

FARM HER[®]

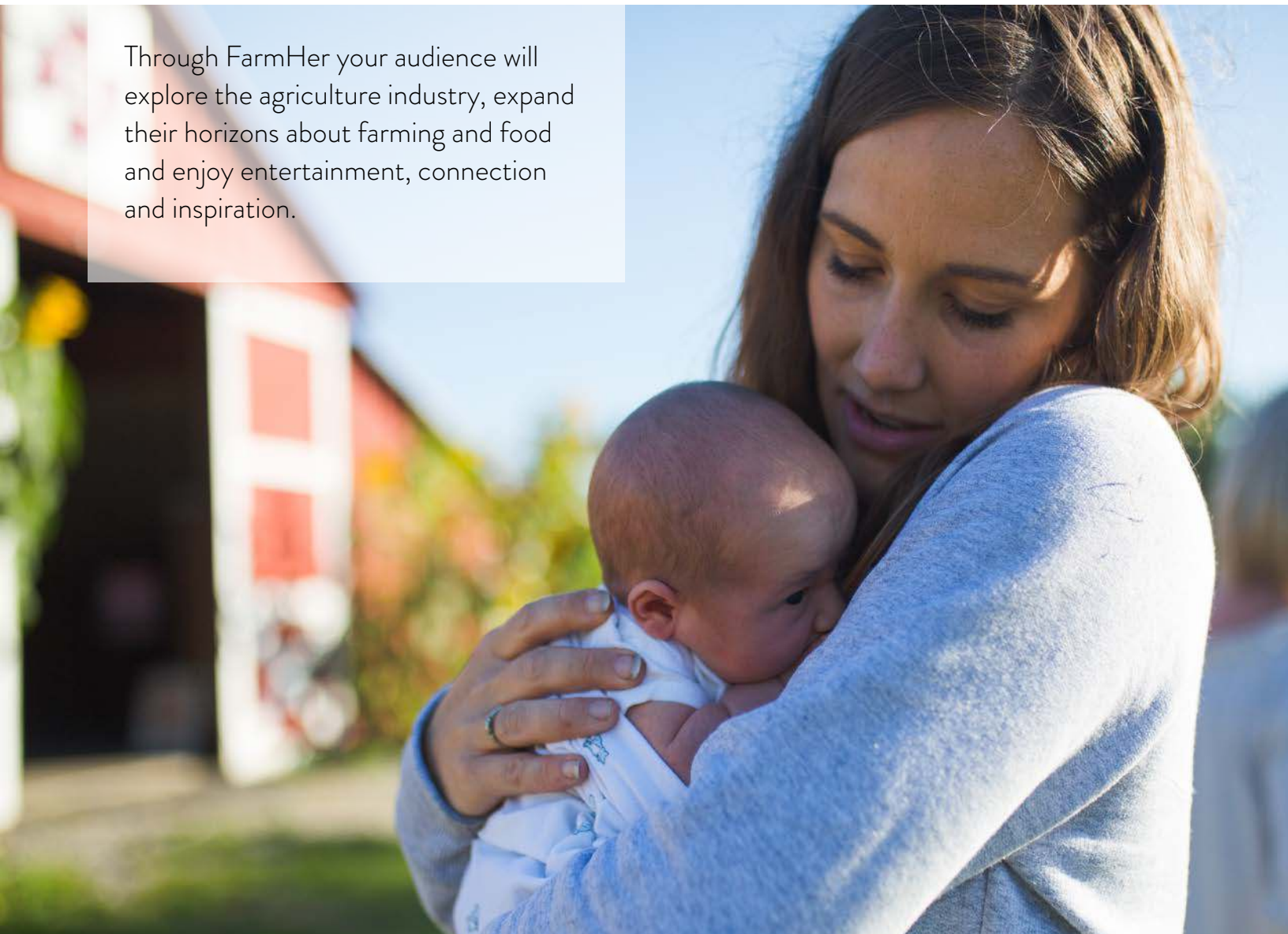
2020 media kit



why FarmHer

FarmHer is entertainment, connection,
and inspiration for your audience

Through FarmHer your audience will explore the agriculture industry, expand their horizons about farming and food and enjoy entertainment, connection and inspiration.



**love the land
care for the community
feed the people**

our roots

FarmHer began after founder and host, Marji Alaniz, took a leap of faith, starting a passion project with a mission of shining a light on the women of agriculture.

Today FarmHer shares the stories of women, farming and food that connect us all through love of the land, unbeatable courage, and a nurturing spirit.

The stories are told through a variety of media platforms including digital video, podcast, television, radio, print and social media.



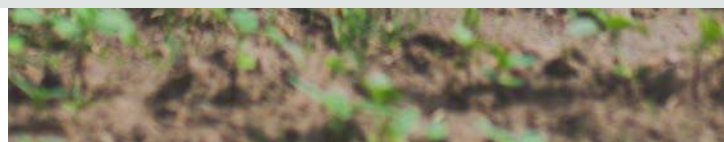
who follows FarmHer

98% are women

87% live rural

68% have children

62% are age 25-54



meet marji

founder + host

Marji Alaniz is a lifetime lowan , photographer and storyteller. She grew up rural in a family with farming heritage.

Following an 11-year career in Corporate agriculture Marji launched FarmHer in 2013. Through FarmHer she is bringing the stories of women to the forefront of agriculture, food and rural communities.



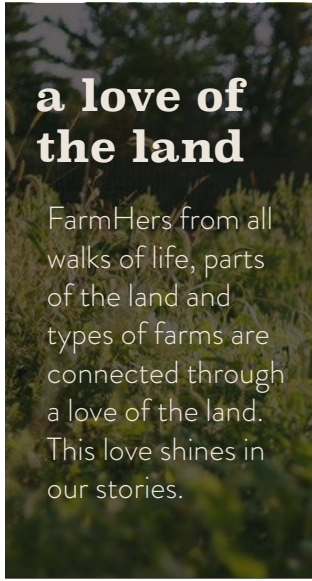
“FarmHer is believing in ourselves and in each other, finding inspiration and growing together”

what to expect



real women

Heartfelt, authentic stories of real women doing meaningful work that connects with farmers and consumers, alike.



a love of the land

FarmHers from all walks of life, parts of the land and types of farms are connected through a love of the land. This love shines in our stories.




family runs deep

FarmHers and family go hand and hand. Our stories connect all parts of a family, as told through the lens of the FarmHer.



community focus

FarmHers have a deep care for the community. Experience the relationship through her story.



feed the people

All food starts at the farm. Through FarmHer discover the how and why behind the food that lands on the dinner plate.



encourage & inspire

FarmHer stories uplift, motivate, and fill up our cups. These are the stories of courage, determination and spirit.



where we are

FarmHer meets our audience where they are through video, photography, podcasts and blogs. Using multiple media platforms FarmHer tells the rich stories of women, farming and food. Our content is made to connect and communicate with all women; busy moms trying to get dinner on the table, professionals at the office, producers in the field and the women who are doing a little bit of everything. They connect with FarmHer for entertainment, validation inspiration and good content delivered with an authentic feel that allows them to journey through the FarmHer experience. Social engagement rates and email open rates upon request.

450k digital touches per month



Facebook has been a consistent place of access for the FarmHer audience. With over 49,000 followers and over 200,000 impressions delivered monthly, our most popular content includes engaging pictures featuring FarmHers, videos that tell a unique story and live video from brand events.



Instagram has our heart. Our 25,000 followers gravitate towards our ability to share an inside look at the FarmHer team's journey through the stories feature, pictures of FarmHers, and video of FarmHers. This platform provides us an average of 200,000 impressions delivered monthly.



FarmHer.com is our digital home, and it includes everything from our personally written blogs by Marji to our online shop featuring only the finest FarmHer accessories. On average, the site reaches over 4,500 users per month with over 18,000 page views.



YouTube is FarmHer's rising star. This platform allows us to gain highly engaged viewers and give our content the longevity that we know it has. To date, FarmHer has over 1,045 followers, and our viewership watches over 150 hours per week of our content.



We all know email followers convert the most cash for brands. Over the years, the FarmHer brand has created an email list of over 18,000 and we reach out to them 2-3 times per week, sharing everything from content features to shop specials.



If downloads are your thing, then FarmHer Talks is where it's at. The podcast has had over 90,000 downloads since its inception in 2017 and consistently brings over 400 listeners to each episode.

work with us

we want to connect you to our audience



Speaking & Appearances

From the story of our brand to the inspirational women we meet, this is great stuff for your next gathering.



Audio Podcast

Partner up with us as a sponsor on a Podcast...or 10! Whether pre-read ads or host testimonials, we can do it.



Digital Video

Consider partnering on some of our unique video content with ads in episode or product placement.



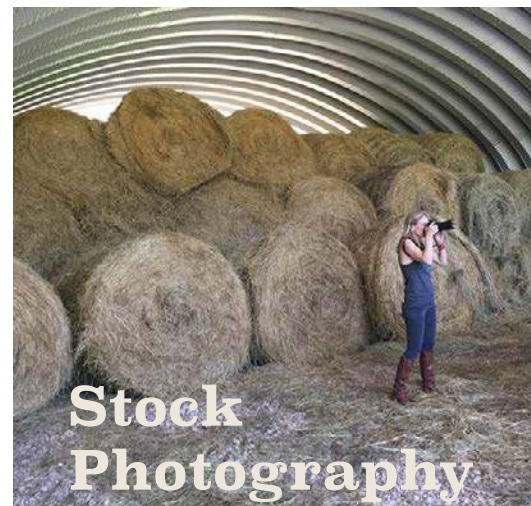
Written Word

Get your product in front of our audience through guest blogs or partnered content.



Podcast Guest + Columnist

We'd love to share our stories or FarmHer focused content with your audience!



Stock Photography

Look no further for that perfect picture! We can also shoot custom imagery!

[Click here to get a price quote](#)