

MARY JANES FARM[®]

THE EVERYDAY ORGANIC LIFESTYLE™ MAGAZINE



2012 advertising media kit



A unique way of life. Pure. Simple. Genuine.
MaryJanesFarm—the leading organic lifestyle magazine—takes us there.

MaryJanesFarm connects every woman to her inner **farmgirl**, empowering readers to live healthy, productive, and **authentic** lives.

Our brand uniquely understands and identifies with a **growing** segment of consumers who wish to create a more **sustainable** and **beautiful** world for their families and for the future. This educated, affluent, and family-oriented audience delights in the **simple pleasures** and **creative challenges** of cooking, home decorating, gardening, quilting and other treasured homemade crafts.

MaryJanesFarm has become an **essential**, trusted resource for **cutting-edge** women who desire to make **organic** and more purposeful living a reality. Our readers—who span cities, suburbs and rural areas across the country—understand the importance of buying organic food, clothing and other products and are therefore **highly responsive** to our advertisers' messages.

Whether in a farmhouse, townhouse or condo, *MaryJanesFarm's* readers embrace the modern farmgirl's way of life. Our marketing partners have an exclusive opportunity to engage with this truly rare and special audience.

There's no one else quite like them anywhere!

created by the icon of the organic movement

MaryJane Butters is a woman of many aprons in the pursuit of simpler living. She has written several books on the topic of resurrecting forgotten domestic arts and offering guidance on all aspects of the organic lifestyle.

From her Idaho farm, she sells over 60 different organic prepared foods, operates two "romantic farmstyle" retail stores and a B&B, and designs a line of organic linens for 300 Belk department stores. MaryJane is also the creator of Project F.A.R.M., an organization that employs rural women who sew totes, quilts, dolls and more.



in every issue:

Organic Food

MaryJane shows how (and why) to eat organically and shares her favorite recipes from her organic farm. Food as celebration!

Out of the Box

Creative craft ideas on quilting, sewing, knitting/crochet, paper, fabric, wood, metal and more—all with a nostalgic theme.

Home-Safe-Home

As a lifelong organic farmer & environmental activist, MaryJane guides readers through the landscape of the "green" movement.

Farm Life with MaryJane

As a farmer, author, entrepreneur, and former wilderness ranger, MaryJane brings a unique sensibility to the great outdoors.

Creating Community

MaryJane connects women who care and captures the spirit of old-fashioned community, either online or face-to-face.

Organic Gardening

MaryJane shares her expertise on growing and enjoying the fruits of the organic experience.



2012 Editorial Calendar

	Feb/Mar: Folklore	Apr/May: Smitten	June/July: Road Trip
Organic Food	Out-of-the-Box Cakes Chocolate as Home Decor Cast Iron: Pot Roast 101	Outdoor Grilled Pizza Cast Iron: Gluten-free Waffles	Grab-and-Go Burgers Brandied Fruit Love Gone Sour (Cherries) Cast Iron: Campfire Spuds
Out-of-the-Box Crafting	Fast Breads, Slow Quilts Colander Lights Aging Fabric Using Tea	Making Walls Look Old A Yo-Yo a Day Keeps the Blues Away Aging Terra Cotta	Safety-Pin Bracelets Safety-Pin Monograms Old-Fashioned Enamel-Ware Organizers
Home Safe Home	Bulk Up on Bulk Kid-Flick Charities Collect It: Crocks	All About Lightbulbs Unique Pots & Pans Rack Collect It: Egg Cups	Washing Without Soap Donating Hotel Toiletries Collect It: Vintage Doorknobs
Farm Life with MaryJane	Farm Chic Style Get Busy with Bees Non-toxic Animal Parasite Control	Decorating with Hats Hattitude Finds & Favorites	White on White Decor Walls: Aged to Perfection Hatch Your Dreams
Creating Community	Knitting Together for a Cause A Game of Hearts	Village Table 2012 Hall of Fame	Churches without Doctrine Mind Your Elders
Organic Gardening	Grape Love Stories So You Want to Plant a Vineyard? Hail to the Chef	Fields of Columbines Lovin' Lovage Grafting Fruit Trees	Growing & Preserving Elderberries The Wonders of Comfrey Pretty Peonies
	Aug/Sept: Best of Show	Oct/Nov: G is for...	Dec/Jan: Self-Rising
Organic Food	Smokin' Hot Cast Iron: Pie Irons	Hail to Kale New-Fashioned Thanksgiving Cast Iron: Trivets	Family Fruit Cakes Winter Soups Cast Iron: What Is It?
Out-of-the-Box Crafting	Simple Cloth Chair Covers Furniture Re-do Duvets from Bed Sheets	Screen Doors Painted Pumpkins (Save Your Straw for Next Issue)	Tree Ornaments from Straw Homemade Bath Products Think Outside the Circle Wreath Come-back Holiday Cards
Home Safe Home	Sun-Oven Cooking Neighbors' Dog Barking? Collect It: Measuring Spoons	Healthy Chewing Gum The Green Room Collect It: Vintage Postcards	Home Decor Using Reclaimed Wood Collect It: Butter Molds
Farm Life with MaryJane	Miniature Horses Reinventing Junk Rustique Antiques	Winterize Your Beehive Hats Matter Jack Frost Photography	Spinning Dog Hair Simple Country Pleasures Hanky Art
Creating Community	Too Much Info, Too Many "Friends" Planning an Event	Sweet Charity Questers: Restoring Historic Sites	Making a Country Living Donating eBay Profits
Organic Gardening	Natural Weed Control Braiding Garlic Re-use Rainwater	Nasturtiums Indoor Herb Gardens Cooking with Herb Flowers	Old-fashioned Crock Fruit Sumpthin' 'bout Sprouts



Advertisers agree. We're the most unique magazine in the marketplace.

Our passionate readers carry purchasing power and are highly responsive—95% of our readers feel that advertising in *MaryJanesFarm* provides useful information about new products. Our unique editorial voice fosters a creative environment for your advertising message to thrive. Our advertisers consistently report back with positive results:

“*MaryJanesFarm* has been such a great tool for my linen import business. My sales have increased 3X and I've met so many fellow linen lovers and “city” farmgirls! My new customers love this magazine and linen as much as I do!”
—Jilly Phillips,
Russia House Collection

“We've been very happy with the amount of phone calls we receive each month and the retail stores that have discovered us through the magazine. We've found the readers have a strong interest in designs that convey homemade natural themes, vintage styles and heartwarming values.”
—Sandy Redburn,
Crafty Secrets

“The amount of calls that have been continually generated from our ad placement has been phenomenal.”
—Sequoya Cross,
Backwoods Solar

“Advertising with *MaryJanesFarm* has created some pull marketing for us by tapping into a consumer market that meets our target market criteria, yet in an area of the industry we had not considered before.”
—Gael J. B. Orr,
Once Again Nut Butter Collective, Inc.

“The day our ad breaks, the phone calls for our catalogs start. The nicest thing is the callers rave about our ads and the magazine as being one of their favorites. We love the look of the publication—it mirrors the image we are trying to project to our customers.”
—Kris Lyle,
Timeless Charm Gifts

“*MaryJanesFarm* has grown to become one of the very best means for reaching our target audience. It is the perfect fusion of DIY, homesteading, gardening and organic living arranged within a well-designed and charming layout. Not only do we look forward to seeing our advertisement in each issue, but it is one of the few magazines that I bring home and read cover to cover!”
—Irene Wolansky,
Mountain Rose Herbs

“It was an advertising stretch to put my dollars into a magazine that is not 100% quilting, but advertising in *MaryJanesFarm*, as it turns out, is not a risk for me, but a necessity to reach another branch of potential customers.”
—Julie Bohringer,
Patch Abilities Inc.

contact us!

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quick facts

Circulation: 135,000
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Cover Price: \$5.99 (major US newsstands)

rates (4-color)

Back Cover: \$6,230
Inside Front Cvr: \$5,990
Inside Back Cvr: \$5,440
Full Page: \$4,960
1/2 Page Horiz.: \$2,975
1/3 Page Vertical: \$2,130
1/3 Page Square: \$2,130
1/4 Page: \$1,840
1/6 Page: \$1,375

schedule

	Ad Closing	Materials Due	On Sale
Feb/Mar	12/2/11	12/5/11	1/10/12
Apr/May	2/3/12	2/6/12	3/13/12
June/Jul	4/6/12	4/9/12	5/15/12
Aug/Sept	6/1/12	6/4/12	7/10/12
Oct/Nov	8/3/12	8/6/12	9/11/12
Dec/Jan	9/28/12	10/1/12	11/6/12

