

The Ozarks' Most Read Farm Newspaper

- *Demographics*
- *Distribution Area*
- *Circulation*
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- *Rates*
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Ozarks Farm
& Neighbor 

Missouri Effective Date November 1, 2010

www.ozarksfn.com

Ozarks Farm & Neighbor Advertisers Say It Works!

"Ozarks Farm & Neighbor, since it began, has reached the customers we do business with. They see the listings in our ad, it drives them to our website and they call us on the phone to get more information."

- Kelly Grant
Bill Grant Ford-Mercury

"Results. When we put an auction in there, we always get people that register at those sales that saw it in *Ozarks Farm & Neighbor*.
Ozarks Farm & Neighbor is like direct mail for us."

- Reg Kelly
Kelly Real Estate & Auction Co.

"We like advertising in *Ozarks Farm & Neighbor* because the paper's articles are informative and help area businessmen be more productive. Their readers are our customers! *Ozarks Farm & Neighbor* is a great advertising tool and helps S&H Farm Supply connect with customers!"

- Eric Schnelle
S&H Farm Supply

"We know *Ozarks Farm & Neighbor* works because we get a call every week from a Missouri or Arkansas reader. Advertising in *Ozarks Farm & Neighbor* year-round keeps up our image in the industry and lets cattlemen know we are here. On a scale of 1-10, I give *Ozarks Farm & Neighbor* an 8."

- Gene Bass
Bass Livestock Nutrition

"I would have to say the reason *Ozarks Farm & Neighbor* works so well for us is because it reaches so many readers in the agricultural community, and that is about 70% of our business. Whether they raise crops, cows, chickens, sheep or horses they are the type of people that do things themselves. We've been in the paper since it began in Arkansas and it's worked great for us."

- Dean Estep
Wheeler Metals

"We choose to do business with OFN because of their coverage of the agricultural community and the people in it. They produce a great-looking, high-quality publication that reaches a large number of our customers. The OFN staff is very professional with helping you find the most value for your dollar when advertising with them. We have advertised with them since they came into the area and we will continue to do so."

- Gary Harral
Countryside John Deere

"It works for us. The best response we've had in advertising by far."

- Phil Toole
Majestic Powersports

Ozarks Farm & Neighbor



Dear Potential Advertiser:

Ozarks Farm & Neighbor offers you loyal and eager readers and that means high readership for your ad. What makes *Ozarks Farm & Neighbor* different from other farm publications? Two things, really.

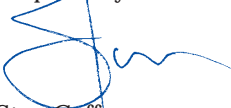
First, *Ozarks Farm & Neighbor - Missouri* is mailed directly to more than 14,000 livestock producers and farm families, delivering an estimated 34,000 readers primarily in 26 counties across the Missouri Ozarks. (*Add Ozarks Farm & Neighbor - Ark./Okla. and reach an estimated 58,000 readers.*) We know they get the paper and we know who they are, as our demographics inside will tell you.

Secondly, we go to great expense gathering stories about farmers in the 26 counties we serve. Our goal is to have a story from each county and have stories about horses, dairy, beef, pork, poultry and sheep or goat producers in each issue. The paper is written about the readers, so we know they read it.

You know they get it and you know they read it. What better place to advertise your product than *Ozarks Farm & Neighbor*.

I hope we will have the opportunity to serve you and earn your business.

Respectfully,



Stan Coffman
President & Publisher
Ozarks Farm & Neighbor



Missouri Reader Demographics



Eager Readers

An estimated 34,000 readers eagerly watch their mailbox for *Ozarks Farm & Neighbor*. The more than 14,000 copies, mailed every three weeks, make *Ozarks Farm & Neighbor* the most read farm newspaper in the Ozarks. (Add *Ozarks Farm & Neighbor - Ark./Okla.* and reach an estimated 58,000 readers.)

Our Unique Reader

The typical *Ozarks Farm & Neighbor* reader is a male between the ages of 35 and 64 who makes his primary living away from the farm. He runs a cow/calf operation on about 329 acres of land and sold about \$27,980 worth of cattle in the past 12 months.

He spends more than 30 minutes reading the paper, and reads both the stories and the ads. After he finishes reading the paper, he passes it on to one or two other people.

He looks at display and classified ads in *Ozarks Farm & Neighbor* before making a purchase, and has spent about \$1,819 on animal health supplies, \$8,079 on feed and \$3,799 on farm supplies in a 12-month period.

Big Spenders

Ozarks Farm & Neighbor - Missouri readers purchased more than **\$470 Million** worth of products in a 12-month period.

Here's what OFN readers spent in a 12-month period:

Animal Health Products - \$16.9 Million

Farm Supplies - \$33.2 Million

Utility & Flatbed Trailers - \$3.1 Million

Livestock Equipment - \$4.4 Million

Health Insurance - \$12.4 Million

Poultry Supplies & Equip. - \$4.9 Million

Implements (Not Incl. Hay) - \$26.3 Million

Cattle or Horse Trailers - \$3.1 Million

Automobiles - \$26.9 Million

Farm Buildings - \$41.0 Million

Hay Equipment - \$18.9 Million

Livestock - \$81.1 Million

Real Estate - \$26.0 Million

Trucks - \$25.2 Million

Tractors - \$55.5 Million

Feed - \$91.9 Million

Variety of Operations

Ozarks Farm & Neighbor readers have a variety of farm operations.

(**Beef** - 90.7%, **Grass** - 39.2%, **Equine** - 13.7%, **Dairy** - 6.4%, **Crops** - 10.8%, **Poultry** - 9.8%, **Sheep** - 2.0%, **Goats** - 5.4%, **Pork** - 5.4%, **Exotics** - 2.9%)



Missouri's Top Ag Counties



Top Beef Counties

Ozarks Farm & Neighbor - Missouri reaches 6 of the Top-10 Beef Producing Counties in Missouri.

- | | |
|--------------------|------------------|
| 1. Lawrence | 6. Texas |
| 2. Polk | 7. Howell |
| 3. Barry | 8. Nodaway |
| 4. Johnson | 9. Newton |
| 5. Bates | 10. Osage |



Top Hay Counties

Ozarks Farm & Neighbor - Missouri reaches 7 of the Top-10 Hay Producing Counties in Missouri.

- | | |
|--------------------|------------------|
| 1. Newton | 6. Greene |
| 2. Lawrence | 7. Texas |
| 3. Johnson | 8. Vernon |
| 4. Barry | 9. Henry |
| 5. Polk | 10. Franklin |



Top Dairy Counties

Ozarks Farm & Neighbor - Missouri reaches 10 of the Top-10 Dairy Producing Counties in Missouri.

- | | |
|--------------------|-------------------|
| 1. Wright | 6. Newton |
| 2. Webster | 7. Laclede |
| 3. Vernon | 8. Polk |
| 4. Lawrence | 9. Douglas |
| 5. Texas | 10. Dallas |

* Bold Indicates Counties In Our Primary Coverage Area



Ark./Okla. Reader Demographics



Eager Readers

An estimated 24,700 readers eagerly watch their mailbox for *Ozarks Farm & Neighbor*. The more than 10,000 copies, mailed every three weeks, make *Ozarks Farm & Neighbor* the most read farm newspaper in the Ozarks. (Add *Ozarks Farm & Neighbor - Missouri* and reach an estimated 58,000 readers)

Our Unique Reader

The typical *Ozarks Farm & Neighbor* reader is a male between the ages of 35 and 64 who makes his primary living away from the farm. He runs a cow/calf operation on about 267 acres of land and sold about \$26,182 worth of cattle in the past 12 months.

He spends more than 30 minutes reading the paper, and reads both the stories and the ads. After he finishes reading the paper, he passes it on to one or two other people.

He looks at display and classified ads in *Ozarks Farm & Neighbor* before making a purchase, and has spent about \$1,241 on animal health supplies, \$6,806 on feed and \$4,620 on farm supplies in a 12-month period.

Big Spenders

Ozarks Farm & Neighbor - Ark./Okla. readers purchased more than **\$432 Million** worth of products in a 12-month period.

Here's what OFN readers spent in a 12-month period:

Animal Health Products - \$8.3 Million

Farm Supplies - \$29.5 Million

Utility & Flatbed Trailers - \$3.6 Million

Livestock Equipment - \$3.7 Million

Health Insurance - \$11.7 Million

Poultry Supplies & Equip. - \$7.3 Million

Implements (Not Incl. Hay) - \$2.1 Million

Cattle or Horse Trailers - \$6.5 Million

Automobiles - \$31.7 Million

Farm Buildings - \$17.1 Million

Hay Equipment - \$24.9 Million

Livestock - \$46.0 Million

Real Estate - \$97.7 Million

Trucks - \$28.5 Million

Tractors - \$59.9 Million

Feed - \$53.9 Million

Variety of Operations

Ozarks Farm & Neighbor readers have a variety of farm operations. (Beef - 89.3%, Grass - 39.6%, Equine - 15.3%, Dairy - 1.1%, Crops - 4.0%, Poultry - 17.0%, Sheep - 1.1%, Goats - 7.9%, Pork - 3.4%)



Arkansas' Top Ag Counties



Top Beef Counties

Ozarks Farm & Neighbor - Ark./Okla. reaches 7 of the Top-10 Beef Producing Counties in Arkansas.

- | | |
|----------------------|--------------------|
| 1. Washington | 6. White |
| 2. Benton | 7. Logan |
| 3. Carroll | 8. Howard |
| 4. Madison | 9. Franklin |
| 5. Boone | 10. Faulkner |



Top Hay Counties

Ozarks Farm & Neighbor - Ark./Okla. reaches 8 of the Top-10 Hay Harvesting Counties in Arkansas.

- | | |
|----------------------|---------------------|
| 1. Washington | 6. Logan |
| 2. Benton | 7. Hempstead |
| 3. White | 8. Pope |
| 4. Conway | 9. Carroll |
| 5. Madison | 10. Franklin |



Top Equine Counties

Ozarks Farm & Neighbor - Ark./Okla. reaches 6 of the Top-10 Equine Producing Counties in Arkansas.

- | | |
|----------------------|---------------------|
| 1. Washington | 6. Pope |
| 2. White | 7. Polk |
| 3. Benton | 8. Independence |
| 4. Faulkner | 9. Pulaski |
| 5. Madison | 10. Crawford |

* Bold Indicates Counties In Our Primary Coverage Area



Missouri Editorial Calendar

2011 Missouri Publication Dates



<u>Publication Date</u>	<u>Deadline</u>	<u>Special Issue</u>
January 3	December 17	<i>Farm Tips Issue</i>
January 24	January 7	<i>Feed, Forage & Fields Issue</i> <i>Production Sale Issue</i>
February 14	January 28	<i>Spring Breed Issue</i> <i>Animal Health Issue</i> <i>Production Sale Issue</i>
March 7	February 18	<i>Spring Farm Finance Issue</i> <i>Show-Ring Ready Issue</i> <i>Production Sale Issue</i>
March 28	March 11	<i>Poultry Issue</i> <i>Production Sale Issue</i>
April 18	April 1	<i>Spring Farm Health & Insurance Issue</i>
May 9	April 22	<i>Building & Construction Issue</i>
May 30	May 13	<i>ATV, UTV & Mini-Trucks Issue</i>
June 20	June 3	
July 11	June 24	<i>Farm Hand Ag Resource Directory</i>
August 1	July 15	<i>Feedlot & Sale Barn Issue</i>
August 22	August 5	<i>Ozark Empire Fair Results Issue</i> <i>Fall Breed Issue</i> <i>Production Sale Issue</i>
September 12	August 26	<i>Fall Farm Finance Issue</i> <i>Production Sale Issue</i>
October 3	September 16	<i>Ag Marketing Issue</i> <i>Production Sale Issue</i>
October 24	October 7	<i>Fall Farm Health & Insurance Issue</i> <i>Production Sale Issue</i>
November 14	October 28	<i>Machinery & Trucks Issue</i>
December 5	November 18	<i>Country Christmas Issue</i>
December 26	December 9	<i>Farm Programs & Incentives Issue</i>

Ad Sizes



<p>3/8 Page 4 5/8" x 7"</p>	<p>Full Page 9 1/2" x 10"</p>	<p>3/4 Page 7" x 9 9/16"</p>	<p>Double Truck 20 1/4" x 10"</p>
<p>1/2 Vert. 4 5/8" x 9 9/16"</p>	<p>1/8 Horz. 4 5/8" x 2 5/16"</p>	<p>1/8 Vert. 2 1/4" x 4 11/16"</p>	<p>1/4 Vert. 2 1/4" x 9 9/16"</p>
		<p>1/2 Horz. 9 1/2" x 4 11/16"</p>	<p>Island 7" x 7 1/8"</p>
			<p>1/4 Horz. 4 5/8" x 4 11/16"</p>



Ark./Okla. Editorial Calendar



2011 Ark./Okla. Publication Dates



<u>Publication Date</u>	<u>Deadline</u>	<u>Special Issue</u>
January 10	December 24	<i>Farm Tips Issue</i>
January 31	January 14	<i>Feed, Forage & Fields Issue</i> <i>Production Sale Issue</i>
February 21	February 4	<i>Spring Breed Issue</i> <i>Animal Health Issue</i> <i>Production Sale Issue</i>
March 14	February 25	<i>Spring Farm Finance Issue</i> <i>Show-Ring Ready Issue</i> <i>Production Sale Issue</i>
April 4	March 18	<i>Poultry Issue</i> <i>Production Sale Issue</i>
April 25	April 8	<i>Spring Farm Health & Insurance Issue</i>
May 16	April 29	<i>Building & Construction Issue</i>
June 6	May 20	<i>ATV, UTV & Mini Trucks Issue</i>
June 27	June 10	
July 18	July 1	<i>Farm Hand Ag Resource Directory</i>
August 8	July 22	<i>Feedlot & Sale Barn Issue</i>
August 29	August 12	<i>Fall Breed Issue</i> <i>Production Sale Issue</i>
September 19	September 2	<i>Fall Farm Finance Issue</i> <i>Production Sale Issue</i>
October 10	September 23	<i>Ag Marketing Issue</i> <i>Production Sale Issue</i>
October 31	October 14	<i>Production Sale Issue</i>
November 21	November 4	<i>Farm Machinery & Trucks Issue</i>
December 12	November 25	<i>Country Christmas Issue</i> <i>Farm Programs & Incentives Issue</i>



Editorial Guidelines



Ozarks Farm & Neighbor welcomes all signed letters to the editor. Letters to the editor are published on a space available basis. We also welcome story ideas about people in the farming community, ag related businesses and attractions located in our coverage area.

Every issue of *Ozarks Farm & Neighbor* contains a free list of upcoming events in our Ozarks Farm Calendar and Auction Block. Listings submitted for either of these two features are run free-of-charge. All calendar and auction block listings should contain date, place and contact information. All submissions will run at publisher's discretion.

You can send your Letters to the Editor, events or Auction Block items to: editor@ozarksfm.com or fax them to 417-532-4721.

Missouri Distribution Area



■ Represents Primary Distribution Counties

Ozarks Farm & Neighbor is mailed to more than 14,000 livestock producers and farm families. *Ozarks Farm & Neighbor* delivers an estimated 34,000 readers primarily in the following 26 counties: Barry, Barton, Camden, Cedar, Christian, Dade, Dallas, Douglas, Greene, Hickory, Howell, Jasper, Laclede, Lawrence, McDonald, Newton, Phelps, Polk, Pulaski, Ozark, Stone, Taney, Texas, Vernon, Webster and Wright counties.

■ Represents “Buy the Ozarks” Additional Coverage Area

By adding the “Buy the Ozarks” coverage area, your advertising in *Ozarks Farm & Neighbor - Ark./Okla.* and *Ozarks Farm & Neighbor - Missouri* will reach more than 24,000 farm families and an estimated 58,000 readers in 52 counties across the Ozarks.



Missouri Rates & Specifications

Display Advertising Rates



Size	19 Times		13 Times	
	Missouri Only	Buy the Ozarks	Missouri Only	Buy the Ozarks
Full Page	\$784	\$1,420.25	\$889	\$1,618.80
3/4 Page	\$646	\$1,188.45	\$730	\$1,333.80
Island	\$621	\$1,142.85	\$703	\$1,289.15
Half Page	\$452	\$816.05	\$509	\$935.75
3/8 Page	\$357	\$662.15	\$401	\$745.75
1/4 Page	\$236	\$437.00	\$264	\$491.15
1/8 Page	\$121	\$225.15	\$137	\$254.60

Size	7 Times		1 Time	
	Missouri Only	Buy the Ozarks	Missouri Only	Buy the Ozarks
Full Page	\$984	\$1,804.05	\$1,107	\$2,053.90
3/4 Page	\$815	\$1,512.40	\$914	\$1,694.80
Island	\$786	\$1,458.25	\$878	\$1,630.20
Half Page	\$573	\$1,063.05	\$641	\$1,190.35
3/8 Page	\$449	\$834.10	\$508	\$942.40
1/4 Page	\$297	\$551.00	\$334	\$619.40
1/8 Page	\$152	\$283.10	\$174	\$323.00

Size	Breeder/Producer Rate	
	Missouri Only	Cattlemen's Sweet Spot
Full Page	\$1,056	\$1,958.90
3/4 Page	\$871	\$1,615.00
Island	\$837	\$1,554.20
Half Page	\$611	\$1,134.30
3/8 Page	\$484	\$897.75
1/4 Page	\$318	\$589.95
1/8 Page	\$166	\$307.80

Purebred Corral - \$21/issue Buy the Ozarks - \$38/issue

Minimum 19 issues, includes placement in Purebred Corral Display Ad, listing in Seedstock Directory in Classified Section and listing in Seedstock Directory on Ozarks Farm & Neighbor website.

Color is available at \$75* for full color in Missouri, \$150* for full color in both publications.

Classified Advertising Rates



Arkansas and Missouri Classified Advertising Rates are Per Column Inch.

Frequency	Prices Per Column Inch		Business Card Rate	
	Missouri	Buy the Ozarks	Missouri	Buy the Ozarks
1 Time	\$16.50	\$31.35	\$66.00	\$125.40
7 Times	\$15.75	\$29.93	\$63.00	\$119.70
13 Times	\$14.52	\$27.59	\$58.08	\$110.35
19 Times	\$13.18	\$25.04	\$52.72	\$100.17

Online Advertising Rates



Web Banner - \$30/1,000 Impressions

Receive 10% Discount When Purchasing
60,000 Impressions or More
Minimum purchase 5,000 impressions

Web banners are 468x60 pixels

Web banners will appear on each page of the site until purchased package expires.

*Color prices may change without notice

Ozarks Farm

& Neighbor



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