

EDITORIAL CALENDAR

SIX ISSUES PER YEAR

FEB/MAR EARLY SPRING	APR/MAY SPRING	JUN/JUL SUMMER	AUG/SEP SUMMER-AUTUMN	OCT/NOV AUTUMN	DEC/JAN HOLIDAY ISSUE
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OUR IOWA MAGAZINE is primarily a reader contributed publication curated to showcase the beauty of Iowa and the pride of “forever” Iowans. Each month readers submit hundreds of stories and thousands of photos. This makes for a fluid story line-up that is subject to change by the editor as new stories arrive daily.

REGULAR FEATURES IN EACH ISSUE

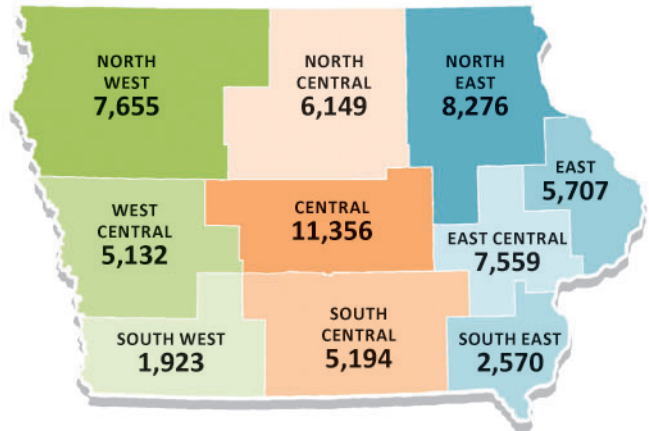
- Then and Now:** Old-time photo & current recreations.
- Let’s Talk Weather:** An amateur weather observer.
- Prettiest Farm in Iowa:** Editor interviews the owners of a beautiful operating Iowa farm.
- Iowa Eye-Catchers:** Seasonal photos of Iowa life.
- Country Character:** Unique Iowan in their community.
- Cartoon Capers:** Spot the difference by Dave Carpenter.
- Io-Ways:** Freelance photos including a 3-page gatefold.
- Lucky I Contest:** Listing advertisers’ prizes & winners.
- Featured Cook:** An Iowa cook & their favorite recipe.
- Cristen’s Kitchen:** Farmer & food blogger, Cristen Clark.
- Amish Farm Wife’s Diary:** Life on an Iowa Amish farm.
- Just for Laughs:** Cartoons by Dave Carpenter.
- From the Mouth of Little Iowans:** Funny kid comments.
- Our Iowa Photo Contest:** Reader submitted photos for four categories—Scenery, People, Humor or Kids.
- Iowa Rewind:** Vintage photos of Iowa life.
- High on the Hog:** Subscription renewals entered into a drawing for a chance to win \$250 worth of Iowa Pork.
- Ma & Pa Restaurant:** Favorite Iowa restaurants.
- We Hear Ya:** Full-page of reader feedback.
- Back Cover:** Humorous or sentimental story of Iowa.



CIRCULATION PROFILE

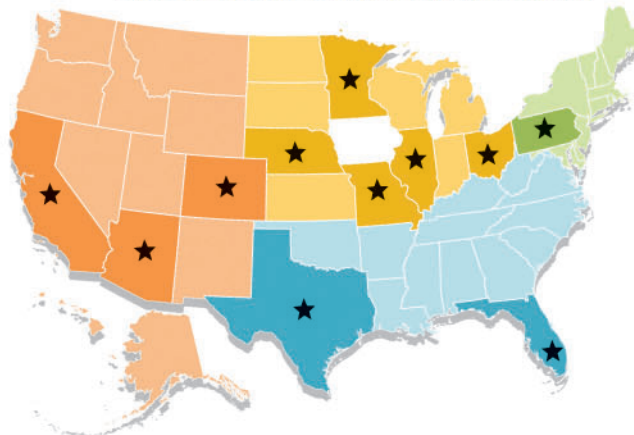
TOTAL PAID CIRCULATION	89,161
• Iowa 69% • Non-Iowa 31%	
PAID NEWSSTAND/RETAIL SALES	1,225
Average single issue sales across Iowa stores Hy-Vee, Walmart, Fleet Farm, Barnes & Noble, BAM	
HIGH TRAFFIC & MISC. NON-PAID	3,021
Average copies in Iowa high-traffic waiting rooms & misc.	
GRAND TOTAL CIRCULATION	93,407
Pricing: Single issue \$6 • 1-yr (6-issues) \$24.98 • 2-yr (12-issues) \$39.98 Sources: PS Form published in Dec24/Jan25 issue & 2024 internal audit	

IOWA PAID SUBSCRIPTIONS



PAID SUBSCRIPTIONS (EXCLUDES IOWA)

TOP NON-IOWA	PAID
★ MINNESOTA	2,078
★ ILLINOIS	1,998
★ CALIFORNIA	1,842
★ ARIZONA	1,735
★ MISSOURI	1,731
★ COLORADO	1,681
★ TEXAS	1,580
★ FLORIDA	1,305
★ OHIO	1,275
★ PENNSYLVANIA	1,218
★ NEBRASKA	1,182



USA REGION	PAID
MIDWEST (excludes Iowa)	11,917
WEST	7,593
SOUTH	5,764
NORTHEAST	2,231
FOREIGN	PAID
CANADA	32
INTERNATIONAL	86
USA POSSESSIONS	PAID
MILITARY	13
US POSS	5
GRAND TOTAL	27,640