

# 2023 & 2024 MEDIA KIT

## MIDWEST MESSENGER-NE

Frequency  
Weekly (Friday)

Circulation  
42,093

In-State Editors  
4

ROP Splits  
By County  
By Demographic

Insert Splits  
By County  
By Demographic

**Midwest MESSENGER**  
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**Hereford hogs**  
Hogs, cattle share same coloring in Hereford breed  
By Ruth Nicolais for Midwest Messenger  
The Hereford pig has the same coloring as their namesake, the Hereford cow. With red and white coloring and mostly white faces, they are unusual and stand out among other hog breeds. Hereford hogs were bred in the early 1900s by farmers in Nebraska and Iowa who used the Duroc and Poland China breeds, with Chester White and Hampshire influence. They bred not only for the distinct color but conformation and performance. In 1934, breeders made a selection of the best 100 animals from five herds. Those animals became the foundation stock for the breed. The numbers of Herefords increased, especially in Iowa, Illinois and Indiana, but when the commercial pork industry streamlined, the number of Herefords declined sharply. For a while, the breed was listed on the American Livestock Breeds Conservancy as "watch," but it is now listed as "recovering." The hogs have drooping ears, with required markings for breeding animals, for what body parts should be red or white or both. Jason Hirschfeld of York, Nebraska, has had Hereford hogs since 2015.

**A SIGN YOU CAN TRUST.**  
**BECK'S**  
SINCE 1937

**Auctions happening this week!**  
**OCTOBER**  
21 Gerald Fraundorfer Estate, Tractors, Combine, Heads, Truck & Farm Machinery, Humphrey, NE  
24 Geller Family Trust, Real Estate, Tilden NE & Online  
24 Bigdon Realty/161.85 Acres Pivot Irrigated Farm Merick Co. Online Auction  
25 Bigdon Auction/Kaser Excavating & Crushing, Online Auction  
25 Bigdon Auction/CDS Enterprise, Online Auction  
25 Bigdon Auction/Butch Siebenaler Jr. Estate, Online Auction  
25 Bigdon Auction/KBS Ranch & Timber Retirement, Online Auction  
29 The Late William "Bill" & Judy Hritz, Vehicle, Camper, UTV, ATV, Trailers, Tractors & Machinery, Pierce, NE  
29 Rudy Wostal, Tractors, Machinery and Antique Equipment, Pierce, NE

**More yield, less water with EF Polymer**  
By Kristen Sindelar  
Midwest Messenger Reporter  
The water crisis is a global issue. Drought recently across the United States has been a stark reminder of just how critical water is to crop production. Other countries are also facing water shortages, leading to decreased crop yields and economic hardship for farmers. Yet as the demand for food and biofuels increases, how is agriculture to feed a hungry world on diminishing water levels? The solution may be as simple as upcycling bio-waste. Startup company EF Polymer introduced a 100% natural and biodegradable polymer made from orange peels, banana peels and cane sugar extracts. Super-absorbent, EF Polymer is also eco-friendly, thus the "EF" in its name. EF Polymer can be applied in two ways:

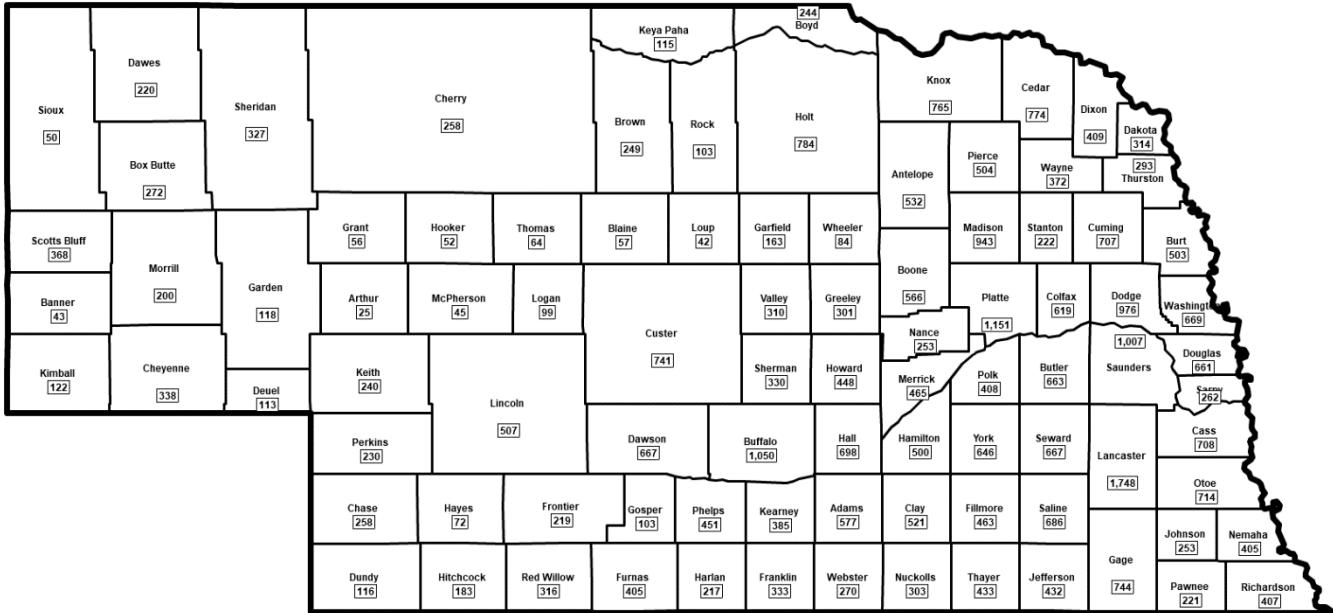
**EF POLYMER**

1. Integrate into the soil through tillage.
2. Drill into the soil while planting seeds.

"Our target is the soil to absorb more water and more fertilizer," said Kunhiro Shimoji, chief operating officer of business development at EF Polymer. Shimoji showcased EF Polymer during Husker Harvest Days at Grand Island, Nebraska in September. He explained how the hydrogel can save up to 40% of water and nearly 20% of fertilizer. The extra moisture and nutrients retained in the soil can result in 10-15% yield increase. Also, EF Polymer can prevent nutrient and nitrates leaching from the farmland for water quality enhancement, said Shimoji.

# CIRCULATION MAP

**TOTAL  
CIRCULATION  
42,093**



# CIRCULATION BY COUNTY

<u>County</u>	<u>Circ</u>
Adams	577
Antelope	532
Arthur	25
Banner	43
Blaine	57
Boone	566
Box Butte	272
Boyd	244
Brown	249
Buffalo	1,050
Burt	503
Butler	663
Cass	708
Cedar	774
Chase	258
Cherry	258
Cheyenne	338
Clay	521
Colfax	619
Cuming	707
Custer	741
Dakota	314
Dawes	220
Dawson	667
Deuel	113
Dixon	409
Dodge	976
Douglas	661
Dundy	116
Fillmore	463
Franklin	333
Frontier	219
Furnas	405
Gage	744
Garden	118
Garfield	163

<u>County</u>	<u>Circ</u>
Gosper	103
Grant	56
Greeley	301
Hall	698
Hamilton	500
Harlan	217
Hayes	72
Hitchcock	183
Holt	784
Hooker	52
Howard	448
Jefferson	432
Johnson	253
Kearney	385
Keith	240
Keya Paha	115
Kimball	122
Knox	765
Lancaster	1,748
Lincoln	507
Logan	99
Loup	42
Madison	943
McPherson	45
Merrick	465
Morrill	200
Nance	253
Nemaha	405
Nuckolls	303
Otoe	714
Pawnee	221
Perkins	230
Phelps	451
Pierce	504
Platte	1,151
Polk	408

<u>County</u>	<u>Circ</u>
Red Willow	316
Richardson	407
Rock	103
Saline	686
Sarpy	262
Saunders	1,007
Scotts Bluff	368
Seward	667
Sheridan	327
Sherman	330
Sioux	50
Stanton	222
Thayer	433
Thomas	64
Thurston	293
Valley	310
Washington	669
Wayne	372
Webster	270
Wheeler	84
York	646

Total NE Circ	37,406
Total Other Circ	4,587
Total Office/Misc	100

**TOTAL CIRC** 42,093

# 2023 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Date</u>	<u>Est. Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>
7/7/23	7/5/23	6/23/23	6/28/23	Quilt Nebraska Feature
7/14/23	7/12/23	6/30/23	7/5/23	<b>Ag Extra*</b>
7/21/23	7/19/23	7/7/23	7/12/23	<i>Local News and Information</i>
7/28/23	7/26/23	7/14/23	7/19/23	<i>Local News and Information</i>
8/4/23	8/2/23	7/21/23	7/26/23	<i>Local News and Information</i>
8/11/23	8/9/23	7/28/23	8/2/23	NE State Fair Feature
8/18/23	8/16/23	8/4/23	8/9/23	<i>Local News and Information</i>
8/25/23	8/23/23	8/11/23	8/16/23	<b>Ag Extra*</b>
9/1/23	8/30/23	8/18/23	8/23/23	<i>Local News and Information</i>
9/8/23	9/6/23	8/25/23	8/30/23	Farm Safety Feature
9/15/23	9/13/23	9/1/23	9/6/23	<i>Local News and Information</i>
9/22/23	9/20/23	9/8/23	9/13/23	<b>Ag Extra*</b>
9/29/23	9/27/23	9/15/23	9/20/23	<i>Local News and Information</i>
10/6/23	10/4/23	9/22/23	9/27/23	Harvest Feature
10/13/23	10/11/23	9/29/23	10/4/23	<i>Local News and Information</i>
10/20/23	10/18/23	10/6/23	10/11/23	Innovations in Farming Feature / <b>Ag Extra*</b>
10/27/23	10/25/23	10/13/23	10/18/23	<i>Local News and Information</i>
11/3/23	11/1/23	10/20/23	10/25/23	<i>Local News and Information</i>
11/10/23	11/8/23	10/27/23	11/1/23	<i>Local News and Information</i>
11/17/23	11/15/23	11/3/23	11/8/23	<b>Ag Extra*</b>
11/24/23	11/22/23	11/10/23	11/15/23	<i>Local News and Information</i>
12/1/23	11/29/23	11/17/23	11/22/23	Nebraska Ag Expo Feature / <b>Ag Extra*</b>
12/8/23	12/6/23	11/24/23	11/29/23	Ag Outlook - 2024 Preview
12/15/23	12/13/23	12/1/23	12/6/23	Livestock Roundup Annual Production Guide
12/22/23	12/20/23	12/8/23	12/13/23	<i>Local News and Information</i>
12/29/23	12/27/23	12/15/23	12/20/23	<i>Local News and Information</i>

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

*\* Special pullout feature*

Editorial Themes & Sections are subject to change

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

## Sections That Run in Every Issue

In The Field  
Opinions  
Producer Reports  
Country Living  
Ag In Motion  
  
Livestock Roundup  
Auctions / Real Estate

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<u>Issue Date</u>	<u>Est. Mail Date</u>	<u>Space Close at 4PM</u>	<u>Material Close at Noon</u>	<u>Editorial Themes</u>
1/5/24	1/3/24	12/22/23	12/27/23	Local News and Information
1/12/24	1/10/24	12/29/23	1/3/24	Local News and Information
1/19/24	1/17/24	1/5/24	1/10/24	Local News and Information
1/26/24	1/24/24	1/12/24	1/17/24	Local News and Information
2/2/24	1/31/24	1/19/24	1/24/24	Local News and Information
2/9/24	2/7/24	1/26/24	1/31/24	Planting & Soil Healthg Feature
2/16/24	2/14/24	2/2/24	2/7/24	National FFA Week
2/23/24	2/21/24	2/9/24	2/14/24	Crop Protection Feature
3/1/24	2/28/24	2/16/24	2/21/24	Local News and Information
3/8/24	3/6/24	2/23/24	2/28/24	Local News and Information
3/15/24	3/13/24	3/1/24	3/6/24	National Ag Day Feature
3/22/24	3/20/24	3/8/24	3/13/24	Local News and Information
3/29/24	3/27/24	3/15/24	3/20/24	Local News and Information
4/5/24	4/3/24	3/22/24	3/27/24	Spring Home & Garden Feature
4/12/24	4/10/24	3/29/24	4/3/24	Local News and Information
4/19/24	4/17/24	4/5/24	4/10/24	Career Paths & Education Feature
4/26/24	4/24/24	4/12/24	4/17/24	Local News and Information
5/3/24	5/1/24	4/19/24	4/24/24	Beef Month Feature
5/10/24	5/8/24	4/26/24	5/1/24	Local News and Information
5/17/24	5/15/24	5/3/24	5/8/24	Local News and Information
5/24/24	5/22/24	5/10/24	5/15/24	Local News and Information
5/31/24	5/29/24	5/17/24	5/22/24	Dairy Month Feature
6/7/24	6/5/24	5/24/24	5/29/24	Rodeo Summer
6/14/24	6/12/24	5/31/24	6/5/24	Grain Handling & Storage Feature
6/21/24	6/19/24	6/7/24	6/12/24	Local News and Information
6/28/24	6/26/24	6/14/24	6/19/24	Local News and Information
7/5/24	7/3/24	6/21/24	6/26/24	Local News and Information
7/12/24	7/10/24	6/28/24	7/3/24	Grain Handling & Storage Feature
7/19/24	7/17/24	7/5/24	7/10/24	Local News and Information
7/26/24	7/24/24	7/12/24	7/17/24	Local News and Information
8/2/24	7/31/24	7/19/24	7/24/24	Local News and Information
8/9/24	8/7/24	7/26/24	7/31/24	Local News and Information
8/16/24	8/14/24	8/2/24	8/7/24	Nebraska State Fair Feature
8/23/24	8/21/24	8/9/24	8/14/24	Local News and Information
8/30/24	8/28/24	8/16/24	8/21/24	Local News and Information
9/6/24	9/4/24	8/23/24	8/28/24	Farm Safety Feature
9/13/24	9/11/24	8/30/24	9/4/24	Local News and Information
9/20/24	9/18/24	9/6/24	9/11/24	Local News and Information
9/27/24	9/25/24	9/13/24	9/18/24	Local News and Information
10/4/24	10/2/24	9/20/24	9/25/24	tbd
10/11/24	10/9/24	9/27/24	10/2/24	tbd
10/18/24	10/16/24	10/4/24	10/9/24	tbd
10/25/24	10/23/24	10/11/24	10/16/24	tbd
11/1/24	10/30/24	10/18/24	10/23/24	tbd
11/8/24	11/6/24	10/25/24	10/30/24	tbd
11/15/24	11/13/24	11/1/24	11/6/24	tbd
11/22/24	11/20/24	11/8/24	11/13/24	tbd
11/29/24	11/27/24	11/15/24	11/20/24	tbd
12/6/24	12/4/24	11/22/24	11/27/24	tbd
12/13/24	12/11/24	11/29/24	12/4/24	tbd
12/20/24	12/18/24	12/6/24	12/11/24	tbd
12/27/24	12/25/24	12/13/24	12/18/24	tbd

**Sections That Run in Every Issue**

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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.

**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 = 4.77" x 5"

1/4 Page Vertical = 2.33" x 10"

1/2 Page Horizontal = 9.67" x 5"

1/2 Page Vertical = 4.77" x 10"

Jr. Page = 7.22" x 8.5"

Full Page = 9.67" x 10"

Jr. Page Spread = 14.986" x 8.5"

Full Page Spread = 19.875" x 10"

### Column Measurements:

1 column = 2.33"

2 columns = 4.77"

3 columns = 7.22"

4 columns = 9.67"

### Hard Copy Address:

707 South 13th Street

Tekamah, NE 68061

Attn: Paula Denton

## MEDIA REQUIREMENTS / ACCEPTED FORMATS

All ads should be submitted as press-ready PDF files. Supporting graphics should be saved in formats that can be opened by Photoshop and/or Illustrator. Use only Postscript fonts. All fonts and images must be embedded.

Files less than 5mb can be emailed to: **Paula.Denton@midwestmessenger.com** and cc to: **anne@jlfarmakis.com**. Files larger than 5MB can be sent 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.

