

2024 MEDIA KIT

MICHIGAN FARM NEWS

Frequency

20 times per year

Circulation

31,799

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 Occupations 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

MOOLE 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](http://bit.ly/MFBEnergy) 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 Ranjeet 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."

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

FARM MEDIA
The official publication of Michigan Farm Bureau
Copyright © 2023, Michigan Farm Bureau

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

CIRCULATION BY COUNTY

<u>County</u>	<u>Circulation</u>
Allegan	1,033
Antrim	121
Arenac	215
Barry	580
Bay	584
Benize-Manistee	144
Berrien	749
Branch	431
Calhoun	622
Cass	640
Charlevoix	134
Cheboygan	187
Chippewa	213
Clare	265
Clinton	802
Copper Country	227
Eaton	518
Emmet	113
Genesee	493
Gladwin	302
Gratiot	563
Hiawathaland	376
Hillsdale	445
Huron	1035
Huron Shores	198
Ingham	543
Ionia	765
Iosco	184
Iron Range	158
Isabella	490
Jackson	487
Kalamazoo	708
Kent	701
Lapeer	681

<u>County</u>	<u>Circulation</u>
Lenawee	700
Livingston	453
Mac-Luce Schoolcraft	155
Macomb	424
Mason	253
Mecosta	244
Menominee	186
Midland	202
Missaukee	209
Monroe	808
Montcalm	457
Muskegon	288
Newaygo	205
NW Michigan (Grand Traverse)	429
Oakland	341
Oceana	299
Ogemaw	207
Osceola	199
Otsego	156
Ottawa	1119
Presque Isle	143
Saginaw	699
Sanilac	782
Shiawassee	669
St. Clair	594
St. Joseph	597
Tuscola	1241
Van Buren	650
Washtenaw	854
Wayne	224
Wexford	138

Total Paid Circ	29,632
Non-Qualified	2,167
TOTAL CIRC	31,799

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.