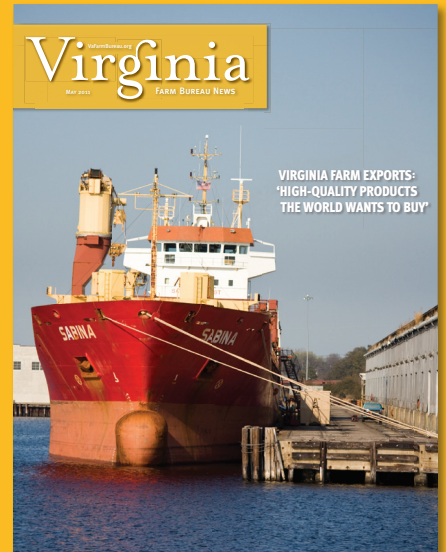
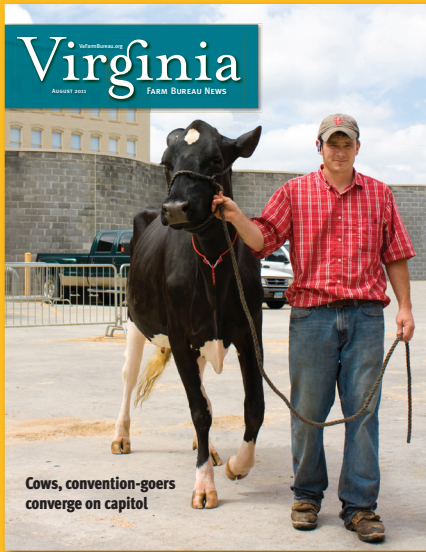


» VIRGINIA FARM BUREAU NEWS and CULTIVATE



VIRGINIA FARM BUREAU'S MEMBER MAGAZINES CELEBRATE VIRGINIA'S COMMON WEALTH.

More than 138,000 households across Virginia receive Farm Bureau's member magazines, and with a 92% membership retention rate, Farm Bureau can deliver a loyal and engaged audience for your advertising.

Our consumer members, who receive *Cultivate* quarterly, have a strong interest in Virginia foods and the farms, gardens and grocers who make them available. They live in rural and suburban Virginia, and more than 85 percent of them tell us they read *Cultivate* regularly.

Farm Bureau producer members—about 38,000 households statewide—have been receiving *Virginia Farm Bureau News* for 70 years. They are seasoned and innovative business operators with a strong volunteer and community service ethic and a vested interest in preserving farms, forests and open land.

» CULTIVATE Readers

Approximately 100,000 member households statewide
85% readership frequency
53% female; 47% male
57% social media users

Age range:

26-45 – 22%
46-65 – 57%
65+ – 21%

Location:

Rural – 60%
Small town or city – 21%
Suburban – 15%
Urban – 5%

In a 2011 readership survey, these members gave *Cultivate* an average rating of 3.59 out of a possible 5.



CULTIVATE Magazine

- Circulation: 85,000 to 113,000 in 2011
- 4-color quarterly publication mailed in February, April, July and November
- 32 pages
- Dimensions: 8 3/8" x 10 7/8"
- Received by Virginia Farm Bureau members who do not farm but have an interest in agriculture and membership benefits such as Farm Bureau insurance products

» VIRGINIA FARM BUREAU NEWS Readers

Approximately 39,000 member households statewide
94% readership frequency
59% male; 41% female
39% social media users

Age range:

26-45 – 13%
46-65 – 56%
65+ – 30%

Location:

Rural – 84%
Small town or city – 10%
Suburban – 5%
Urban – 2%

In a 2011 readership survey, these members gave *Virginia Farm Bureau News* an average rating of 3.72 out of a possible 5.



VIRGINIA FARM BUREAU NEWS Magazine

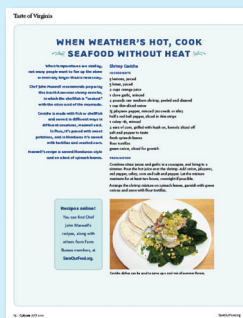
- Circulation: 36,000 to 39,000 in 2011
- 4-color publication mailed in January, March, May, June, August and September
- 32 pages
- Dimensions: 8 3/8" x 10 7/8"
- Received by Virginia Farm Bureau members who are actively involved in agriculture and/or agribusiness and have an interest in industry news and membership benefits such as marketing and risk management planning, farm equipment and supplies and insurance products

» Contact us

Cathy Vanderhoff / Advertising Representative

Virginia Farm Bureau Communications Department • P.O. Box 27552 • Richmond, VA 23261-7552

January	Virginia Farm Bureau News	Farm Bureau’s legislative priorities; recognition of annual award recipients; commodity-specific outlooks for the coming year
February	Cultivate	National Agriculture Week and Virginia Agriculture Week (mid-March);
March	Virginia Farm Bureau News	Agriculture Safety Awareness Week; state-specific farm safety issues; update on farm-related issues before the state legislature
April	Cultivate	Home gardening; opportunities to enjoy local foods; home project safety
May	Virginia Farm Bureau News	Summary of farm-related bills addressed by state legislature; topics of interest to Women’s Program participants
June	Virginia Farm Bureau News	Topics of interest to Young Farmers Program participants
July	Cultivate	Agritourism and other summer family activities; summer reading; seasonal foods
August	Virginia Farm Bureau News	Harvest safety reminder
September/ October	Virginia Farm Bureau News	Recognition of annual Young Farmers award winners; holiday foods and decorations; State Fair of Virginia
November/ December	Cultivate	Holiday foods and decorations; home heating safety; profiles of farm operators



Standing Content

Taste of Virginia – seasonal recipes featuring Virginia foods, with an emphasis on recipes for entertaining

In the Garden – Home landscaping and flower and vegetable gardening tips from Virginia horticulturist Mark Viette

Good for You! – Seasonal foods—and recipes—with an emphasis on making healthy choices