



farm & ranch LIVING

FOR FAMILIES WHO LOVE THE LAND



CIRCULATION

Rate Base 200,000
Frequency 6x/year

READER PROFILE

Audience 822,357
Women 48%
Men 52%
Median Age 51.2
Run a farm/
ranch 45%

Farm & Ranch Living offers a unique community of sharing with a hands-on connection to the land.

Filled with real-life stories, how-to-tips and stunning photographs, each issue captures the heritage and everyday joys of families who live in harmony with nature and earn a living on the land.

PASSIONATE, ACTIVE AND ENGAGED AUDIENCE

Readers generate **90%** of all stories, photos and advice

- **49%** enjoy outdoor activities
- **85%** participate in gardening
- **57%** travel domestically
- **39%** are passionate about exercise and health

Sources: USDA National Agricultural Statistics Service (NASS); 2012 Census of US Agriculture; Editorial Assessment Research; TMBI Inner Circle Online Insights Community & subscriber profiles. Total audience based on Publisher's Estimate.

2017 EDITORIAL
CALENDAR

farm&ranch LIVING

| | ISSUE | AD CLOSE | MATERIALS | IN HOME |
|--------------------------|---|----------|-----------|----------|
| DECEMBER/ JANUARY '17 | <ul style="list-style-type: none">• Diaries: Washington cattle farm; Texas goat dairy• Prettiest Place: Gypsy Vanner Horse Farm in Ocala, Florida• Grassroot Ventures: California walnut grower; Pennsylvania sleigh rides | 10.4.16 | 10.11.16 | 11.20.16 |
| FEBRUARY/ MARCH | <ul style="list-style-type: none">• Diaries: Illinois beef and feedlot operations; Ohio dairy farm• Prettiest Place: Cornerview Farm in Crawford County, Ohio• Grassroot Ventures: South Carolina oyster farm; Professional tractor restoration company in Wisconsin | 12.1.16 | 12.8.16 | 1.23.17 |
| APRIL / MAY | <ul style="list-style-type: none">• Diaries: Indiana lambing and sheep dog training; Iowa conservation farming• Prettiest Place: Paradise Farm in Onalaska, Wisconsin• Grassroot Ventures: Illinois heritage pork; Hops grower | 2.8.17 | 2.15.17 | 3.27.17 |
| JUNE / JULY | <ul style="list-style-type: none">• Diaries: Utah goat farm; California cow and calf ranch• Prettiest Place: Red Twig Flower Farm in New Albany, Ohio• Grassroot Ventures: Rare duck breeds; Bird seed grower | 4.12.17 | 4.19.17 | 5.29.17 |
| AUGUST / SEPTEMBER | <ul style="list-style-type: none">• Diaries: Indiana eggs/heritage livestock; Pennsylvania apple orchard• Prettiest Place: Luther Farm in Onia, Arkansas• Grassroot Ventures: Pizza on the farm dinners; Farmer Ground Flour | 6.7.17 | 6.14.17 | 7.24.17 |
| OCTOBER / NOVEMBER | <ul style="list-style-type: none">• Diaries: Virginia pumpkins; Wisconsin crop farmers• Prettiest Place: Swan Island Dahlias in Canby, Oregon• Grassroot Ventures: Fiber/yarn CSA; Medicinal herbs | 8.9.17 | 8.16.17 | 9.25.17 |



| AD SPECS | TRIM SIZE (INCHES) | LIVE AREA (INCHES) | BLEED SIZE (INCHES) |
|-----------------|--------------------|--------------------|---------------------|
| Spread | 14.5 x 10.375 | 14 x 9.875 | 14.75 x 10.625 |
| Full Page | 7.25 x 10.375 | 6.75 x 9.875 | 7.5 x 10.625 |
| ½ Horizontal | 7.25 x 5.0625 | 6.75 x 4.5625 | 7.5 x 5.3125 |
| ½ Horiz. Spread | 14.5 x 5.0625 | 14 x 4.5625 | 14.75 x 5.3125 |
| ½ Vertical | 3.5 x 10.375 | 3 x 9.875 | 3.75 x 10.625 |
| ⅓ Horizontal | 7.25 x 3.375 | 6.75 x 2.875 | 7.5 x 3.625 |
| ⅓ Vertical | 2.3125 x 10.375 | 1.8125 x 9.875 | 2.5625 x 10.625 |
| ⅔ Vertical | 4.6875 x 10.375 | 4.1875 x 9.875 | 4.9375 x 10.625 |
| ⅛ 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 |

| GROSS RATES | 1 PAGE | 2/3 PAGE | 1/2 PAGE | 1/3 PAGE |
|---------------|----------|----------|----------|----------|
| Four Color | \$18,990 | \$14,920 | \$12,050 | \$9,490 |
| Black & White | \$13,110 | \$9,920 | \$7,870 | \$5,440 |

Covers: Cover 2 - \$22,780 Cover 3 - \$14,920 Cover 4 - \$24,680
Frequency Discount: 2x - 2% 4x - 4% 6x - 6%

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- For instructions on how to create a PDF/X-1a file go to <https://tmbi.sendmyad.com> - under HOME, select DASHBOARD then select VIEW FAQs
- 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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- Select issue date (i.e. February/March 2017)
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