

# OUR IOWA

## MAGAZINE

### 2026 MEDIA KIT

## WELCOME...

...To *Our Iowa*, the magazine celebrating all that's great about living in the state of 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 engaging feature articles. But the heart of each issue is reader-driven, lighthearted and conversational contributions shared by Iowans. Reading each issue is like sitting at the kitchen table and chatting with Iowa friends. Subscribers say it makes all Iowans neighbors.

Our readership is loyal, generous and engaged. Many of our subscribers send gift subscriptions to family and friends...and those recipients give gift subscriptions too! Our renewal rate tracks near 80% – that's twice the industry average!

Then there's our "Lucky I" Contest, which encourages people to read the ads. Talk about a marketer's dream! Page through this media kit to see why our readers say, "I read the ads first!" Plus, we limit advertising to 25% of our pages. So your message stands out even more.

"Look how beautiful Iowa is!" Our cover does not have coverlines but instead showcases a stunning Iowa photo accentuating our unique magazine. We publish 6 issues a year printed on the best stock we can find. See for yourself by contacting our office for a sample copy of *Our Iowa*.



# "I Read the Ads First!"

WAIT, WHAT? We work hard to seek out interesting stories, select beautiful photos...then subscribers tell us they read the ads first.

**Why do they read the ads first?** Our popular "Lucky I" Contest encourages readers to scan the ads closely. In every issue, we hide a tiny letter "i" (a small version of the "i" in our logo) in just three ads. Readers have to find all three I's to enter the drawing for that issue's prizes. And they learn about our advertisers along the way.

**What are the prizes?** Products or services offered by advertisers who choose to participate in this contest. We deduct \$100 off the price of their ad and in exchange they provide a reader-prize valued at \$100.

Many of the prizes don't cost advertisers \$100 out of pocket, so their ad cost is reduced. For example, a chamber of commerce gave \$100 in "Chamber Bucks" as a prize. It is a great way to get readers to your place of business and community or to sample your products.

With this novel approach, subscribers have come to appreciate our advertisers...the more ads, the more prizes. In fact, we receive over 5,000 entries in the a "Lucky I" Contest every issue by mail.

**Advertisers triple their exposure when they participate.** First, there's the ad itself, then editorial mention describing their prize on the Lucky I page...and then again in a future issue announcing the winners with their prizes. That's three "hits" for the price of one ad...No wonder advertisers love this contest!

*Larry Wiebel*

Larry Wiebel, Editor



# How "Lucky I" Works

▶ Sign up to participate in the optional Lucky I prize exchange program when you sign your ad contract. You get \$100 off the ad price per ad in exchange for providing a prize worth \$100 per ad. *See the Lucky I schedule page 6.*

▶ Prizes are agreed upon in the ad contract. Prize must be \$100 value standalone prize. It cannot require the winner to spend their own money to redeem the prize's full value.

▶ Your ad is published and your prize is published in the list of advertisers providing prizes for the issue.

▶ Three identical letter "i's" are hidden in three ads.

▶ Readers have approximately a month to send their entries to *Our Iowa*. (example Jun/Jul issue drawing is July 1.)

▶ *Our Iowa* notifies you and the winner around the 10th.

▶ You contact the winner, arrange prize delivery, and provide your prize to the winner.

▶ *Our Iowa* publishes the winner/prize two issues later.



## EDITORIAL CALENDAR

SIX ISSUES PER YEAR

<b>FEB/MAR</b> EARLY SPRING	<b>APR/MAY</b> SPRING	<b>JUN/JUL</b> SUMMER	<b>AUG/SEP</b> SUMMER-AUTUMN	<b>OCT/NOV</b> AUTUMN	<b>DEC/JAN</b> 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.

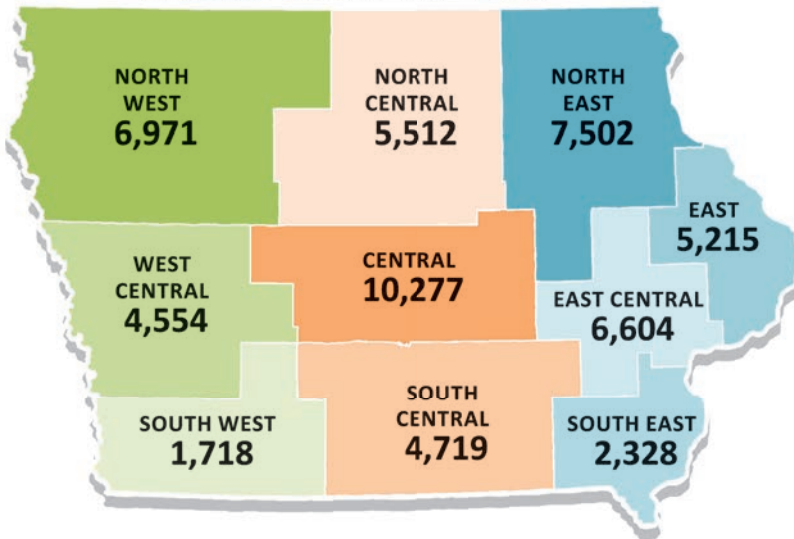
**We Hear Ya:** Full-page of reader feedback.

**Back Cover:** Humorous or sentimental story of Iowa.



1510 Buckeye Ave • Ames, IA 50010 • 515/232-0075 • [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com)

## IOWA PAID SUBSCRIPTIONS



### RURAL IOWA SUBSCRIBERS

Western	11,617
Central	10,672
Eastern	9,147
<b>TOTAL RURAL</b>	<b>31,436</b>



### URBAN IOWA SUBSCRIBERS

Western	1,626
Central	9,836
Eastern	12,502
<b>TOTAL URBAN</b>	<b>23,964</b>

**TOTAL IOWA..... 55,400**

## CIRCULATION PROFILE

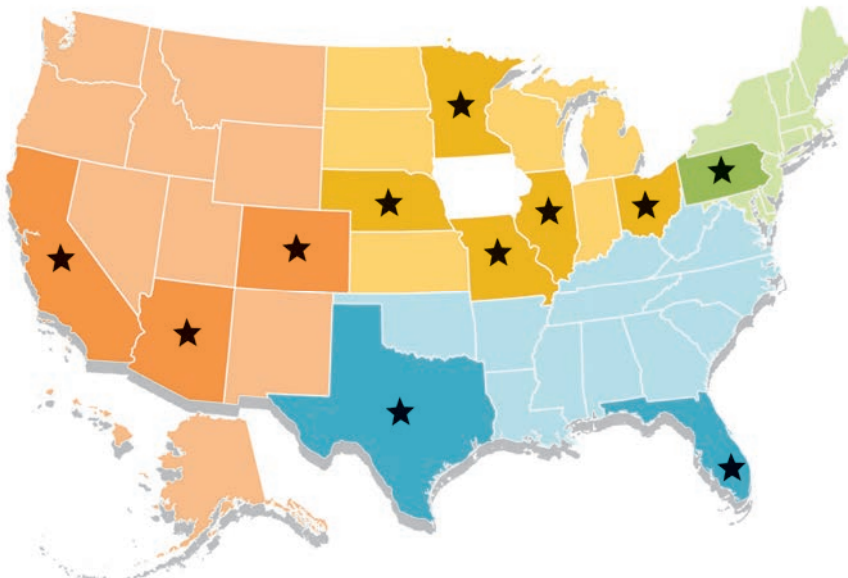
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>80,413</b>
• Iowa 69% • Non-Iowa 31%	
<b>PAID NEWSSTAND DISTRIBUTION</b>	<b>3,425</b>
<i>Average single issue sales across Iowa stores Hy-Vee, Walmart, Fleet Farm, Barnes &amp; Noble, BAM</i>	
<b>HIGH TRAFFIC &amp; MISC.</b>	<b>3,208</b>
<i>Average copies in Iowa high-traffic waiting rooms &amp; misc.</i>	
<b>GRAND TOTAL CIRCULATION</b>	<b>87,046</b>
<i>Pricing: Single issue \$6 • 1-yr (6-issues) \$24.98 • 2-yr (12-issues) \$39.98 Sources: PS Form published in Dec25/Jan26 issue &amp; 2025 internal audit</i>	



### NON-IOWA PAID SUBSCRIPTIONS

Midwest (excludes Iowa)	11,102
West	6,554
South	5,100
Northeast	2,142
Foreign	99
USA Possessions	16
<b>TOTAL</b>	<b>25,013</b>

### ★ STATES WITH TOP PAID SUBSCRIPTIONS (excludes Iowa)



TOP NON-IOWA	PAID SUBS
★ 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

# CREATING YOUR ADVERTISEMENT

**AD SPACE CLOSING:** Ad space closing dates are listed on page 5 and our website. To reserve space, contact us and we'll send an ad agreement to sign and return. Or you may complete and return the advertising insertion order on page 5.

Any changes to your ad reservation (size, orientation, issue, etc.) must be requested by the space deadline each issue. Neither advertiser nor its agent may cancel after ad space closing date.

**FINAL AD COPY DEADLINE:** Ad Copy dates are listed on page 5, our website and your ad confirmations. Production schedule reminders will be emailed before each issue. Your ad needs to be print-ready by the Final Ad Copy deadline.

**FREE AD DESIGN SERVICE:** If you need help designing your ad, our professional design artist can assist. Well before the deadline, send us your suggested ideas, materials – digital format is preferred—including photos, your logo, etc. A draft of your ad will be sent by email for you to review and approve. Additional charges apply only to materials you ask publisher to purchase for you.

After your first ad, you may repeat an ad, make changes to a previous ad or provide a new ad. If materials are not received by the deadline, we may repeat your most recent ad.

Send ad copy or materials by email, upload to the ad materials portal [OurIowaMagazine.com/materials](http://OurIowaMagazine.com/materials), or by mail.

## AD SPECIFICATIONS AND SIZES

**IF YOU CREATE YOUR OWN AD, please observe the following requirements for a Print-Ready ad.**

- ▶ **SOFTWARE/DIGITAL FILE FORMAT:** Commercial press quality PDF files are preferred, but TIFF and JPEG files are acceptable. If using MS Publisher, export to PDF. No MS Word files accepted.
- ▶ **ARTWORK/PHOTOS:** Must be high-resolution. We print at 300 dpi, and pride ourselves on high quality reproduction. Scanned images at 300 dpi and line art at 600-1200 dpi.
- ▶ **COLOR:** Specify colors as CMYK. Pantone, PMS, RGB colors must be converted to CMYK process.
- ▶ **FONTS:** Must be embedded (preferred) or converted to outline. Type 1 fonts no longer supported 12/31/2022. Be sure to update!
- ▶ **MEASUREMENTS:** Ads must be provided in accurate sizes AND orientation (see specifics below). Please no "bleed" or crop marks except for full-page ads with bleed as described below.
- ▶ **DELIVERY:** Email files to the Ad Coordinator. For files over 10 MB, upload to our ad materials portal or use a cloud storage service such as Dropbox. CDs or drives can be mailed to: Our Iowa Attn: Advertising Coordinator, 1510 Buckeye Avenue, Ames, IA 50010.
- ▶ **PROOFS:** Ads will run as they are supplied. A color correct proof copy is required if color-matching is desired. We attempt to color match on press as closely as possible to what is provided. We are not responsible for misprinting color without a color-correct proof.

The diagram illustrates 12 different ad sizes (A-L) with their dimensions and orientations. Size A is a full page with 0.125" bleed (8.75 x 11.125). Size B is a full page with no bleed (7.5 x 10). Size C is a 2/3 page vertical (4.94 x 10). Size D is a 1/2 page vertical (3.63 x 10). Size E is a 1/2 page horizontal (7.5 x 4.88). Size F is a 1/3 page vertical (2.38 x 10). Size G is a 1/3 page horizontal (4.94 x 4.88). Size H is a 1/4 page vertical (3.63 x 4.88). Size I is a 1/4 page horizontal (7.5 x 2.31). Size J is a 1/6 page vertical (2.38 x 4.88). Size K is a 1/6 page horizontal (4.94 x 2.31). Size L is a 1/12 page (2.38 x 2.31).

AD SIZE	WIDTH	HEIGHT
<i>*Trim size of finished page is 8.5" x 10.875" (8-1/2" W x 10-7/8" H). Place crop marks here.</i>		
A Full-Page 1/8" bleed*	8.75" (8-3/4")	11.125" (11-1/8")
B Full-Page No bleed	7.5" (7-1/2")	10.00" (10")
C 2/3-Page Vertical	4.94" (4-15/16")	10.00" (10")
D 1/2-Page Vertical	3.63" (3-5/8")	10.00" (10")
E 1/2-Page Horizontal	7.50" (7-1/2")	4.88" (4-7/8")
F 1/3-Page Vertical	2.38" (2-3/8")	10.00" (10")
G 1/3-Page Horizontal	4.94" (4-15/16")	4.88" (4-7/8")
H 1/4-Page Vertical	3.63" (3-5/8")	4.88" (4-7/8")
I 1/4-Page Horizontal	7.50" (7-1/2")	2.31" (2-5/16")
J 1/6-Page Vertical	2.38" (2-3/8")	4.88" (4-7/8")
K 1/6-Page Horizontal	4.94" (4-15/16")	2.31" (2-5/16")
L 1/12-Page	2.38" (2-3/8")	2.31" (2-5/16")

**NEED DESIGN SERVICE? QUESTIONS?** We're glad to help!  
 Ad Coordinator email: [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com)  
 Website: [OurIowaMagazine.com/advertise](http://OurIowaMagazine.com/advertise)  
 Ad Materials portal: [OurIowaMagazine.com/materials](http://OurIowaMagazine.com/materials)

# Advertising Insertion Order

Please print or type all info below. *Make a copy for your files.*

Advertiser \_\_\_\_\_  
 Ad Contact Person \_\_\_\_\_  
 Address 1 \_\_\_\_\_  
 Address 2 (PO Box) \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_

Billing Information (if different than at left)  
 Company \_\_\_\_\_  
 Billing Contact \_\_\_\_\_  
 Address 1 \_\_\_\_\_  
 Address 2 (PO Box) \_\_\_\_\_  
 City/State/ZIP \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Ad Buyer/Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**NOTE** By signing, you agree to advertise as indicated below and as explained on all pages of this packet. Cancellations before contract fulfillment may be short-rate billed. Confirmation receipt and ad summary will be emailed to you shortly. This ad agreement may be returned to:  
**Email:** [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com) or **Fax:** 515/232-0074 or **Mail:** **Our Iowa, Attn: Advertising, 1510 Buckeye Avenue, Ames, IA 50010**  
 For more information, contact Advertising Coordinator by **Phone:** 515/232-0075 or **Email:** [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com).

### 2026 Advertising Schedule

**\*Dates subject to change. Ad must be print-ready on Final Ad Copy.**

ISSUE	Ad Space Closing*	Final Ad Copy*	Issue Mail Date*
Feb/Mar 26	Dec. 3, 2025	Dec. 10	Jan. 24
Apr/May 26	Feb. 3, 2026	Feb. 10	Mar. 27
Jun/Jul 26	Apr. 3, 2026	Apr. 10	May 27
Aug/Sep 26	Jun. 3, 2026	Jun. 10	Jul. 27
Oct/Nov 26	Aug. 3, 2026	Aug. 10	Sep. 24
Dec26/Jan27	Oct. 2, 2026	Oct. 9	Nov. 25
Feb/Mar 27	Dec. 3, 2026	Dec. 10	Jan. 23

### 2026 Advertising Rates

**\*Rate is Per Each Ad. Rate x Issue Frequency=Total.**

AD SIZE	ISSUE FREQUENCY		
	6 issues* Rate Per Ad	3-5 issues* Rate Per Ad	1-2 issues* Rate Per Ad
1/12 page	\$309/ad	\$388/ad	\$441/ad
1/6 page (Horiz/Vert)	\$463/ad	\$582/ad	\$662/ad
1/4 page (Horiz/Vert)	\$653/ad	\$784/ad	\$871/ad
1/3 page (Horiz/Vert)	\$832/ad	\$998/ad	\$1,109/ad
1/2 page (Horiz/Vert)	\$1,351/ad	\$1,621/ad	\$1,801/ad
2/3 page	\$1,857/ad	\$2,228/ad	\$2,476/ad
Full page	\$2,630/ad	\$3,156/ad	\$3,507/ad
Inside Back Cover	\$2,815/ad	\$3,378/ad	\$3,753/ad

## Ad Sizes & Pricing

Rates are discounted for frequency. Cost of each ad depends on size(s) and frequency.

**Yes, I want to participate in the optional "Lucky I" Contest!**

Each issue, I want to reduce the cost of my ad by \$100 in exchange for providing a reader prize valued at \$100. (It must be a "stand alone" prize. Cannot require winner to spend their own money to redeem. It may be \$100 worth of your products or services. All prizes subject to publisher's approval.) This prize and discount are for each issue in which I advertise. I will promptly contact and send the prize to each issue's winner. (Please note, if prize is sent in an unreasonable time-frame, publisher will invoice advertiser \$100. Details page 6.)

**No Thanks, I decline to participate in the optional "Lucky I" Contest.**

## Make Ad Order Selections Here

Check box(es) and fill in rate for each issue you will advertise.

Issue	Year	Size	Rate	(Lucky I*)	I will be billed:
<input type="checkbox"/> Feb/Mar	_____	_____	\$ _____	(-\$100*) =	\$ _____
<input type="checkbox"/> Apr/May	_____	_____	\$ _____	(-\$100*) =	\$ _____
<input type="checkbox"/> Jun/Jul	_____	_____	\$ _____	(-\$100*) =	\$ _____
<input type="checkbox"/> Aug/Sep	_____	_____	\$ _____	(-\$100*) =	\$ _____
<input type="checkbox"/> Oct/Nov	_____	_____	\$ _____	(-\$100*) =	\$ _____
<input type="checkbox"/> Dec/Jan	_____	_____	\$ _____	(-\$100*) =	\$ _____

\* "Lucky I" discount applies if you elect YES to participate. **TOTAL = \$ \_\_\_\_\_**

Please describe your "Lucky I" prize valued at \$100. Our Iowa reserves the right to determine the prize value and appropriateness before agreement is final. \_\_\_\_\_

# Advertising Terms & Conditions

**GENERAL CONDITIONS:** Advertisements are accepted upon representation that advertiser and/or its agency has the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any loss, expense, or other liability resulting from any claims or suits of libel, violation or right of privacy, plagiarism, copyright infringement, and any other claim that may arise out of publication of such advertising.

All contents of advertisements are subject to approval of the publisher. Neither advertiser nor its agent may cancel after the space closing date.

Positioning of advertisements is at the discretion of the publisher (*Our Iowa*), unless otherwise arranged. Timely position and placement requests are considered but not guaranteed.

*Our Iowa* does not accept advertisements for partisan politics or solicitations for political support nor does the magazine accept advertising contrary to that allowed by the U.S. postal regulations.

**LIMITATIONS:** Publisher is not responsible or liable for advertiser-created or supplied ads that are prepared improperly. Ads are pre-flighted before being placed, and publisher will make every effort to ensure that your ad runs properly. To the extent possible, the advertiser will be notified of incorrectly prepared ads and given the opportunity to correct any problems.

**CONTRACTS & BILLING:** Your ad invoice and ad tear sheet will be mailed to you at the billing address shown on your contract when the issue is published. Payment is due in 30 days unless otherwise arranged. Publisher will also email your invoice with a link to pay online by credit card. Contact Ad Coordinator to arrange automatic credit card payments to pay invoice within 10 days of invoice date, normally between the 20th and 31st of the month prior to the magazine's cover date.

Publisher reserves the right to request payment in advance. Orders canceled before fulfillment of your contract may be subject to short-rate billing.



1510 Buckeye Avenue • Ames, IA 50010  
Phone: 515/232-0075 Fax: 515/232-0074  
Email: [adman@OurIowaMagazine.com](mailto:adman@OurIowaMagazine.com)  
[OurIowaMagazine.com/advertise](http://OurIowaMagazine.com/advertise)

**LUCKY I PRIZE FULFILLMENT:** IF YOU ELECT to participate in the OPTIONAL "Lucky I" program, providing the prize you offer each ad fulfills your ad contract. Prize descriptions are due by the ad space closing date. *Our Iowa* reserves the right to determine prize appropriateness. The product/service should be a "stand alone" value of \$100 (i.e. does not require winner to spend money to claim its full value). Prizes cannot be multiple copies of identical items such as a book. Prizes with an expiration date must expire a minimum of 12 months after the winner is notified by *Our Iowa*. *Schedule below.*

The billable portion of your ad cost each ad issue will be reduced by \$100 in exchange for you giving this prize. **Advertisers are responsible for contacting winners to arrange prize delivery.** The name and contact info of your winner will be sent by *Our Iowa* via email and mail to your billing address (unless other arrangement). *Our Iowa* will notify winner of the win by mail only. *Schedule below.*

Promptly contact your winner. Your winner must receive the prize by the end of the issue month (unless arranged otherwise with winner). If your winner is not contacted or does not receive the prize by end of the issue month, publisher may choose to provide an alternate \$100 prize and invoice the advertiser \$100 to fulfill your prize exchange agreement.

**LUCKY I CONTEST SCHEDULE (dates subject to change):**

**Feb/Mar Ad** = Contest deadline 3/1. Winner notified by *Our Iowa* letter dated 3/10. Notification sent to you via letter and email by 3/10. Contact your winner by 3/20. Send your prize by 3/31. Winner published in Jun/Jul.

**Apr/May Ad** = Contest deadline 5/1. Winner notified by *Our Iowa* letter dated 5/10. Notification sent to you via letter and email by 5/10. Contact your winner by 5/20. Send your prize by 5/31. Winner published in Aug/Sep.

**Jun/Jul Ad** = Contest deadline 7/1. Winner notified by *Our Iowa* letter dated 7/10. Notification sent to you via letter and email by 7/10. Contact your winner by 7/20. Send your prize by 7/31. Winner published in Oct/Nov.

**Aug/Sep Ad** = Contest deadline 9/1. Winner notified by *Our Iowa* letter dated 9/10. Notification sent to you via letter and email by 9/10. Contact your winner by 9/20. Send your prize by 9/30. Winner published in Dec/Jan.

**Oct/Nov Ad** = Contest deadline 11/1. Winner notified by *Our Iowa* letter dated 11/10. Notification sent to you via letter and email by 11/10. Contact your winner by 11/20. Send your prize by 11/30. Winner published in Feb/Mar.

**Dec/Jan Ad** = Contest deadline 1/1. Winner notified by *Our Iowa* letter dated 1/10. Notification sent to you via letter and email by 1/10. Contact your winner by 1/20. Send your prize by 1/31. Winner published in Apr/May.