

10 YEARS IN '26

the new Territory

THE MAGAZINE OF THE LOWER MIDWEST

2025-2026

Issues 17-20



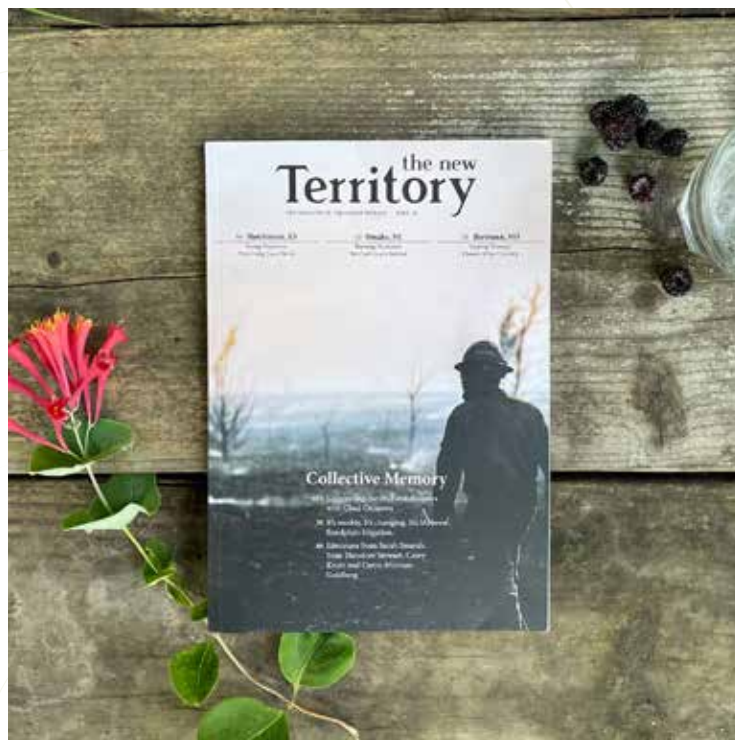
WE START EVERY ISSUE WITH THIS: **HERE IS GOOD.**

THE NEW TERRITORY loves the land we share. Twice a year since 2016, we've asked big questions about life in the Lower Midwest through passionate pieces focused on the environment, identity, and finding meaning in our communities.

Do you want to reach the people who read these kinds of stories? Do you want to sustain a project unafraid to ask big questions?

We love our sponsor relationships. It is important and expensive to commission photographers to capture our region, pay writers to dig deep, and print a full-color, biannual journal. Your sponsorship supports that, and it also expands our community. When people see your logo in a New Territory sponsor spot or an ad in our sponsor section, they see a business that shares their values. That matters to our readers, and they'll remember your business or organization.

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ISSUE 10: COLLECTIVE MEMORY | COVER PHOTO © ADDIE ROANHORSE

SNEAK PEEK

ISSUE 17



FEATURES

39 WHERE THE GREENS ARE SAND AND THE ROUGH IS WHEAT

Haines Eason

Deep in the Flint Hills, a dryland version of golf tests ideas of water and warming.

52 CONFESSIONS OF A BANK BUNNY

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Capers and crewing during a record-attempting dragon boat race on the Missouri River.

78 A LANDSCAPE ALCHEMY

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The Nebraska National Forest and lessons for an uncertain future.

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Caroline McCone

The Big Muddy through the eyes of young photojournalists.

104 THE LAND CALLED TO US, AND WE FOUND HER

Tyra Wanatee-Flores

Two sisters and Keketiikaanemenaani (Our Inclusive Garden).

Garden County, Nebraska
Ecologists from Cedar Point Biological Station monitor a Barn Owl box and its denizens. Owl boxes like this one, in the Crescent Lake National Wildlife Refuge, populate windmills across the southern Nebraska Sandhills.

ERIC SCHWARTZ

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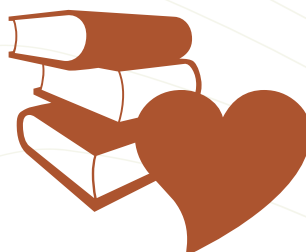
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by **Zoe Korte**

BIANNUAL PRINT STATS

500+

REGULAR PRINT
SUBSCRIBERS (PLUS
BOOKSTORES &
SINGLES)



READERS TREAT *THE
NT LIKE A BOOK:*
THEY KEEP THEM
ON SHELVES AND
PASS THEM ON TO
FRIENDS

30

OF MIDWESTERN
WRITERS & ARTISTS
SPONSORSHIPS
SUPPORT EACH ISSUE

4

THE DABBLER EMAIL

2,000+

DEDICATED
SUBSCRIBERS (WE
CLEAN OUR LIST 2X/
YEAR)

48-55%

OPEN RATE
(THAT'S DOUBLE
THE INDUSTRY
STANDARD!)



EMAILED ~2X/
MONTH STARTING
WITH ISSUE 17

PRINT ADS + DIGITAL SERIES

SHARE YOUR STORY ON THE NEW TERRITORY'S NEWSLETTER AND SOCIAL PLATFORMS

*ALL SPONSORSHIPS COME WITH A ONE-YEAR SUBSCRIPTION TO THE NT

BACK COVER SPONSOR AND DIGITAL SERIES

\$3,500.00

- Full-page ad on the back cover
- 20 complimentary copies of the upcoming issue
- All brand impressions offered under “Half Page Sponsor and Digital Series”

Discounts for multiple issues – see page 9.

FULL PAGE SPONSOR AND DIGITAL SERIES

\$2,000.00

- Full-page ad in our sponsor section
- 10 complimentary copies of the upcoming issue
- All brand impressions offered under “Half Page Sponsor and Digital Series”

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HALF PAGE SPONSOR AND DIGITAL SERIES

\$1,000.00

- Half-page ad in our sponsor section
- 5 complimentary copies of the upcoming issue
- Digital series of brand impressions:
 - logo in the masthead on the front inside cover
 - 1 banner ad in 3 upcoming Dabblers newsletters
 - Instagram Stories, Facebook, and Twitter highlights — 1/each during publication week
 - Section in an upcoming NT sales email, with a 200-word Q&A on your business

PRINT ADS + extras

FULL PAGE AD

\$1,500.00

- Full-page ad in our sponsor section
- Logo in the masthead on front inside cover
- 10 complimentary copies of upcoming issue

HALF PAGE AD

\$500.00

- Half-page ad in our sponsor section
- Logo in the masthead on front inside cover
- 5 complimentary copies of upcoming issue

QUARTER PAGE AD

\$250.00

- 1/4-page ad in our sponsor section
- 2 complimentary copies of upcoming issue

EIGHTH PAGE AD

\$99.00

- 1/8 of a page ad in our sponsor section
- 1 complimentary copy of upcoming issue

Reserve additional Dabbler banners posts for \$50 each. See pg 8.



ISSUE 07: SANCTUARIES | COVER PHOTO © CHASE CASTOR

\$99.00

SPONSOR SPOTS

IT STARTED WITH LOVE. In 2016, editors, writers, artists and deep thinkers — optimists, all — started collecting their work in The New Territory. The biannual magazine has found its place in the hills, plains, and bookshelves of Missouri, Nebraska, Kansas, Oklahoma, Arkansas and places further afield.

Our readers love and support small, independent businesses that are dedicated to their places. And we love you, too! That's why we came up with the \$99 sponsor spots in 2020. \$99 is enough to pay for a short essay and a photo. Or four poems! And \$99 helps you reach readers ready to appreciate the value your business gives to the magazine.

We are happy to offer this affordable option for getting your name and logo in front of The New Territory's readers.

DETAILS:

- Get an ad sized 3" x 2.5" in the sponsor section of The New Territory.
- Pay \$99.00.
- 16 spots are available (or a combination of Quarter- and Half-Page sponsorships).
- To reserve, please e-mail our executive director Tina Casagrand at tina@newterritorymag.com, call (417) 299-1794, or send a check to The New Territory Magazine/412 Vetter Ln./Jefferson City, MO 65101



SPONSOR SPOT SAMPLE

\$50.00

DABBLER BANNERS

The Dabblers is The New Territory's fun email newsletter that adds to our longform print mag with video, links, and news from the team. We pitch it as, "Short. Irregular. For optimistic Midwesterners."

In 2025, The Dabblers is sent to 2,000+ contacts (we clean our list twice a year to keep addresses current), with open rates between 48% and 55% — that's double the average open rate of Mailchimp accounts in media and publishing. We see it as a testament to the loyalty and enthusiasm of our readership.

You will gain impressions for about 5 cents per view, and readers can click right over to your site.

DETAILS:

- Get an ad sized 936 x 120px placed directly above The Dabblers email header. Send us your own design, or email your logo, photo and/or message. We'll take it from there!
- Pay \$50.00.
- The Dabblers is sent approximately twice a month.
- To reserve, please e-mail tina@newterritorymag.com with details for the design and to request an invoice. You may also call (417) 299-1794. Please make checks payable to The New Territory Magazine / P.O. Box 1954 / Columbia, MO 65205



Hello hello from snowy mid-Missouri!

It's been too long since we Dabbled, and I wasn't sure how to jump back in. Then came a gift from the airwaves! Yesterday morning on our local NPR affiliate, KRJA, a reporter shared how she met a woman from Doniphan who makes [Mountain Dew jelly](#) to sell at the Poplar Bluff farmers market. Whoa. Rural markets are treasure troves of flavor and style (I've seen deep-fried Twinkies, body lotion that smells like a strawberry daiquiri, [cassins clothes for pouch peas](#)...), but this combo of culture and experiment stands out. Mountain Dew jelly. In all the different Mountain Dew flavors. "I say this with love," the host said, "that is the most Ozark thing I've ever heard."

Possibly me, too. I shared this with some friends. One simply responded, "I don't think I'm ready for this jelly." Another said this would make a great icebreaker question or opener to a



DABBLER BANNER SAMPLE

| Print Magazine Recognition | | | Digital Recognition | | | Event Recognition | | Additional Perks | Cost |
|--|-------------------------------|---------------------------------------|--|--|--|--|---|--|------|
| Ad Size (inches) | Placement | Logo in Masthead (front inside cover) | Newsletter | Social Media | Logo in Promotions and Programs | Mention | # Subscriptions and complimentary copies | Cost | |
| Back Cover Sponsor | Back Cover | Yes | - 1 banner ad in 3 Dabbler newsletters per issue - Section in NT outreach email, with a 200-400-word Q&A on your business | Special digital recognition on each of our social media platforms, once each issue | Yes - launch party for sponsored issue | Yes - launch party for sponsored issue | Annual subscription 20 complimentary copies | \$3,500 for 1 issue \$6,300 for 2 issues (10% discount) \$8,925 for 3 issues (15% discount) \$10,500 for 4 issues (1 issue free) | |
| Full Page Sponsor | Center Spread Sponsor Section | Yes | - 1 banner ad in 3 Dabbler newsletters per issue - Section in NT outreach email, with a 200-400-word Q&A on your business | Special digital recognition on each of our social media platforms, once each issue | Yes - launch party for sponsored issue | Yes - launch party for sponsored issue | Annual subscription 10 complimentary copies | \$2,000 for 1 issue \$3,600 for 2 issues (10% discount) \$5,100 for 3 issues (15% discount) \$6,000 for 4 issues (1 issue free) | |
| Half Page Sponsor | Center Spread Sponsor Section | Yes | - 1 banner ad in 3 Dabbler newsletters per issue - Section in NT outreach email, with a 200-400-word Q&A on your business | Special digital recognition on each of our social media platforms, once each issue | Yes - launch party for sponsored issue | Yes - launch party for sponsored issue | Annual subscription 5 complimentary copies | \$1000 for 1 issue \$1,800 for 2 issues (10% discount) \$2,550 for 3 issues (15% discount) \$3,000 for 4 issues (1 issue free) | |
| Full Page Ad | Center Spread Sponsor Section | No | None | None | No | No | 10 complimentary copies | \$1,500 for 1 issue \$2,700 for 2 issues (10% discount) \$3,825 for 3 issues (15% discount) \$4,500 for 4 issues (1 issue free) | |
| Half Page Ad | Center Spread Sponsor Section | No | None | None | No | No | 5 complimentary copies | \$500 for 1 issue \$900 for 2 issues (10% discount) \$1,275 for 3 issues (15% discount) \$1,500 for 4 issues (1 issue free) | |
| Quarter Page Ad | Center Spread Sponsor Section | No | None | None | No | No | 2 complimentary copies | \$250 for 1 issue \$450 for 2 issues (10% discount) \$638 for 3 issues (15% discount) \$750 for 4 issues (1 issue free) | |
| Eighth Page Ad | Center Spread Sponsor Section | No | None | None | No | No | 1 complimentary copy | \$99 for 1 issue \$178 for 2 issues (10% discount) \$252 for 3 issues (15% discount) \$297 for 4 issues (1 issue free) | |
| ADD-ONS | | | | | | | | | |
| Additional or Single Dabbler banner ads | | | | | | | | \$50 for 1 newsletter \$90 for 2 newsletters (10% discount) \$127 for 3 newsletters (\$15% discount) \$150 for 4 newsletters (1 free) | |
| Bulk Subscriptions | | | | | | | | 5-16 Subscriptions / 20% discount 20+ Subscriptions / 30% discount Discount rates (from \$30/annual subscription of two issues per year) 5 subscriptions - \$120 10 subscriptions - \$240 20 subscriptions - \$420 | |

HOW TO RESERVE YOUR AD

DESIGN AND SEND YOUR OWN AD(S)

OR

**SEND US TEXT & LOGO(S) AND WE CAN
LAY IT OUT FOR YOU!**

TO GET STARTED, CONTACT:

sponsorship@newterritorymag.com

FILE TYPE AND SETUP:

tiff, psd, pdf, ai
images at 300 ppi

18p0 x 14p0 (3" x 2.5") - sponsor spot (see
previous page for more ad sizes)
936 px x 120 px - Dabblers banner

DESIGN QUESTIONS? CONTACT

KATIE YOUNG FOSTER:

katie@newterritorymag.com

SEND PAYMENT TO:

The New Territory Magazine
P.O. Box 1954
Columbia, MO 65205

Need an invoice? Contact Tina Casagrand Foss, executive
director, at tina@newterritorymag.com.