

FARM & RANCH

w w w . f a r m a n d r a n c h . c o m

2017
retail media kit



FARM & RANCH MAGAZINES

Quality. Longevity. Success.

MORE THAN JUST A TITLE

Built on the foundation of excellence, for over 20 years Farm & Ranch has delivered a superior, consistent, high-quality print publication focused on the art of promoting fine rural real estate. Known as the original MLS for the rural land market, Farm & Ranch has remained the preeminent resource for luxury ranching, farming, equine, vineyards and hunting aficionados. Farm & Ranch provides a premium branding vehicle for advertisers reaching the affluent demographic of multiple ranch and property owners with unique market access. From inception, we have excelled in creating platforms that provide essential and unique marketing services with an artistic profile, lending our legacy brand to your corporate campaign.

The power of advertising in Farm & Ranch becomes a tangible asset as our quarterly print publications remain in the hands of our consumer an average of six months. Truly serving as a resource to the demographic of Farm & Ranch, your company's tailored message and advertisement become a consistent message to the target audience showcased in the artistic style Farm & Ranch is associated with. Symbolic with old and new, Farm & Ranch maintains historic best practices while incorporating cutting edge technologies and distribution trends to ensure our advertisers reach their clients and prospects in the most effective medium. Farm & Ranch harnesses the power of the legacy print luxury brand with the innovation of advanced technologies and a robust web presence. To accommodate consumer demand, we offer digital editions of each regional title as a complement to our printed magazines.

WE BELIEVE IN THE DETAILS

From our knowledgeable salespeople to our talented production staff, Farm & Ranch understands a company is only as strong as its people. As a foundation principle of Farm & Ranch, we focus on the highest quality by merging sales, production and customer service into a cohesive team that understands the art of branding in all aspects. Our intimate attention to supreme photography quality, classic designs and distinction in editorial content makes Farm & Ranch the leading choice for quality brand positioning that has significant retention to your audience.

DISTRIBUTION

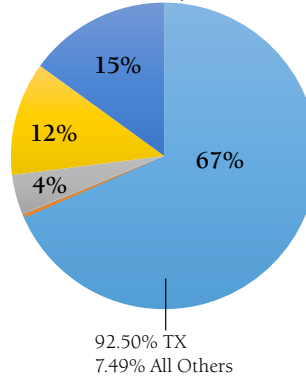
Farm & Ranch magazines are circulated via an exclusive direct-mail program to qualified consumers with substantial purchasing power to attain premium rural real estate. In addition to our ever-growing subscriber base, we utilize proven research techniques to identify the right customer. This process, in conjunction with contacts provided by professional organizations and our industry-leading affiliates, ensures each edition of Farm & Ranch is delivered straight into the homes and offices of elite buyers and

sellers. Our consistent relationships with organizations like the National Cutting Horse Association, Pin Oak Charity Horse Show and the Houston Safari Club, will continue to develop steady relationships between affluent buyers and sellers. Additionally, Farm & Ranch Magazine is available at major bookstores, airport newsstands, major grocery store chains, local and national hotel chains and restaurants, private jet terminals and thousands are distributed at national events and trade shows.

TOTAL ANNUAL DISTRIBUTION = 240,000 COPIES

Texas Farm & Ranch

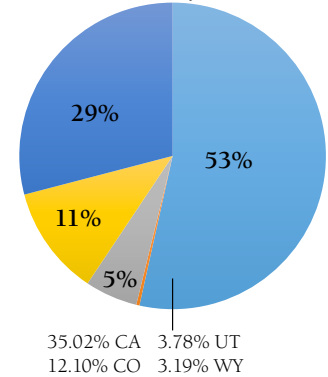
30,000 copies printed
4 times a year.



92.50% TX
7.49% All Others

Farm & Ranch West

30,000 copies printed
4 times a year.



35.02% CA 3.78% UT
12.10% CO 3.19% WY
6.44% OR 2.84% ID
5.84% WA 1.65% NM
5.51% TX 1.62% NV
4.70% AZ 12.4% All Others
4.41% MT

- USPS Consumer Direct Mailed
Paid Subscribers, list of Fortune 500 Companies & Executives,
& Qualified Complementary Subscriber lists
- Broker Distribution
- Direct Distribution
Private Airport FBO's, Hotel & Conference Centers,
NCHA Events, Safari Club Events, etc.
- International Distribution
100% Paid International Subscriptions
- Retail Distribution
Barnes & Noble, Hastings, Newsstand, Retail Outlets, etc.

ABOUT FARMANDRANCH.COM

A new and improved FarmandRanch.com website will be deployed in the first quarter of 2016. New and exciting changes are in development, so please be sure to follow us on Facebook, Google+ and Twitter for the latest updates. Contact us today for a free account on the existing site and your account will be migrated to the new website, at no cost until the deployment of the new website. Contact your account representative (*see next page*) for details.

[2017 DATES]

TEXAS

1ST QUARTER - SPRING VOL. 83

Reservation Deadline Jan 13
Payment/Materials Deadline Jan 20
Release Week Of Feb 24

2ND QUARTER - SUMMER VOL. 84

Reservation Deadline April 7
Payment/Materials Deadline April 14
Release Week Of May 19

3RD QUARTER - FALL VOL. 85

Reservation Deadline June 30
Payment/Materials Deadline July 7
Release Week Of Aug 11

4TH QUARTER - WINTER VOL. 86

Reservation Deadline Sept 29
Payment/Materials Deadline Oct 6
Release Week Of Nov 10

WEST

1ST QUARTER - SPRING VOL. 66

Reservation Deadline Feb 24
Payment/Materials Deadline March 3
Release Week Of April 7

2ND QUARTER - SUMMER VOL. 67

Reservation Deadline May 19
Payment/Materials Deadline May 26
Release Week Of June 30

3RD QUARTER - FALL VOL. 68

Reservation Deadline Aug 11
Payment/Materials Deadline Aug 18
Release Week Of Sept 22

4TH QUARTER - WINTER VOL. 69

Reservation Deadline Nov 3
Payment/Materials Deadline Nov 10
Release Week Of Dec 15

[RETAIL ADVERTISING RATES]

Ad Size	1X	2X	4X	8X**
Full Page.....	\$1,897	\$1,649	\$1,349	\$1,275
Half Page.....	\$1,197	\$1,075	\$897	\$849

Premium Placement

Two Page Advertorial	\$2,897			
Adv Follow-up Full Page*	\$1,697	\$1,595	\$1,297	\$1,249
Back Cover.....	\$4,549	\$4,197	\$3,375	-
Inside Front Cover.....	\$3,247	\$2,949	\$2,449	\$2,297
Page One.....	\$2,749	\$2,475	\$2,049	\$1,997
Inside Back Cover	\$2,997	\$2,697	\$2,249	\$2,097




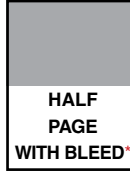
* Requires Previous Purchase of the Two Page Advertorial.

** 8X Rate is for All Farm & Ranch Titles in 1 Year Period.

* Prices are per regional title and are subject to change without notice. Gross rates are shown for general advertising. Agency commission: 15% discount, Circulation: 30,000 copies per title, per quarter.

•Exclusivity option available with annual contract term

AD SPACE SIZES — FINAL TRIM SIZE: 8.5"W x 10.875"H

			
FULL PAGE NON-BLEED	FULL PAGE WITH BLEED*	HALF PAGE NON-BLEED	HALF PAGE WITH BLEED*
7.5"W x 10.375"H	8.75"W x 11.125"H	7.625"W x 5.0625"H	8.75"W x 5.4375"H

*Live matter should be held .25" from trim on full bleed ads.

All rates quoted are gross. Orders containing incorrect rates or conditions will be considered the result of a clerical error. Such orders will be inserted and charged at the rates contained on the rate card. Contracts for multiple volumes canceled by the advertiser prior to completion will be charged at the lowest rate earned. Insertion orders may not be canceled after the closing date. Advertiser will allow publisher to alter invoices due to oral and written changes. Advertiser will not hold publisher responsible for delays due to matters beyond publisher's control. Long-term agreements on premium position advertising (2nd cover, back cover, etc.) may only be canceled 90 days prior to release date. If not canceled prior to 90 days, advertiser agrees to allow publisher to run advertisement and bill accordingly. Run-of-book placement is at the discretion of the publisher. All advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement whose content publisher deems unsuitable for publication at any time, for any reason, without liability, even though previously acknowledged or accepted. Submission of any advertisement, insertion order, space reservation or position commitment shall constitute acceptance of these terms and conditions. Premium: 15% for guaranteed special position.

FOR MORE ADVERTISING INFORMATION

Please contact your National Sales Manager



**Texas Farm & Ranch and
Farm & Ranch West**

Katy Franklin
866 401-7664 toll-free
KatyFranklin@FarmAndRanch.com

[AD REQUIREMENTS]

Accepted Formats: Although we prefer that files are submitted as Adobe PDFs with proper resolution and bleed settings, the other file formats we accept are: InDesign, Illustrator and Photoshop for Macintosh, with associated graphic files and fonts provided as well. Files should conform to *Farm & Ranch* guidelines and total area density should not exceed 300%.

Ad Sizes: Spread files should be set up as two single facing pages. All ads must be created to exact size specifications as shown on the inside of the media kit. No live matter within 1/4" of gutter or trim.

Fonts: All native format files must be accompanied by the screen and printer fonts used in those files. Apple Truetype fonts should not be used. Black type on white background should be defined as 100% black ONLY.

Photos: All color images must be 300 ppi in CMYK. All B/W scans must be 300 ppi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK.

Graphic Formats: TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

Submitting Your Ad Materials:

Farm & Ranch cannot accept materials via our work e-mail addresses. Either upload them to our FTP site with the below instructions or mail them in using UPS, FedEx or Priority USPS.

- Upload materials online at www2.farmandranch.com/upload/index.cfm
 1. Search for company name by clicking on the magnifying glass
 2. Enter Order ID# as found on faxed Insertion Order/Contract
 3. Begin uploading.

Proofs: You will have three opportunities to proof your page(s). Your proof will be e-mailed to you by our production team as soon as the page has been designed, and we must hear back from you about your proof within 24 hours.