FARM & RANCH LIVING is a unique community of readers who have a hands-on connection to their homes. When they're not tending to their land, they're enjoying it by riding horses or ATVs, hunting or fishing. Simply put, Farm & Ranch Living celebrates the heritage and everyday joys of life on the land and the hard work required to maintain it.
circulation

200k
Rate Base

6x
Per Year

reader profile

540k*
Audience
* Publisher Estimate

57%
Women

43%
Men

69
Median Age

51%
Run a farm/ranch

51%
HHI $50K+
* Publisher Estimate

SOURCE: Farm & Ranch Living Editorial Assessment Research
*Publisher Estimate
*Subscriber Database 2020
PASSIONATE, ACTIVE & engaged audience

90% Of all stories, photos & advice are reader generated

47% Enjoy outdoor activities

80% Participate in gardening

55% Travel domestically

68% Are passionate about exercise & health

64% Pet owners

49% Own dogs

39% Own cats
75% live, work or grew up on farm

51% Run a farm/ranch

58% Own/work on 50+ acres

58% Household owns a pickup truck

42% Household owns a tractor

32% Household owns an SUV

28% Household owns an ATV

SOURCE: Farm & Ranch Living Editorial Assessment Research
2021 Editorial Calendar

FEB/MAR
- Ag Diaries: Cattle ranch in snowy Avon, Montana
- Features: Farmer profiles: Savannah Montero, 78-year-old cattle rancher in Winnemucca
- In The Field: Readers fix up a 1950 Farmall C Demonstrator and a 1939 Ford 89
- A Dog’s Life: Greet Waldo and Fiona, who help out on an Alabama family’s hobby farm
- Plus: Winners of 2020’s Life on the Land photography contest and launch the 2021 My Favorite Tractor contest!

AD CLOSE 11.24.20
MATERIALS DUE 12.4.20
MAIL START DATE 1.19.21

APR/MAY
- Ag Diaries: Couple that splits their time between her Michigan market garden and his Indiana grain farm
- Features: Explore the rural/urban digital divide what’s being done to get internet access to rural areas
- In The Field: 1957 Oliver Super 99, a 1936 Farmall F30 and a 1960 Ford F-500 Custom Cab fire truck
- A Dog’s Life: Cody, a border collie/Australian shepherd mix who’s a good dog on a Pennsylvania farm

AD CLOSE 1.27.21
MATERIALS DUE 2.9.21
MAIL START DATE 3.22.21

JUN/JUL
- Remember When: A reader waxes nostalgic about his family’s trusty New Holland hay baler
- Ag Diaries: A military veteran family harness innovative practices to keep their Minnesota farm sustainable
- Features: A teenage horsewoman and cattle wrangler writes about farm life
- In The Field: Restore a 1962 John Deere 10, a 1957 Ford 901 tractor and a 1965 Chevy K10 truck

AD CLOSE 3.29.21
MATERIALS DUE 4.9.21
MAIL START DATE 5.17.21

AUG/SEPT
- Ag Diaries: Take the ferry to a goat dairy on Kodiak Island, Alaska
- Features: Best farm and ranch heritage and history museums across the country;
- In The Field: 1951 Farmall Cub, a 1935 John Deere B, and a 1974 Ford F-150
- Plus: Life on the Land photo contest

AD CLOSE 5.24.21
MATERIALS DUE 6.4.21
MAIL START DATE 7.12.21

OCT/NOV
- Ag Diaries: Farm-blogging mom in Iowa who runs a pig operation with her husband
- Features: Land affordability issues and opportunities for young/new farmers
- In The Field: Winners and runners-up of our annual My Favorite Tractor contest

AD CLOSE 8.2.21
MATERIALS DUE 8.13.21
MAIL START DATE 9.24.21

DEC/JAN
- Ag Diaries: The Modern Day Farm Chick, a Wisconsin dairy farmer and farm blogger
- Features: Farmers giving back during the holidays
- Photo Feature: Reindeer! Alpacas! Llamas! Camels! We’ll take readers to farms that offer wintertime petting zoos and holiday photo ops

AD CLOSE 9.27.21
MATERIALS DUE 10.8.21
MAIL START DATE 11.17.21

NOTE: Dates & Editorial Subject to Change
### FILE REQUIREMENTS

- Required file format is PDF/X-1a 2001 (vector) 300 dpi
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts
- Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

### AD PORTAL INFO

https://www.adshuttle.com/trustedmediabrands

### PRODUCTION CONTACT

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### MAGAZINE TRIM SIZE

| Spread       | 14.5" x 10.375"  
| Full Page    | 7.25" x 10.375"  
| ½ Horizontal| 7.25" x 5.0625"  
| ¼ Horiz. Spread | 14.5" x 5.0625"  
| ½ Vertical  | 3.5" x 10.375"  
| ⅛ Horizontal| 7.25" x 3.375"  
| ⅛ Vertical  | 2.3125" x 10.375"  
| ⅛ Vertical  | 2.3125" x 5.0625"  
| ⅛ Square    | 4.3125" x 4.5625"  

### LIVE AREA

| Spread       | 14" x 9.875"  
| Full Page    | 6.75" x 9.875"  
| ½ Horizontal| 6.75" x 4.5625"  
| ¼ Horiz. Spread | 14" x 4.5625"  
| ½ Vertical  | 3" x 9.875"  
| ⅛ Horizontal| 6.75" x 2.875"  
| ⅛ Vertical  | 1.8125" x 9.875"  
| ⅛ Vertical  | 1.8125" x 4.5625"  
| ⅛ Square    | 4.3125" x 4.5625"  

### BLEED SIZE

| Spread       | 14.75" x 10.625"  
| Full Page    | 7.5 x 10.625"  
| ½ Horizontal| 7.5" x 5.3125"  
| ¼ Horiz. Spread | 14.75" x 5.3125"  
| ½ Vertical  | 3.75" x 10.625"  
| ⅛ Horizontal| 7.5" x 3.625"  
| ⅛ Vertical  | 2.5625" x 10.625"  
| ⅛ Vertical  | 4.9375" x 10.625"  
| ⅛ Vertical  | 2.5625" x 5.3125"  
| ⅛ Square    | NO BLEED  

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2021 MEDIA KIT
## Rates & Contacts

### Gross Rates

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