



Of all stories, photos & advice are reader generated

47% Enjoy outdoor activities

55% Travel domestically 80%
Participate in gardening

68%
Are passionate about exercise & health

64%

Pet owners

49%

Own dogs

39%

Own cat

Farm Ranch Living



75% live, work or grew up on farm

farm/ranch

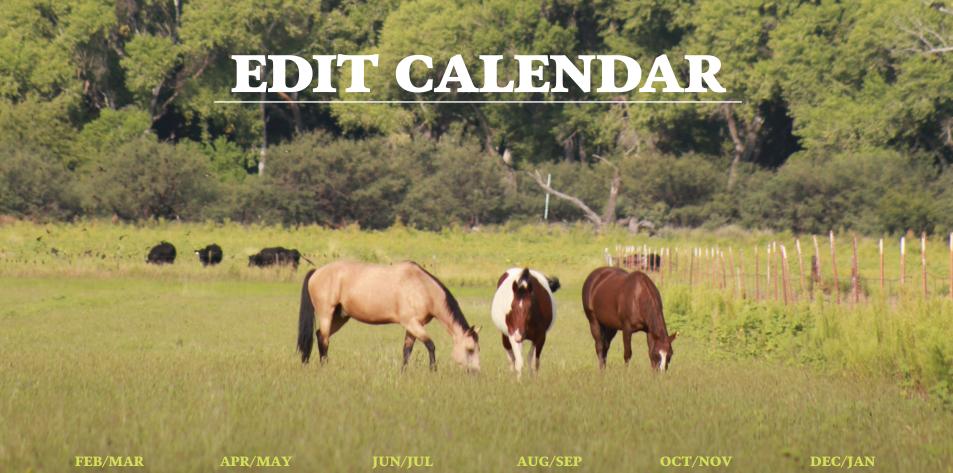
Own/work on 50+ acres

Household owns a pickup truck

Household owns a tractor

Household owns Household owns

Farme Ranch Living



Vertical & Rooftop Farming

Ad Close: 11/30/21 Materials Due: 12/07/21 On Sale: 1/20/22

Incubator Farms

Ad Close: 2/1/22 Materials Due: 2/8/22 On Sale: 3/17/22

History of Barn Quilts

Ad Close: 3/31/22 Materials Due: 4/7/22 On Sale: 5/19/22 Social Media Bringing Farmworkers to Light

Ad Close: 6/1/22 Materials Due: 6/8/22 On Sale: 7/21/22

Seed Saving

Ad Close: 8/9/22 Materials Due: 8/16/22 On Sale: 9/25/22

Snow Removal

Ad Close: 10/4/22 Materials Due: 10/11/22 On Sale: 11/17/22

2022 MEDIA KIT

Farm&Ranch Living



ISSUE	NATIONAL AD CLOSE	MATERIALS DUE	MAIL DATE
Feb / Mar	11/30/21	12/07/21	01/20/22
Apr / May	02/01/22	02/08/22	03/17/22
Jun / Jul	03/31/22	04/07/22	05/19/22
Aug / Sept	06/01/22	06/08/22	07/21/22
Oct / Nov	08/09/22	08/16/22	09/25/22
Dec / Jan 23	10/04/22	10/11/22	11/17/22



ratess

RATEBASE 175,000

GROSS COVER

COVER **RATES**

COVER 2

\$23,190

AD SALES CONTACTS

PAGE

4C \$19.326 **BW** \$16,430

CONTACT YOUR ACCOUNT MANAGER FOR MORE DETAILS OR E: advertising@TrustedMediaBrands.com

2/3 PAGE

COVER 3

\$22,230

COVER 4

4C \$15,540

BW \$13,210

1/2 PAGE

4C \$12,080

BW \$10,270

4C \$8,610

BW \$7,320

\$25,120

1/3 PAGE

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.

2022 MEDIA KIT Farm&Ranch Living

ad specs

MAGAZINE	TRIM SIZE	LIVE AREA	BLEED SIZE
Spread	14.5" × 10.375"	14" × 9.875"	14.75" × 10.625"
Full Page	7.25" × 10.375"	6.75" × 9.875"	7.5 x 10.625"
1/2 Horizontal	7.25" × 5.0625"	6.75" x 4.5625"	7.5" × 5.3125"
½ Horiz. Spread	14.5" × 5.0625"	14" × 4.5625"	14.75" x 5.3125"
½ Vertical	3.5" × 10.375"	3" × 9.875"	3.75" x 10.625"
⅓ Horizontal	7.25" × 3.375"	6.75" × 2.875"	7.5" x 3.625"
1/3 Vertical	2.3125" × 10.375"	1.8125" × 9.875"	2.5625" x 10.625"
⅔ Vertical	4.6875" x 10.375"	4.1875" × 9.875"	4.9375" x 10.625"
% Vertical	2.3125" x 5.0625"	1.8125" x 4.5625"	2.5625" x 5.3125"
⅓ Square	4.3125" x 4.5625"	4.3125" x 4.5625"	NO BLEED



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

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

PRODUCTION CONTACTS

ARACELY LOPEZ

Production Manager

T 646.518.4265

E Aracely.Lopez@TrustedMediaBrands.com

