

THE MAGAZINE OF THE AMERICAN LANDOWNER

The LandReport

2025 MEDIA GUIDE | PRINT

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WWW.LANDREPORT.COM



MISSION STATEMENT

THE AMERICAN LANDOWNER

Our readers belong to an exclusive club. Membership is as varied as lifestyle and locale, but what unites all landowners is a passion for land. The reasons to buy land are as diverse as the topography of our great country. Some invest. Others like to get their hands dirty. Then there are the folks who just want to get away from it all. The Land Report is their magazine: The Magazine of the American Landowner.

THE LAND REPORT

Our magazine is the voice of the asset class. It provides breaking news, priceless information, and unique insight into America's land for existing and potential landowners and investors. The Land Report 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.

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DEMOGRAPHICS

With an average net worth of over \$89 million, and annual average income in excess of \$9M, private jet travelers are a very small and extremely elusive segment of consumers that until now has been difficult to connect with on a one-to-one basis. The Land Report's main consumer circulation reaches these individuals and families through the top private jet FBOs in the country.

BUYING TRENDS

84% of Land Report readers are considered "Above-Average Potential Investors." 51% are considered "High Spenders" in the real estate or land investment arena.

AGE/GENDER

The average age of a The Land Report reader is 62 years old, and 82% are male.

\$89 M+

AVERAGE NET WORTH OF PRIVATE JET TRAVELERS

84%

ABOVE-AVERAGE POTENTIAL INVESTORS

51%

HIGH SPENDERS

4.5

READERS PER COPY



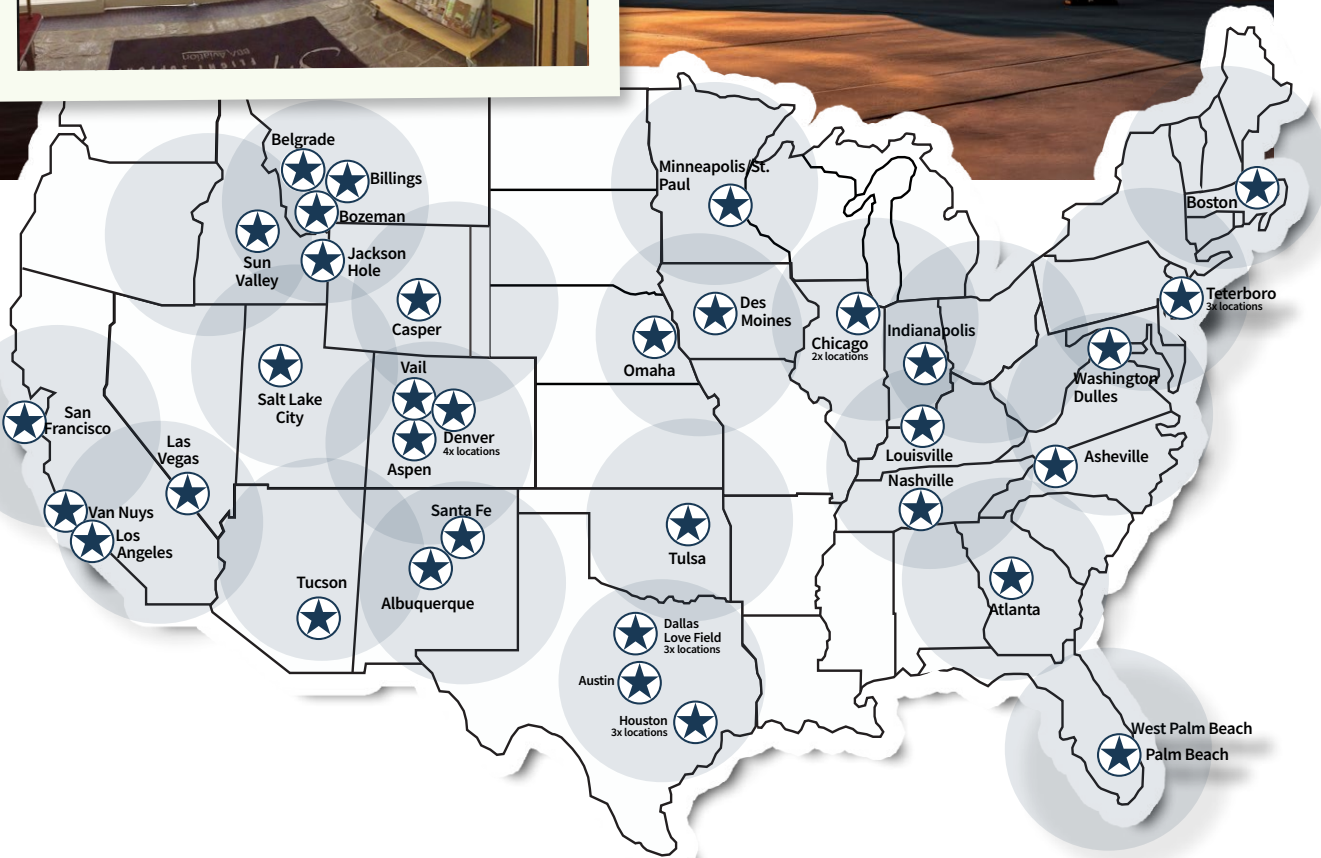
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DISTRIBUTION

Every issue of The Land Report is distributed to 40,000+ recipients in print and digital format, including via social media and through our exclusive distribution partnership with select Signature and Atlantic FBOs nationwide.

The magazine is distributed five times a year to private jet owners and guests, both private and corporate.



OUR REACH?

Professional athletes, A-list celebrities, Fortune 500 executives, politicians, entrepreneurs, and The Land Report 100 — the top 100 landowners in America.

Tucson, AZ
Los Angeles, CA
San Francisco, CA
Van Nuys, CA (LA)
Aspen, CO
Denver, CO, 4x locations
Vail, CO

Palm Beach, FL
West Palm Beach, FL
Atlanta, GA
Des Moines, IA
Sun Valley, ID
Chicago, IL, 2x locations

Indianapolis, IN
Louisville, KY
Boston, MA
Minneapolis/St. Paul, MN
Belgrade, MT
Billings, MT

Bozeman, MT
Asheville, NC
Omaha, NE
Teterboro, NJ (NYC), 3x locations
Albuquerque, NM
Santa Fe, NM

Las Vegas, NV
Tulsa, OK
Nashville, TN
Austin, TX
Dallas Love Field, TX, 3x locations
Houston, TX, 3x locations

Salt Lake City, UT
Washington Dulles, VA
Casper, WY
Jackson Hole, WY

TESTIMONIALS



DEAN SAUNDERS

SAUNDERS RALSTON DANTZLER | FLORIDA

“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.”



SAM MIDDLETON

CHAS. S. MIDDLETON & SON | TEXAS

“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 6666 Ranches and the Matador Ranch. I am looking forward to working with Eric and The Land Report on these properties.”



TODD RENFREW

CALIFORNIA OUTDOOR PROPERTIES & OUTDOOR PROPERTIES OF NEVADA

“I have been working with Eric and Eddie for over 12 years. The Land Report is one of the few publications that understands land. Their passion for it can be seen in their excellent articles and insights. Their unique expertise has led them to be a leader in land marketing and is a must if you are serious about selling farms, ranches, and recreational properties. When we listed and sold one the largest ranches in California, the 50,500-acre N3 Cattle Company, The Land Report was instrumental in our success.”



C. PATRICK BATES

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

“In my 50 years, my most valuable and enjoyable association is the one I have been blessed to share with Eddie Lee 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.”



DAN MURPHY

M4 RANCH GROUP | COLORADO

“Seldom does a person, entity, or platform rise above. When they do, it accelerates an industry, closes a gap, fills a need. The Land Report is just such a company. The company’s efforts in all aspects — print, digital, social and imaging — have risen above and have lifted an industry. M4 Ranch Group enthusiastically partners with The Magazine of the American Landowner.”



BRYAN ANDERSON

PREMIER LAND COMPANY | MONTANA

“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!”



SCOTT H. SHUMAN

HALL & HALL AUCTIONS | COLORADO

“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!”



GREG FAY

FAY RANCHES | MONTANA

“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.”



TOM SMITH

TOM SMITH LAND & HOMES | MISSISSIPPI

“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.”

PRODUCTION DATES



WWW.LANDREPORT.COM

SPONSORSHIPS AVAILABLE FOR TEXAS, SUMMER, AND FALL ISSUES.
 Contact Publisher Eddie Lee Rider for opportunities: publisher@landreport.com



TEXAS
 SPECIAL FOCUS:
 THE LONE STAR STATE

Space Reservations: 3/7
 Ad Materials Deadline: 3/14
 On Sale: 4/25



SPRING
 AMERICA'S BEST BROKERAGES
 TOP LAND AUCTION HOUSES

DEALS OF THE YEAR
 Space Reservations: 5/16
 Ad Materials Deadline: 5/23
 On Sale: 6/20



SUMMER
 THE SPORTING ISSUE

ROCKY MOUNTAINS INSERT
 Space Reservations: 7/18
 Ad Materials Deadline: 7/25
 On Sale: 8/22



FALL
 THE INVESTING ISSUE

TIMBERLAND INSERT
 Space Reservations: 9/19
 Ad Materials Deadline: 9/26
 On Sale: 10/31



WINTER
 LAND REPORT 100

AG & FARMLAND INSERT
 Space Reservations: 11/28
 Ad Materials Deadline: 12/5
 On Sale: 1/2/2026

RATES & SPECIFICATIONS

ADVERTISING RATES

SIZE	OPEN	2X	3X	4X
FULL PAGE	\$7,836	\$6,500	\$5,850	\$5,400
1/2 PAGE	\$4,700	\$4,200	\$4,000	\$3,850

PRIORITY POSITION ADS

BACK COVER	\$15,000
INSIDE FRONT COVER SPREAD	\$18,000
INSIDE BACK COVER	\$10,000

SPREAD SIZE AD

TWO-PAGE SPREAD	\$14,000
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SPECIALTY ADVERTISING

COVER GATEFOLDS	\$25,000 minimum
INSIDE GATEFOLDS	\$15,000 minimum
BELLY BANDS	Available Upon Request
SELECT ISSUE SPONSORSHIPS	Available Upon Request
POLYBAGGING COLLATERAL MATERIAL	Available Upon Request

ADVERTISING SPECS

2 PAGE SPREAD
 17.5" x 10.75" TRIM
 17.75" x 11" BLEED
 17.25" x 10.25" SAFE AREA
 (Allow for .25" on both sides of gutter.)

FULL PAGE (W/BLEED) 9" x 11"	FULL PAGE TRIM SIZE 8.75" x 10.75"
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FULL PAGE (SAFE AREA) 7.75" x 9.75"	HALF PAGE HORIZONTAL 7.75" x 4.75"
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PREFERRED FORMATS

High-resolution CMYK PDF X1_A files only 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 preflighted.

BLEEDS

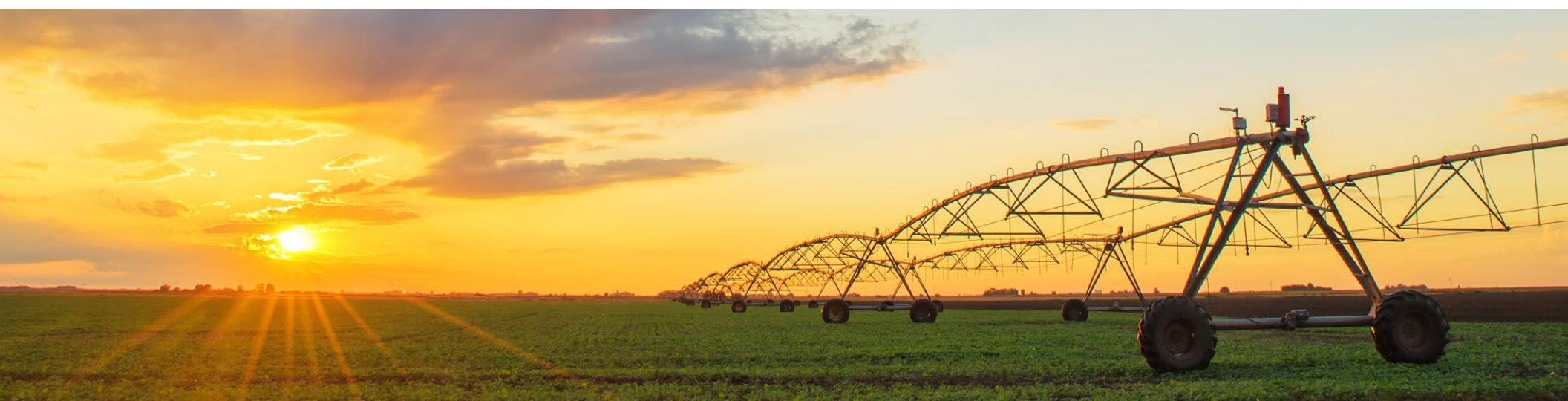
Create at least 1/8" (.125") bleed beyond trim on all sides.

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 | Advertising Manager
datacenter@landreport.com | (888) 300-3507 ext. 803



AS SEEN IN

CLICK ON LOGOS TO VIEW LAND REPORT ARTICLES

THE WALL STREET JOURNAL.

Forbes.com

FOX BUSINESS



FT
FINANCIAL
TIMES

The New York Times

Bloomberg



Daily Mail.com

FORTUNE



The Washington Post

MANSSION GLOBAL

BUSINESS
INSIDER

THE BUSINESS
JOURNALS

OUTDOOR LIFE

The Motley Fool

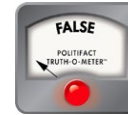
The Atlanta
Journal-Constitution

THE DENVER POST

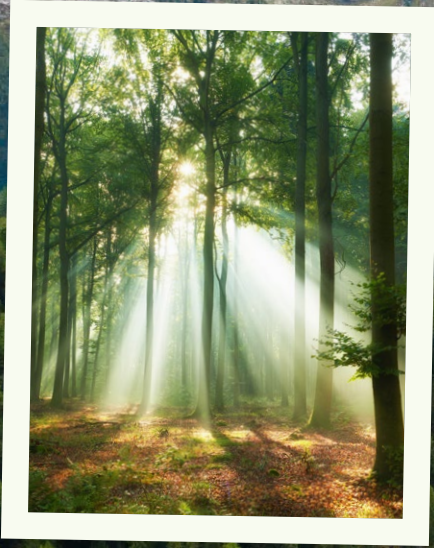
MYSA

THE REAL DEAL
REAL ESTATE NEWS

The Sporting News
EST 1886



TheStreet.



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EDDIE LEE RIDER Jr.
Publisher/Founder
publisher@landreport.com
(205) 908-9872

JIM CRAVEN
cravenjim@gmail.com
(310) 717-7211

TONIE ELLIS
tonieellismedia@gmail.com
(215) 483-2585

LAURA SCHWARTZ
laura@landreport.com
(678) 308-9763

JESSE UMAN
Chief Digital Officer
digital@landreport.com
(206) 790-0450

WARREN PINHEIRO
warren@landreport.com
(205) 567-2002

MICHELLE BERMEA
michelle@landreport.com
(830) 733-8030

SHARRA WILSON
Business Manager
accounting@landreport.com

WENDY CONNER
Advertising Coordinator
datacenter@landreport.com

EDDIE LEE RIDER Sr.
Newsletter Coordinator
newsletter@landreport.com

CONTACT US



The
LandReport

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EARLY TO BED,
EARLY TO RISE,
WORK LIKE
HELL, AND
ADVERTISE.
TED TURNER

