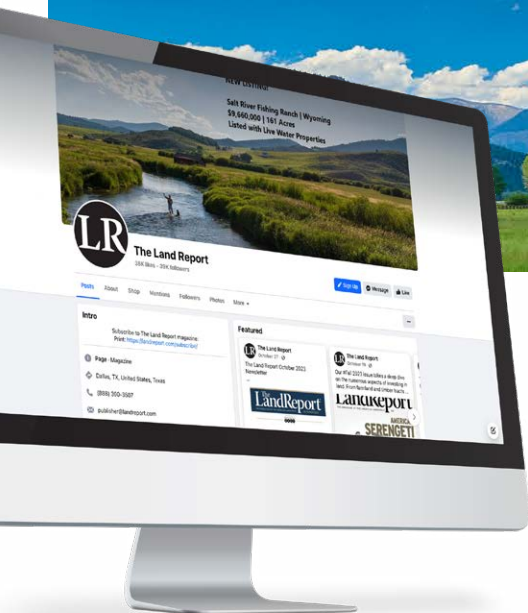


WEBSITE | NEWSLETTERS | SOCIAL MEDIA

The LandReport

2024 MEDIA GUIDE | DIGITAL WWW.LANDREPORT.COM

WWW.LANDREPORT.COM



LandReport.com, The Land Report newsletters and social media provide breaking news, priceless information, and unique insight into America's land for existing and potential landowners and investors. LandReport.com profiles dedicated landowners, identifies investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights the best gear, equipment, and services for landowners.

DAILY LANDOWNER HEADLINES

Breaking news and the important topics and opportunities facing landowners including:

- Featured Land Sales
- Upcoming Land Auctions
- Expert Market Analysis
- Conservation Funding
- Legislation and Judicial Decisions Affecting Landowners



Time on Site
17%
Over Industry
Average

Month Repeat/
Returning Visitors
4,500+

Open Rate
5 TIMES
Over Industry
Average

Post Views over
120,000
per month

Peak Web
Session Over
150,000

WEBSITE DISPLAY ADS

TRENDING STORIES DISPLAY AD — \$5,000 per Month

- 350 x 185 Pixels Image (.jpg, .png, .webp)
- Destination URL for Outbound Link



SQUARE SIDEBAR DISPLAY AD — \$5,000 per Month

- 300 x 250 pixel image (.jpg, .png, .webp)
- Destination URL for Outbound Link



SPONSORED CONTENT

Share your experience, expertise, and insight with informative Sponsored content highlighted on landreport.com.

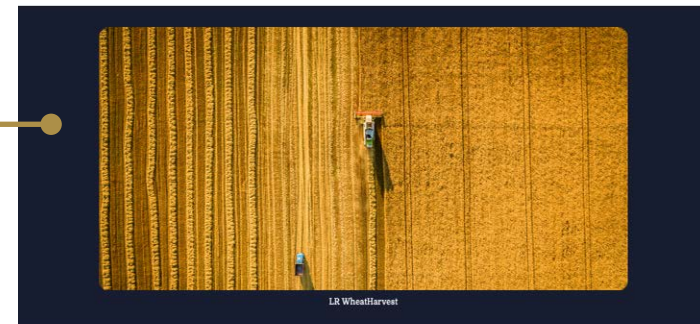
FEATURED IN

- 1 – 6 Images (Images will be optimized and sized to our specs of 1200 pixels wide)
- 300 – 500-Word Property Description
- Video Embed in Gallery and Listing (Vimeo or YouTube only)

DELIVERIBLES:

- 1,000 -1,500 words
- Up to 6 Images (Highest resolution available, .jpg, .png, .webp)
- Company Logo (High resolution, transparent .eps, .png, .webp)
- Destination URL for Outbound Link

Five Data Points You Should Know Before Buying Farmland



Published On: November 15, 2022
3.4 min read

TABLE OF CONTENTS

- County Yield
- Historical Land Use
- Soil Data
- Vegetation Index
- Flood Zones
- Price Thresholds

Searching for farmland can be made far simpler with accessible, accurate land data. Land data can help you identify properties with characteristics that suit your individual needs, weed out less desirable properties, and help you ask the right questions when evaluating a new parcel so you can be confident about your purchase.

This article will cover five important data points that you should consider when evaluating potential properties.

County Yield



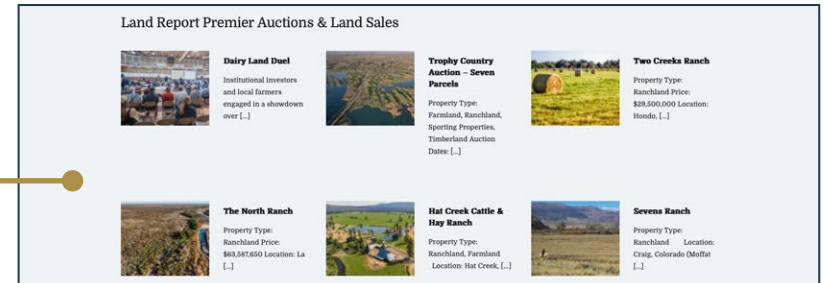
PREMIER AUCTIONS & LAND SALES

RANCHLAND, FARMLAND, TIMBERLAND, SPORTING PROPERTIES, ESTATES

The Land Report Premier Auctions & Land Sales are our curated selection of top listings on the market.

PREMIER AUCTIONS & LAND SALES

6 Land Report Premier Auctions & Land Sales feature on Home Page



LISTING INCLUDES:

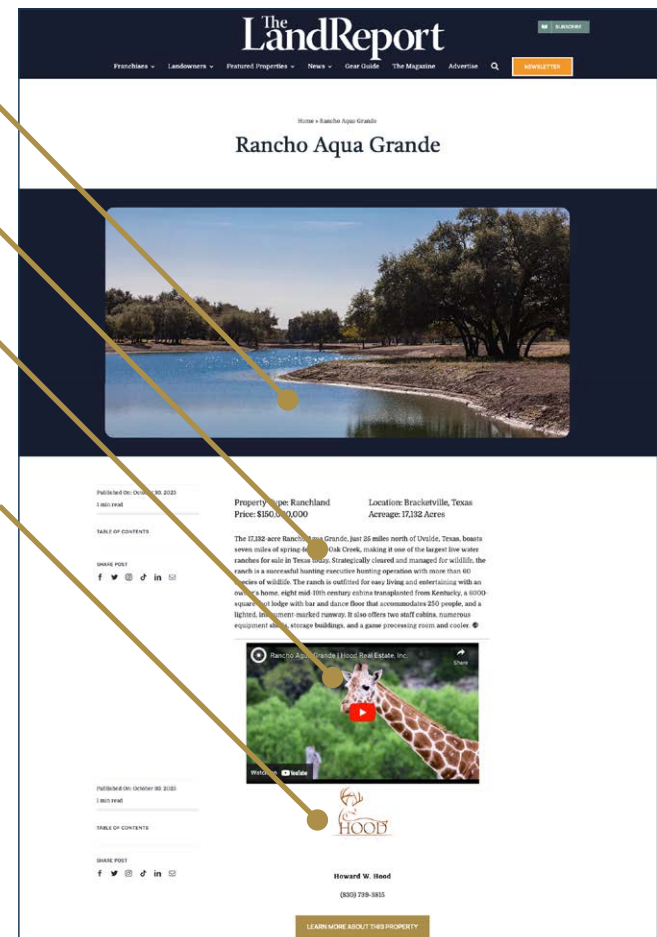
- 1 – 6 Images (Images will be optimized and sized to our specs of 1200 pixels wide)
- 300 – 500-Word Property Description
- Video Embed in Gallery and Listing (Vimeo or YouTube only)

LISTING DETAILS:

- Property Name
- Property Category (Ranchland, Farmland, Timberland, Sporting Properties, Estates)
- Location (State)
- Pricing & Acreage

BROKERAGE/AGENT INFO:

- Company Logo – Transparent .png, .eps, .ai file
- Destination URL for more information



PREMIER AUCTIONS & LAND SALES PRICING:

GOLD

\$5,000 per Month

- Website Listing
- Placement in an Upcoming Land Report Newsletter
- 2 Social Media Posts per Listing

SILVER

\$3,500 per Month

- Website Listing
- 2 Social Media Posts per Listing

BRONZE

\$1,750 per Month

- Website Listing
- OR
- 2 Social Media Posts per Listing

MONTHLY NEWSLETTER

NEWSLETTER SPONSORSHIP - \$10,000 per Month

- Monthly Newsletter Sponsored by Your Company Logo
- Logo Linked to Client Specific URL or Brokerage Homepage

Assets: Logo provided as Transparent Background PNG, minimum 300 x 300 pixels 72dpi (DISPLAY SIZE: 110 x 50)

SPONSORED CONTENT - \$5,000 per Month

NEWSLETTER METRICS AT A GLANCE:

Reaching Over
23,500+
of America's Top
Landowners

Average Open Rate
40%
(Industry Average
32.79%)

Averaging More Than
7,500+
Opens Per
Month

Average Click Rate
3.2%
(Industry Average
2%)



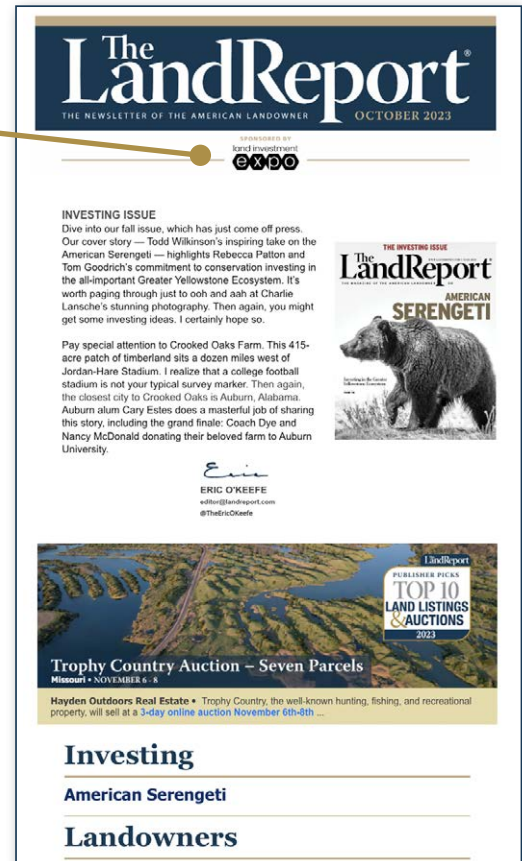
DISPLAY AD

LARGE SQUARE DISPLAY - \$3,500 per Month

- 600 x 400 Pixels Image (.jpg or .png)
- Destination URL for Outbound Link

HORIZONTAL DISPLAY - \$3,000 per Month

- 600 x 200 Image (.jpg or .png)
- Destination URL for Outbound Link



On The Market



Forest Park Ranch

Pagosa Springs, Colorado • 2,215 Acres

Forest Park Ranch encompasses 2,215 deeded acres of **exceptional well-maintained land**. Improvements on Forest Park Ranch include a unique luxury 10,308 square-foot main home.

\$16,000,000



Listed by M4 Ranch Group

ON THE MARKET DISPLAY ADS FOR LAND SALES AND AUCTIONS - \$2,500 per Month

- Featured Property Image (1 - 3 selected images. If more than one image is to be featured, images will be converted to an animated slideshow within the Newsletter.)
- 50-word Property Description
- Brokerage/Agent Info
- Outbound Link to Client's Listing URL

LISTING DETAILS NEEDED:

- Property Name • Location (State) • Pricing & Acreage • Destination URL Link

BROKERAGE / AGENT INFO:

- Company Logo - Transparent .png, .eps, .ai file
- Agent Name

PUBLISHER'S PICKS NEWSLETTER



Eddie Lee Rider Jr.

EDDIE LEE RIDER JR.

Founder & Publisher
The Land Report
LandReport.com

Publisher's Picks: Top 10 Listings & Upcoming Auctions Newsletter deploys to over **23,500+ opt-in subscribers** the 2nd week of each month.

PREMIER PLACEMENT

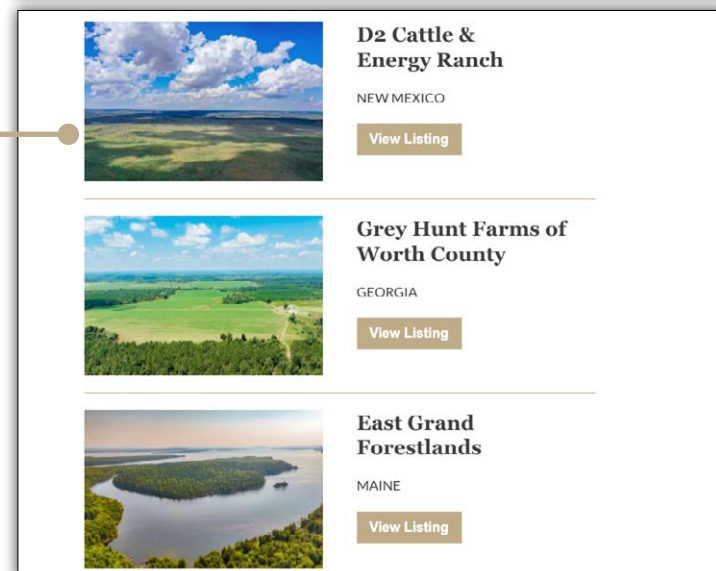
SPOTS 1-2, \$4,900 PER

- Listing in the newsletter with larger image, linking back to advertiser's website.
- Use of the Publisher's Pick accolade badge to use in marketing efforts.
- One dedicated social media post to our 80,000+ followers in Facebook, Instagram, X (formerly Twitter), and LinkedIn.
- Spotlight article on LandReport.com, includes 3-5 images, 300-500 words, link to advertiser's website for 30 days.

STANDARD PLACEMENT

SPOTS 3-10, \$1,500-\$2,000

- Listing in newsletter with smaller image, linking back to advertiser's website.
- Use of the Publisher's Picks accolade badge to use in marketing efforts.
- At \$2,000 level, includes one dedicated social media post to our 80,000+ followers in Facebook, Instagram, X (formerly Twitter) and LinkedIn.
- \$1,500 No social media post; inclusion in newsletter.



THE LEADER IN SOCIAL MEDIA FOR LAND!

GROW YOUR BUSINESS.

Put your marketing messages,
“sold” announcements and more in front of the
#1 social media audience in the land business.

THE NUMBERS DON'T LIE!

Facebook: 39,000 FOLLOWERS

X (Formerly Twitter): 14,000 FOLLOWERS

LinkedIn: 4,763 MEMBERS

Instagram: 5,600 FOLLOWERS

Pinterest: 2,900 FOLLOWERS

Numbers as of 11/2/2023



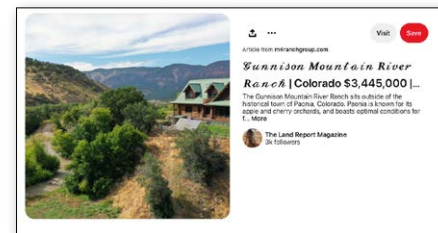
Facebook



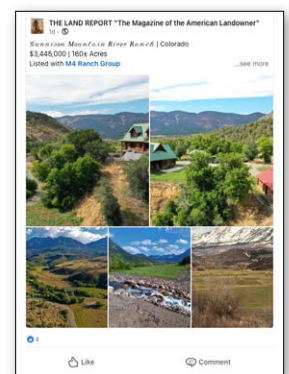
Twitter



Instagram



Pinterest



LinkedIn

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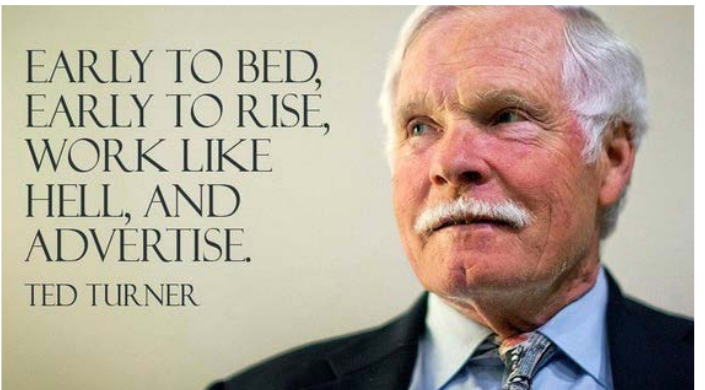
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