



***The Farming Families* magazine  
is delivered monthly to active farmers  
in Sioux, Lyon and Plymouth Counties.**

## ADVERTISING RATE CARD

Effective 8-1-25. Rates subject to change.  
Deadline: The 10<sup>th</sup> of the month preceding publication.

| Ad Size   | 12x   | 4x trial |
|-----------|-------|----------|
| Full page | \$625 | \$675    |
| 1/2 page  | \$395 | \$465    |
| 1/3 page  | \$350 | \$430    |
| 1/4 page  | \$295 | \$375    |

**5% discount  
for pre-paying a full year**

| Premium locations – 12x placement        |         |
|------------------------------------------|---------|
| Outside back cover (2/3 page horizontal) | \$800   |
| Inside front cover (full page)           | \$750   |
| Facing inside front cover (full page)    | \$750   |
| Inside back cover (full page)            | \$650   |
| Center spread (2 full pages)             | \$1,500 |
| Featured family sponsor (1/4 page)       | \$395   |
| History article sponsor (1/4 page)       | \$395   |
| Recipe page sponsor (1/4 page)           | \$395   |

**Publisher**  
**Bob Fitch**  
**Fitch Media**

For questions or to place  
advertising, contact:

Bob Fitch  
712-551-4123  
bobfitchjr@gmail.com

| Ad Size                     | Dimensions          |
|-----------------------------|---------------------|
| Center spread (w/bleed)     | 17"W x 11"H         |
| Center spread (no bleed)    | 16.25"W x 10.25"H   |
| Full page (w/bleed)         | 8.5"W x 11"H        |
| Full page (no bleed)        | 7.75"W x 10.25"H    |
| 2/3 horizontal (back cover) | 7.75"W x 6.788"H    |
| 2/3 vertical                | 5.125"W x 10.25"H   |
| 1/2 page horizontal         | 7.75"W x 5.0625"H   |
| 1/2 page vertical           | 3.8125"W x 10.25"H  |
| 1/3 page horizontal         | 7.75"W x 3.3229"H   |
| 1/3 page vertical           | 2.5"W x 10.25"H     |
| 1/3 page square             | 5.125"W x 5.0625"H  |
| 1/4 page                    | 3.8125"W x 5.0625"H |

## Additional Specifications

If you are providing your own ad, please follow these guidelines:

- Your ad must meet the required size specifications.
- Images and logos should have a minimum resolution of 300 dpi.
- To ensure best quality, please provide your ad as a print-ready PDF with all text outlined in a CMYK format. If you cannot provide a PDF file, the following types may be accepted: JPG, TIFF, PSD, AI.
- Trim: 1/8" (0.125") all sides
- Live/Safe Area Full Page 7.75"W x 10.35"H  
Live/Safe Area 2-Pg Spread: 16.25"W x 10.25"H.