



UTAH FARM BUREAU

UTAH FARM AND FORK™

2026 MEDIA KIT





UTAH FARM AND FORK™

The **Utah Farm Bureau** presents **Utah Farm and Fork™** magazine, a quarterly publication that connects all Utahns with their food, as well as the people and companies who produce and make it, including farmers, grocery stores, manufacturers, restaurants, and all of those in the community working to make an impact.



DISTRIBUTION
37,000

- Utah Farm Bureau Members
- Direct mail to targeted zip codes and addresses throughout the state
- Doctor's offices, public & university libraries, and elected officials

PUBLISHES

Spring Edition:
April 2026

Summer Edition:
July 2026

Fall Edition:
October 2026

Winter Edition:
January 2026 &
January 2027

Previously Featured Editorial Topics



Other topics include, Menus & Food, Homegrown and Events.



Food Business & Rural Communities

"I Could Live in a Small Town", Belonging and connection are the hallmarks of living in a small town...

"Stretching Your Dollar" at Farmers Markets...

"Farm School is in Session" When it Comes to Making Buttery Burrata. Cheese making at Heber Valley Artisan Cheese

Farmer Spotlight

"Harvest of Memories" Riley Orchards Offers Up Local Fruit & Family Experiences...

"Anchor Brand Ranch" From the Ranch to Your Screen: Ranching family with big YouTube Following...

"Dry Lakes Ranch" Serving Up Tasty Piece of the 'American Dream'

Celebrity Spotlight

"I'm not a Farmer, but.." Olympian Talks About Food as Fuel for the Body & Soul

"Building Trust in Agriculture Through Online Platforms..." Social Media influencer Natalie Kovarik has used her online platform and ranching know-how to connect with millennials about food.

"Local TV anchor Nicea DeGering" credits childhood cooking for love of food now

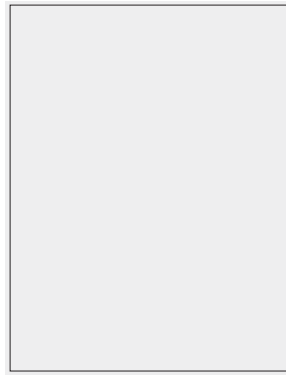
AD SIZES

FULL PAGE

8.375" W x 10.875" H
(trim size)

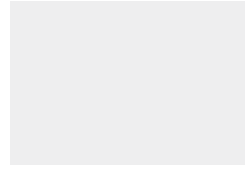
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(including bleed)

0.25" – live margins



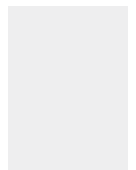
HALF PAGE

7.5" W x 4.85" H



ONE-QUARTER PAGE

3.625" W x 4.85" H



AD DEADLINES

SPRING 2026

Reservations & Art

March 9th

Publishes

April 2026

SUMMER 2026

Reservations & Art

June 1st

Publishes

July 2026

FALL 2026

Reservations & Art

August 31st

Publishes

September 2026

WINTER 2026

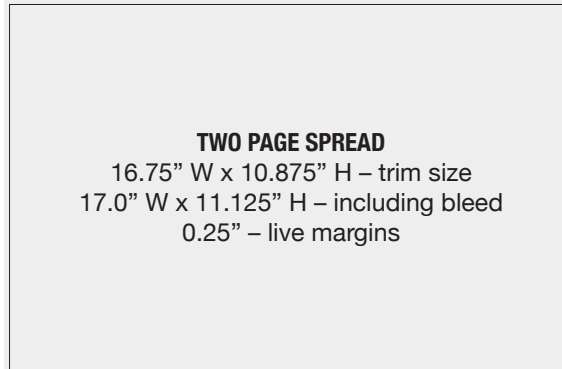
Reservations & Art

November 6th

Publishes

Late December 2025/

January 2026



TWO PAGE SPREAD

16.75" W x 10.875" H – trim size
17.0" W x 11.125" H – including bleed
0.25" – live margins

SPECIFICATIONS

Acceptable file format. PDF/X1a Only: No application files such as InDesign, QuarkXPress, Illustrator or Word will be accepted.

Include bleeds only when creating your PDF. Please do not include page information, trim or printers marks.

Color and resolution. All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi. Images used from a web site are not acceptable as they are RGB and 72 dpi.

Fonts. All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

Ad orientation. Content must read left to right and no sideways or upside down rotations will be allowed.

Special note. We are open for discussion on unique ad dimensions not listed. If you have an idea you want to be considered, please contact your sales representative at 801.204.6300.

ADVERTISING RATES

FULL COLOR ADS	RATES
Back Cover	\$3,000
Page 1	\$2,500
Inside Front Cover	\$2,500
Inside Back Cover	\$2,500
Two Page Spread	\$4,000
Full Page	\$2,000
Half Page	\$1,000
Quarter Page	\$500

*Discounts available for reserving ads in multiple issues. Contact your sales rep for more info.

FYI

A deposit is required on all advertising space unless approved for credit through Deseret News. Balance will be due and payable in the publish month.

Graphic design included in listed advertising rates.

Advertising restrictions:

No insurance companies, no alcohol, no drugs, no meat alternatives, no sexual content, no political, no advocacy.

ADVERTISING QUESTIONS

Please contact a Hometown Media Services/Deseret News advertising representative at 801-204-6300

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