2021 Land Report Media Guide

15 Years of Proven Results

We pride ourselves on satisfied customers. That is why we have the pleasure of working with our clients year after year.

Distributed exclusively through select Signature and Atlantic FBOs nationwide

$67 M+

84%

51%

7.5

AVERAGE NET WORTH OF PRIVATE JET TRAVELERS

ABOVE-AVERAGE POTENTIAL INVESTORS

HIGH SPENDERS

READERS PER COPY
Strategic Distribution Points

- Los Angeles, CA
- San Francisco, CA
- Van Nuys, CA (LA)
- Aspen, CO
- Denver, CO, 4x locations
- Vail, CO
- Palm Beach, FL
- Atlanta, GA
- Des Moines, IA
- Chicago, IL, 2x locations
- Louisville, KY
- Belgrade, MT
- Billings, MT
- Bozeman, MT
- Omaha, NE
- Teterboro, NJ (NYC), 3x locations
- Las Vegas, NV
- Tulsa, OK
- Nashville, TN
- Austin, TX
- Dallas Love Field, TX, 3x locations
- Houston, TX, 3x locations
- Salt Lake City, UT
- Casper, WY
- Jackson Hole, WY
Testimonials

“In my 50 years, my most valuable and enjoyable association is the one I have been blessed to share with Eddie Rider and Eric O’Keefe. They founded The Land Report over 15 years ago, and I have advertised with them in every issue. The decision to do so — even when things were tight or when I didn’t have an offering that merited such excellent exposure — has elevated my business and brand to a level which really was unimaginable.”

C. PATRICK BATES
LISTING BROKER, NEW MEXICO’S BELL RANCH
PRESIDENT, BATES LAND CONSORTIUM | UTAH

“When marketing land auctions, The Land Report and LandReport.com is the first stop for Hall & Hall Auctions! Comprehensive credibility makes The Land Report a must-buy for any land marketing program!”

SCOTT H. SHUMAN
HALL & HALL AUCTIONS | COLORADO

“The Land Report has been a beneficial resource for the industry not only as a channel to share top listings with the nation but because of the magazine’s journalistic quality. Eddie Lee Rider has a finger on the pulse of the land market across the country, and I appreciate Eric O’Keefe’s deep dives into the people and places of lore in this industry. They’ve made appreciation for the land accessible to a broad audience, which is great for those of us in the profession.”

DEAN SAUNDERS
SAUNDERS RALSTON DANTZLER | FLORIDA

“Within 10 days of the ad breaking in The Land Report for a very large Mississippi hunting tract, we had several leads and the eventual buyer in hand.”

TOM SMITH
TOM SMITH LAND & HOMES, LLC | MISSISSIPPI

“The Land Report magazine has provided an essential service to a segment of real estate that has been devoid of a source of industry news and information. We have found that serious land investors read The Land Report, making it the ideal magazine in which Fay Ranches maintains a strong presence.”

GREG FAY
FAY RANCHES | MONTANA

“I have always enjoyed working with Eric O’Keefe and The Land Report. Over the years, Eric has become a friend and we talk on a fairly regular basis. Eric has always supported my projects, especially the Waggoner Ranch and Boone Pickens’ Mesa Vista Ranch. I am starting to market two new large projects, the 6666s Ranches and the Matador Ranch. I am looking forward to working with Eric and The Land Report on these properties.”

SAM MIDDLETON
CHAS. S. MIDDLETON & SON | TEXAS

“The Land Report has been a beneficial resource for the industry not only as a channel to share top listings with the nation but because of the magazine’s journalistic quality. Eddie Lee Rider has a finger on the pulse of the land market across the country, and I appreciate Eric O’Keefe’s deep dives into the people and places of lore in this industry. They’ve made appreciation for the land accessible to a broad audience, which is great for those of us in the profession.”

DEAN SAUNDERS
SAUNDERS RALSTON DANTZLER | FLORIDA

“Advertising in The Land Report has played a large role in our recent marketing campaigns and has contributed to the recent success of many larger closings. Among those, the East Fork Ranch, Buffalo Creek Ranch, and the entire combination of Big Horn River Ranches, totaling nearly $35 million in sales!”

BRYAN ANDERSON
PREMIER LAND COMPANY | MONTANA
Production Dates

TEXAS
SPECIAL FOCUS: THE LONE STAR STATE
Space Reservations: 3/15
Ad Materials Deadline: 3/22
On Sale: 4/15

SPRING
AMERICA'S BEST BROKERAGES
TOP LAND AUCTION HOUSES
Space Reservations: 5/17
Ad Materials Deadline: 5/24
On Sale: 6/15

SUMMER
THE SPORTING ISSUE
ROCKY MOUNTAINS INSERT
Space Reservations: 7/15
Ad Materials Deadline: 7/22
On Sale: 8/16

FALL
THE INVESTING ISSUE
TIMBERLAND INSERT
Space Reservations: 9/17
Ad Materials Deadline: 9/24
On Sale: 10/15

WINTER
LAND REPORT 100
AG & FARMLAND INSERT
Space Reservations: 11/24
Ad Materials Deadline: 12/3
On Sale: 1/11/2022

SPONSORSHIPS AVAILABLE FOR SPRING, SUMMER, AND FALL ISSUES.
Contact Publisher Eddie Lee Rider for opportunities: publisher@landreport.com
Advertising Rates and Specs

**ADVERTISING RATES DISPLAY AD**

<table>
<thead>
<tr>
<th>Size</th>
<th>Open</th>
<th>2X</th>
<th>3X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$7,060</td>
<td>$6,000</td>
<td>$5,650</td>
<td>$5,294</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>$4,235</td>
<td>$3,600</td>
<td>$3,390</td>
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**PRIORITY POSITION ADS**

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<tbody>
<tr>
<td>BACK COVER</td>
<td>$9,718</td>
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<tr>
<td>INSIDE FRONT COVER SPREAD</td>
<td>$16,944</td>
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<tr>
<td>INSIDE BACK COVER</td>
<td>$8,472</td>
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**SPREAD SIZE AD**

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</thead>
<tbody>
<tr>
<td>TWO-PAGE SPREAD</td>
<td>$13,950</td>
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<tr>
<td>Trim Size: 17.5&quot; w x 10.75&quot; h</td>
<td></td>
</tr>
<tr>
<td>Bleed Size: 17.75&quot; w x 11&quot; h</td>
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<tr>
<td>Safe Area Size: 17.25&quot; w x 10.25&quot; h (Allow for 0.25&quot; on both sides of gutter.)</td>
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**SPECIALTY ADVERTISING**

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<tbody>
<tr>
<td>COVER GATEFOLDS,</td>
<td>$15,000 minimum</td>
</tr>
<tr>
<td>INSIDE GATEFOLDS,</td>
<td>$10,000 minimum</td>
</tr>
<tr>
<td>BELLY BANDS,</td>
<td>Available Upon Request</td>
</tr>
<tr>
<td>SELECT ISSUE SPONSORSHIPS,</td>
<td>Available Upon Request</td>
</tr>
<tr>
<td>POLYBAGGING COLLATERAL MATERIAL,</td>
<td>Available Upon Request</td>
</tr>
</tbody>
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**ADVERTISING SPECS**

- **PREFERRED FORMATS**
  High-resolution CMYK PDF files are accepted when created at a minimum of 300 dpi.

- **PREFLIGHTING FILES**
  Please preflight electronic files before submitting to ensure all graphics and fonts are included and all color files are converted to 4-color process. We will not be responsible for any errors resulting from submitted files that have not been pre-flighted.

- **BLEEDS**
  Create at least 1/8" (.125") bleed beyond trim on all sides.

- **SAFE AD COPY AREA**
  All critical graphic information must be kept in a safe area 1/2" from trim. Keep critical information 3/8" out on both sides of the gutter to preserve information on crossovers.

- **FILE SUBMISSION**
  Files may be sent via email, or file hosting services to:
  Wendy Conner | Data Manager  | The Land Report
  datacenter@landreport.com | (888) 300-3507 ext. 803
As Seen In (click on logo for link):
Contact Us:

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