

A smiling woman wearing a straw hat and a blue plaid shirt, holding a black tray filled with small green and red seedlings. The background is bright and sunny.

# NEW FARM

**2018 MEDIA KIT**



## MISSION

New Farm brings to life the mission of Organic Farmers Association by giving a voice to organic farmers, and uniting the organic community around important issues that impact producers. In words and images,

**New Farm tells stories that inspire members, reinforce their commitment to organic farming, and help them be more successful farmers.**

New Farm activates members to get involved in Organic Farmers Association's efforts on their behalf. New Farm creates opportunities for members to share their ideas and concerns, triumphs and challenges.

## ABOUT

The mission of the Organic Farmers Association is to provide a strong and unified national voice for domestic certified organic producers. Policy affecting organic farmers is our top priority, as well as supporting collaboration between state, regional, and national organic farming organizations.



# DEPARTMENTS

## NEWS FEED: Legislation & Regulations

An update on the current status of organic legislation and regulation in the U.S. and around the world. Presents poll results from Organic Farmers Association members and points members to actions they can take.

### 2018 Issue Highlights:

2018 Farm Bill

Organic Import Fraud

Hydroponics

GMO Contamination Law

Dicamba Drift

## MARKET REPORT: Organic Industry

Short updates on news, trends, and other data from the organic marketplace that impact farmers. Infographics and other kinds of visual presentations make the details easy for members to absorb.

## GROUNDBREAKER: Influential People

Profile of a interesting person from the organic farming community, including scientists, legislators and lobbyists certifiers and marketers, as well as farmers.

## FARM BULLETINS: Latest Research

Briefs on research from credible scientists that's relevant to organic farmers with findings explained and actions recommended.

## FIELDWORK: How-to

A simple explanation of an organic farming strategy for new and transitioning farmers. The mix includes info for crop growers and livestock operations, focusing on solving problems for members.

### 2018 Issue Highlight:

10 Steps To A More Regenerative Farm: Strategies from leading organic farmers on building operations that increase the health of soil, ecosystems, people, and communities.

## NEW FARMER

Each issue closes with a beautiful photograph of a member's thriving organic farm and a few insightful facts about its proprietors and their business. The content will connect members to one another and showcase the diversity of farmers belonging to the Organic Farmers Association.

### 2018 Issue Highlight:

OFA member: Barbara Bailey, Blue Moon Stead, White Salmon, Washington

# FEATURE WELL

## 1 THE STATE OF ORGANIC SEEDS

An in-depth report with insights from breeders, seed producers, and farmers on the challenges and opportunities in supplying the growing demand for organic seeds.

## 2 SOIL SCIENCE

Experts share the latest developments in understanding and building healthy organic soil.

## AD SPECS: Based on trim size of 8" w x 10.5" h

Press-Ready PDF with resolution of 300 dpi preferred.  
EPS, JPG and TIFF files accepted. Ads can be full-color.

### Tips:

- Make sure your text is inside the safe area
- Make sure your design is the correct size
- Make sure your design is the right resolution
- Avoid using borders

**Safe area/live area** is the area within the trim where test, important part of photos, logos, and other critical parts of your design should be kept, otherwise it may be cut off.

**Trim** is the final size of your ad.

**Bleed** is the area outside of the trim line that will get cut off, and while it gets removed it's still important to the overall production of your ad.



### FULL PAGE WITH BLEED: \$2,000

Ad with bleed: **8.25" w x 10.75" h**

Actual ad size: **8" w x 10.5" h**

The live area should be 1/8" smaller than the trim size (**7.75" w x 10.25" h**)



### HALF PAGE (no bleed): \$1,100

**7" w x 4.75" h**

### MARKETPLACE (quarter page): \$500

**3.4" w x 3.85" h**

### BACK PAGE (must include bleed): \$3,500

Ad with bleed: **8.25" w x 5.5" h**

Actual ad size: **8" w x 5.25" h**

Safe/live area: **7.75" w x 5.125" h**

## DEADLINES

SPACE RESERVATION: **January 19, 2018**

AD MATERIALS DUE: **January 26, 2018**

ISSUE MAIL: **March, 2018**

To reserve ad space, contact:

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Ad Submission:

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