

# Welcome...

...To *Our Iowa*, the magazine that celebrates all that's great about living in Iowa. Every page is brimming with Iowa pride. No negative news in this magazine!

There are jaw-dropping photos of our beautiful land as well as in-depth feature articles. But the heart of each issue is conversational, lighthearted and engaging contributions shared by Iowans. Reading each issue is like sitting at the kitchen table and chatting with Iowa friends over coffee. Subscribers say it makes all Iowans neighbors.

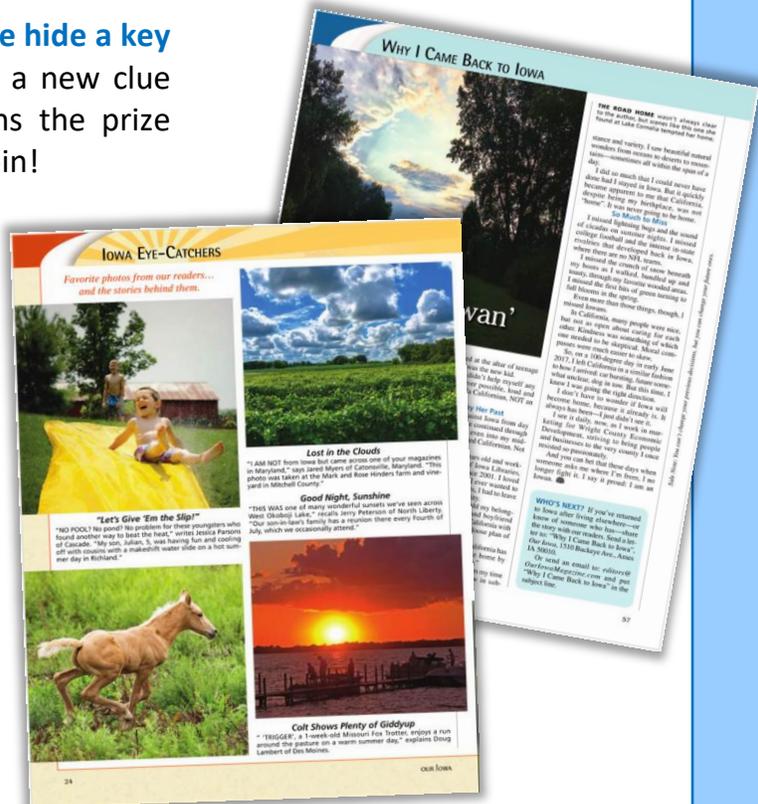
Then, there are the "off the wall" contests and wild ideas the editors are always coming up with to add fun to each issue. As our publisher Roy Reiman often says, "We have ideas we haven't even thought of yet!"

For example, in our "Iowa Treasure Hunt", we hide a key somewhere in a public park, then give readers a new clue every issue. The reader who finds the key wins the prize package. The latest: A weekend stay at a cozy cabin!

Then there's our "Lucky I" Contest, which is almost like paying people to read the ads. Talk about a marketer's dream! Page through this Media Kit to see why our readers often say, "I read the ads first!" Plus, we limit advertising to 25% of our pages. Ever hear of another magazine do that? So your message stands out even more.

Our readership is loyal. Many of our subscribers send gift subscriptions to family and friends...and those recipients give gift subscriptions too! No wonder our renewal rate tracks near 80%—that's twice the industry average! See why by calling or emailing our office to request a sample copy of *Our Iowa*.

It's fast become "Iowa's Magazine". It's printed on the best stock we can find...which results in readers raving about our "Look how beautiful Iowa is!" pictures. No wonder our paid circulation is over 90,000...and keeps growing.



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