Ag News & Programming	

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

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>	<u>Sections That Run in Every Issue</u>
6/12/24	6/10/24	5/24/24	5/29/24	QUARTERLY LIVESTOCK FEATURE SECTION	<i>Cash Strategist & Markets Page (EVERY ISSUE)</i>
		5/29/24	5/31/24	World Pork Expo	
6/19/24	6/17/24	6/5/24	6/7/24	<i>Local Ag News & Programming</i>	
6/26/24	6/24/24	6/12/24	6/14/24	<i>Local Ag News & Programming</i>	
7/3/24	7/1/24	6/19/24	6/21/24	<i>Ag News (No County Breakouts)</i>	
7/10/24	NO ISSUE				
7/17/24	7/15/24	6/28/24	7/3/24	ALTERNATIVE ENERGY FEATURE	
		7/3/24	7/5/24	<i>Local Ag News & Programming</i>	
7/24/24	7/22/24	7/5/24	7/10/24	IOWA STATE FAIR FEATURE SECTION	
		7/10/24	7/12/24	Century Farms	
7/31/24	7/29/24	7/17/24	7/19/24	Iowa State Fair Preview	
8/7/24	8/5/24	7/24/24	7/26/24	State Fair Features	
8/14/24	8/12/24	7/31/24	8/2/24	<i>Local Ag News & Programming</i>	
8/21/24	8/19/24	8/7/24	8/9/24	<i>Local Ag News & Programming</i>	
8/28/24	8/26/24	8/14/24	8/16/24	AUTUMN HARVEST FEATURE	
		8/14/24	8/14/24	<i>Local Ag News & Programming</i>	
9/4/24	NO ISSUE				
9/11/24	9/9/24	8/23/24	8/28/24	QUARTERLY LIVESTOCK FEATURE SECTION	
		8/28/24	8/30/24	<i>Local Ag News & Programming</i>	
9/18/24	9/16/24	9/4/24	9/6/24	<i>Local Ag News & Programming</i>	
9/25/24	9/23/24	9/11/24	9/13/24	<i>Local Ag News & Programming</i>	
10/2/24	9/30/24	9/18/24	9/20/24	Taxes and Equipment in 2024	
10/9/24	10/7/24	9/25/24	9/27/24	Harvest Progress	
10/16/24	10/14/24	10/2/24	10/4/24	Winter Energy Outlook	
10/23/24	10/21/24	10/9/24	10/11/24	Weather Wrap Up	
10/30/24	10/28/24	10/16/24	10/18/24	Harvest Review	

Crop Reporters runs every issue March - September Only.

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

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>	<u>Sections That Run in Every Issue</u>
11/6/24	11/4/24	10/23/24	10/25/24	Seed Technology Update	<i>Cash Strategist & Markets Page (EVERY ISSUE)</i>
11/13/24	11/11/24	10/18/24	10/30/24	F.I.R.S.T. Results	
		10/30/24	11/1/24	<i>Local Ag News & Programming</i>	
11/20/24	11/18/24	11/6/24	11/8/24	Year end clearance marketing	
11/27/24	11/25/24	11/13/24	11/15/24	IFBF Convention Preview	
12/4/24	12/2/24	11/8/24	11/11/24	ISU SOYBEAN TRIALS	
		11/20/24	11/22/24	<i>Local Ag News & Programming</i>	
12/11/24	12/9/24	11/8/24	11/11/24	ISU CORN TRIALS	
		11/27/24	11/29/24	<i>Local Ag News & Programming</i>	
12/18/24	12/16/24	12/4/24	12/6/24	<i>Local Ag News & Programming</i>	
12/25/24	12/23/24	12/11/24	12/13/24	<i>Ag News (No County Breakouts)</i>	
All closing dates listed are for ROP (run of press) placements. 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.

Please be sure to check the manner in which color ads are saved.

All 4-color artwork **MUST** be saved as CMYK (never RGB).

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 =	6.083" x 6.67"
1/2 page (Horizontal) =	10.25" x 6.67"
1/2 page (Vertical) =	4" x 13.5"
Jr. Page =	8.167" x 9"
Full Page =	10.25" x 13.50"
Jr. Page Spread =	16.50" x 9"
Full Page Spread =	21" x 13.50"

Column Measurements:

1 column =	1.917"
2 columns =	4"
3 columns =	6.083"
4 columns =	8.167"
5 columns =	10.25"

Hard Copy Address:

Iowa Farm Bureau Spokesman - Ad Submission
406 Stevens Street
Iowa Falls, IA 50126

MEDIA REQUIREMENTS / ACCEPTED FORMATS

Adobe InDesign CS6, Adobe PhotoShop (all versions), Adobe Illustrator (all versions) and Adobe Acrobat 7.0 or lower. Ads should be submitted complete and ready for output. E-mailed ads must contain all scanned images, graphics and fonts (both printer and screen). All fonts must be included with the ad, unless you are sending a PDF file, in which case all fonts need to be embedded. Times Citizen Communications assumes all fonts are properly licensed. These fonts are removed for our system following publication of the specific file.

If fonts are not included, similar substitutions will be made.

Photo Resolution: 170 dpi minimum

Screens: 85-line screen

Files may be emailed to: ads@iafalls.com, with a copies to: jlovelace@iafalls.com, jwilliams@iafalls.com & anne@jlfarmakis.com. Large ad files can be sent via WeTransfer (a free internet service): www.WeTransfer.com

Please direct any questions to Jennifer Williams, Production Manager, 1-800-798-2691 ext. 320

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