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

175\text{k} Rate Base

6\text{x} Per Year

reader profile

367\text{k}^* Audience

40\% Women

60\% Men

62.7 Median Age

51\% Run a farm/ranch

51\% HHI $50K^*+

SOURCE: Subscriber Database

*Publisher Estimate

2023 rate base
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
Passionate, Active & Engaged Audience

- 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
EDIT CALENDAR

FEB/MAR
Vertical & Rooftop Farming
Ad Close: 11/30/21
Materials Due: 12/07/21
On Sale: 1/20/22

APR/MAY
Incubator Farms
Ad Close: 2/1/22
Materials Due: 2/8/22
On Sale: 3/17/22

JUN/JUL
History of Barn Quilts
Ad Close: 3/31/22
Materials Due: 4/7/22
On Sale: 5/19/22

AUG/SEP
Social Media Bringing Farmworkers to Light
Ad Close: 6/1/22
Materials Due: 6/8/22
On Sale: 7/21/22

OCT/NOV
Seed Saving
Ad Close: 8/9/22
Materials Due: 8/16/22
On Sale: 9/25/22

DEC/JAN
Snow Removal
Ad Close: 10/4/22
Materials Due: 10/11/22
On Sale: 11/17/22

2022 MEDIA KIT
# Closing & Mail Dates

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### Rates and Contacts

**Ratebase**: 175,000

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**CONTACTS**

Contact your account manager for more details or E: advertising@TrustedMediaBrands.com

**NOTE**: All rates are gross. COMMISSION: Agency Commission: 15%. Net 30 days. CHANGES IN RATES: Announcement of any change in rates will be made at least 30 days prior to the publication date of the first issue to be affected by such new rates. GENERAL CONDITIONS: All orders are accepted subject to the Publisher's general conditions.
ad specs

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

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https://www.adshuttle.com/trustedmediabrands

• Only use Adobe or a known, trusted brand of fonts. Do not use any web fonts.

PRODUCTION CONTACTS

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