

# 2024 MEDIA KIT

## Ohio's Country Journal

Frequency  
Bi-Monthly

Circulation  
19,362

In-State Editors  
4

ROP Splits  
By County  
By Zip Center

Insert Splits  
By County  
By Zip Center  
By Demographic

**OHIO'S COUNTRY JOURNAL**  
October 2023; Vol. 32; Issue 1

**BELIEVE YOU CAN**  
FOR WE LIVE BY FAITH, NOT BY SIGHT.  
IF COUSINS WERE 6?  
BECK'S

**Ohio's Source for Ag Information**

NEWS	CROPS	Livestock
H2Oho update..... 6	Silage harvest..... 17	Weather extremes when grazing..... 31

### Ohio's poultry producers resilient through challenges

By **MATT REESE**

In a constantly evolving set of broad factors impacting Ohio's egg, chicken and turkey production, resilient poultry producers continue to adjust, innovate and collaborate accordingly to maintain a viable industry in the state.

"We're not price makers, we're price takers in our industry. All of the input costs fluctuate. Feed is our largest input cost and the second would be labor," said Sandra Lausecker, Ohio Poultry Association (OPA) president. "We adjust as the economics need adjusting."

The ups and downs of egg prices and input costs, challenges with finding labor and concerns with bird health were all topics of discussion at the OPA annual meeting and Celebration Banquet in September. The ever-present risk of potentially devastating high path avian influenza (HPAI) and issues with coryza, a potentially fatal poultry respiratory disease, continue to be top of mind for Ohio's egg, chicken and turkey producers.

"In 2023, OPA led the charge to continue an industry-wide effort to prevent HPAI and stop the spread of coryza. While we have worked together to strengthen biosecurity protocols and protect our livelihood, our work is ongoing, and this remains a key priority," Lausecker said. "Back in 2015 was really the first time there was a big HPAI outbreak in our industry and last year was the biggest yet for our industry in an ongoing challenge. It's a threat to our industry at all times because it's coming from migratory birds. It's a virus. It's mutating and it's constantly a threat, so we all have to take our biosecurity very seriously in our industry. We're very proud of all the different producers in our state and how we've collaborated to protect our chickens and turkeys."

Lausecker is president and CEO of NaturePure with farms in Union and Logan counties and has been hard at work caring for the health of her own birds. She is the second generation to run the family-owned and operated USDA Certified Organic cage-free and free-range farms. She is also co-founder of Outward Farms, an innovative retail brand for the specialty egg market.

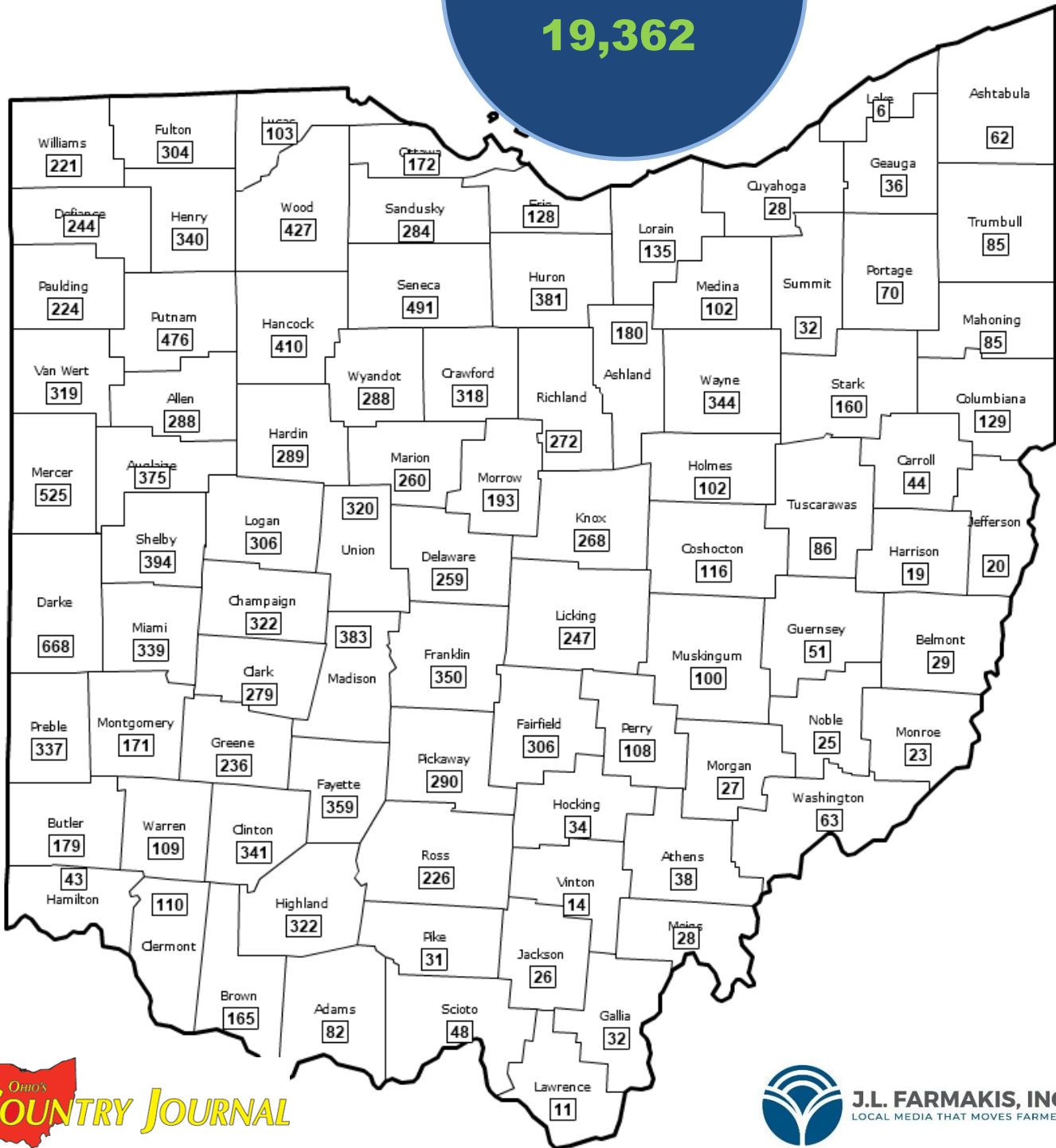
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# CIRCULATION MAP

**TOTAL  
CIRCULATION  
19,362**



# CIRCULATION BY COUNTY

County	Circulation
Adams	82
Allen	288
Ashland	180
Ashtabula	62
Athens	38
Auglaize	375
Belmont	29
Brown	165
Butler	179
Carroll	44
Champaign	322
Clark	279
Clermont	110
Clinton	341
Columbiana	129
Coshocton	116
Crawford	318
Cuyahoga	28
Darke	668
Defiance	244
Delaware	259
Erie	128
Fairfield	306
Fayette	359
Franklin	350
Fulton	304
Gallia	32
Geauga	36
Greene	236
Guernsey	51
Hamilton	43
Hancock	410
Hardin	289
Harrison	19
Henry	340

County	Circulation
Highland	322
Hocking	34
Holmes	102
Huron	381
Jackson	26
Jefferson	20
Knox	268
Lake	6
Lawrence	11
Licking	247
Logan	306
Lorain	135
Lucas	103
Madison	383
Mahoning	85
Marion	260
Medina	102
Meigs	28
Mercer	525
Miami	339
Monroe	23
Montgomery	171
Morgan	27
Morrow	193
Muskingum	100
Noble	25
Ottawa	172
Paulding	224
Perry	108
Pickaway	290
Pike	31
Portage	70
Preble	337
Putnam	476
Richland	272

County	Circulation
Ross	226
Sandusky	284
Scioto	48
Seneca	491
Shelby	394
Stark	160
Summit	32
Trumbull	85
Tuscarawas	86
Union	320
Van Wert	319
Vinton	14
Warren	109
Washington	63
Wayne	344
Williams	221
Wood	427
Wyandot	288

**Ohio:** 17,272  
**Other:** 2,090  
**Total:** 19,362

# 2024 EDITORIAL CALENDAR & PUBLISHING SCHEDULE

<u>Issue Dates</u>	<u>Expected Mail Date</u>	<u>Space Close at Noon</u>	<u>Material Close at 4pm</u>	<u>Editorial Themes</u>	<u>Sections That Run in Every Issue</u>
January	12/29/23	1/8/24	1/8/24	No-Till and Conservation Sheep Industry Update	Current News & Events, Markets, Crops, Livestock, Farm Equipment, Country Life
Mid-January	1/12/24	12/29/23	12/29/23	Winter Livestock Management	
February	1/26/24	1/12/24	1/12/24	Technology Update: GPS, Biotech, etc.	
Mid-February	2/16/24	2/2/24	2/2/24	Pork Industry Update	
March	3/1/24	2/16/24	2/16/24	Ohio Pork Congress recap; Niche Livestock; Grain Storage, Weed Control	
Mid-March	3/15/24	3/1/24	3/1/24	Beef Cattle; Show Stock; Tillage Research	
April	3/29/24	3/15/24	3/15/24	Ohio Beef Expo Results; Corn planting	
Mid-April	4/12/24	3/29/24	3/29/24	Spring Dairy Expo Results; Soybean Planting	
May	4/26/24	4/12/24	4/12/24	Manure Application; Horticulture	
Mid-May	5/17/24	5/3/24	5/3/24	Organic Farming	
June	5/31/24	5/17/24	5/17/24	Dairy Month; Hay Production	
Mid-June	6/14/24	5/31/24	5/31/24	Crop Condition Update	
July	6/28/24	6/14/24	6/14/24	Grazing	
Mid-July	7/12/24	6/28/24	6/28/24	Niche Crops	
August	7/26/24	7/12/24	7/12/24	Vegetable Crops	
Mid-August	8/16/24	8/2/24	8/2/24	Harvest Information; OSU Wheat Trials; Ohio State Fair Review	

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 noon</u>	<u>Material Close at 4 pm</u>	<u>Editorial Themes</u>	<u>Sections That Run in Every Issue</u>
September	8/30/24	6/16/24	6/16/24	Farm Science Review Preview	Current News & Events, Markets, Crops, Livestock, Farm Equipment, Country Life
Mid-September	9/13/24	8/30/24	8/30/24	Century Farms	
October	9/27/24	9/6/24	9/6/24	Grazing; Agri-tourism; Farm Science Review Recap	
Mid-October	10/11/24	9/27/24	9/27/24	Apples; Harvest Update	
November	11/1/24	10/18/24	10/18/24	Poultry Emphasis; Herbicides	
Mid-November	11/15/24	11/1/24	11/1/24	Election Results and Agriculture	
December	11/29/24	11/15/24	11/15/24	Harvest Wrap-Up	
<i>OSU Corn/Soybean YieldTrials</i>	<i>12/13/24</i>	<i>11/20/23</i>	<i>11/20/23</i>	<i>Special Insert in Mid-December Issue</i>	
Mid-December	12/13/24	11/22/24	11/22/24	Christmas, OSU Trials	

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# AD SPECS

## Spec Measurements

Colors Available: Black & white, 4-Color

Maximum Ink Density: 255%

### 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). Minimum font sizes for reverse type with a process color fill requires Sans Serif Type, 11 pt. bold or Serif Type, 13 pt. bold.

### Ad Sizes (width x height)

1/4 page = 4.75" x 5.875"

1/2 page Horizontal = 9.75" x 5.875"

1/2 page Vertical = 4.75" x 11.75"

Jr. Page = 7.25" x 10"

Full Page = 9.75" x 11.75"

### Column Measurements:

1 column = 2.25"

2 columns = 4.75"

3 columns = 7.25"

4 columns = 9.75"

*OCJ does not sell space by the column inch. Standard Ad Units ONLY.*

### Hard Copy Address:

280 N High Street - Floor 6

Columbus, OH 43215-2594

## MEDIA REQUIREMENTS / ACCEPTED FORMATS

PDF files are preferred. Files must be created in the proper manner with all fonts and graphics embedded. All files must be the correct dimensions and submitted ready to print ("camera ready"). No changes can be made they the publication staff.

To avoid confusion and to speed delivery, please **DO NOT** send ad files to street address - **DIGITAL SUBMISSION IS PREFERRED**

Email ad files to: Kim Lemmon (ocjstaff@ocj.com) and a copy to Anne Passarelli (anne@jlfarmakis.com) If you are compressing a file, it must be able to be extracted from Stuffit Expander, or be self-extracting.

Large ad files over 10MB can be sent to anne@jlfarmakis.com via WeTransfer (a free internet service):  
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Please direct all questions to Kim Lemmon at 614-273-0465 ext. 209

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