



The
LandReport
2025 MEDIA GUIDE
DIGITAL

WEBSITE
NEWSLETTERS
SOCIAL MEDIA

WWW.LANDREPORT.COM

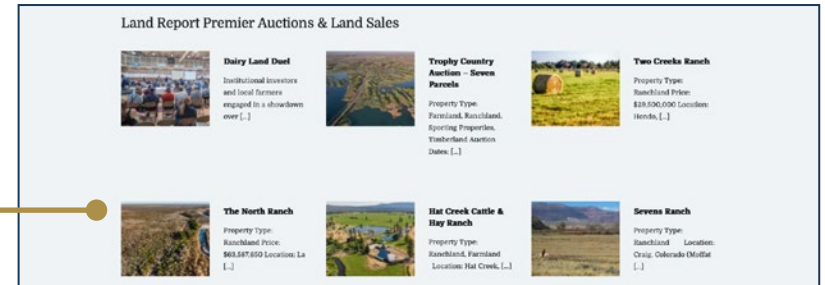
ON THE MARKET: PROPERTY AND AUCTION PROMOTION

RANCLAND, 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 to the property listing

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

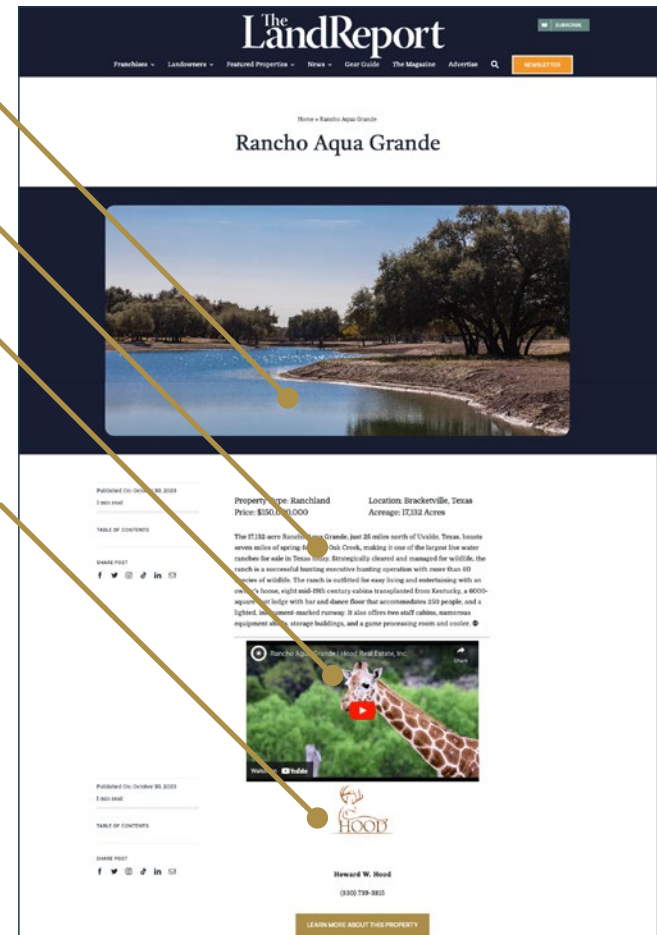
\$3,500 per Month

- Website Listing
- 2 Social Media Posts per Listing

BRONZE

\$1,500 per Month

- 1 SM Post with sale information, property listing and images



HOMEPAGE ADS & SPONSORED CONTENT

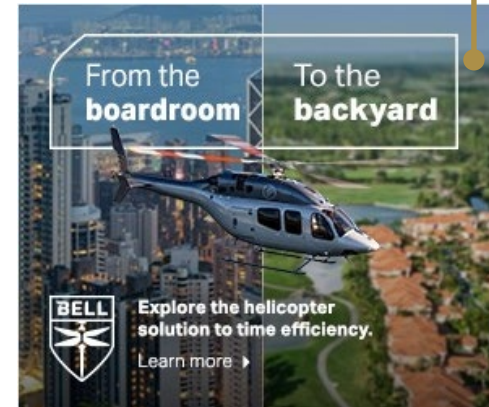
TRENDING STORIES DISPLAY AD — \$5,000 per Month

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



SQUARE SIDEBAR DISPLAY AD — \$3,500 per Month

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



SPONSORED CONTENT— \$10,000-\$25,000

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

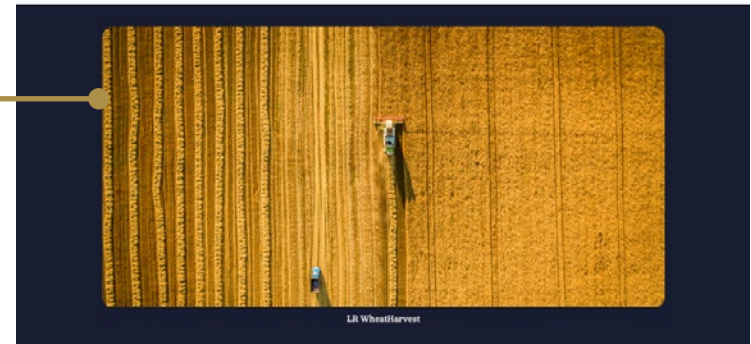
FEATURED IN

- 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)

DELIVERABLES:

- 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
- Content Featured in Monthly Send of the Editor's Desk e-Newsletter to 25,000 Land Report readers

Five Data Points You Should Know Before Buying Farmland



Published On: November 16, 2022
3.4 min read

TABLE OF CONTENTS

- County Yield
- Historical Land Use
- Soil Data
- Vegetation Index
- Flood Zones
- Final Thoughts

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



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 25,000+ opt-in subscribers the 2nd week of each month.

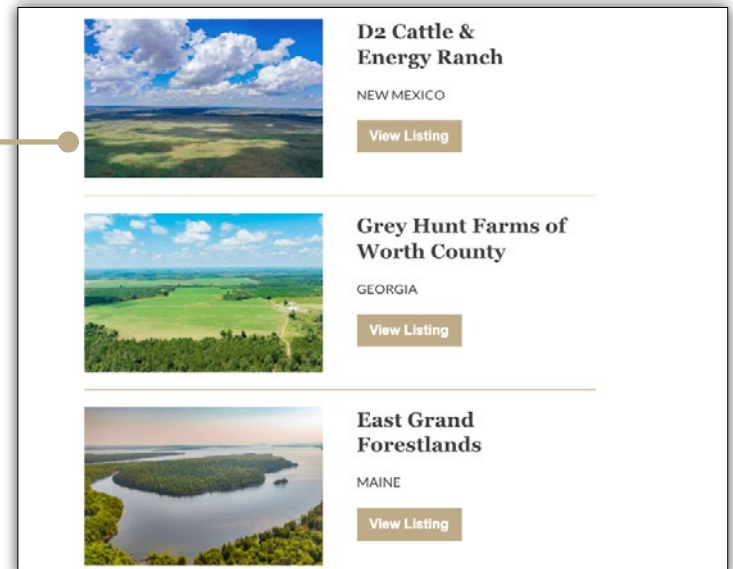
PREMIER PLACEMENT SPOTS 1-2, \$4,900 PER

- Listing in the newsletter with larger image, linking back to advertiser's website.
- Listing Featured Prominently on landreport.com homepage for 30 days
- 75,000 website impressions and 35,000 readers
- Brokerage name listed prominently on website next to listing
- 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.



EDITOR'S DESK NEWSLETTER



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

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)

NEWSLETTER METRICS AT A GLANCE:

Reaching Over

25,000+

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%)



On The Market



Northwest Wyoming Haven Wyoming • 97.9 Acres

Find the balance between rural solitude & city conveniences! Western red cedar log home, 97.9 acres (32 irrigated), public land access & tons of wildlife. Shop / garage / apartment, barn and center pivot irrigation. [Slow down, unplug & reconnect with nature.](#)

\$4,395,000.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

BROKERAGE WEST, INC.
REAL ESTATE

Listed by
Berkshire Hathaway HomeServices
Brokerage West, Inc. Real Estate

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

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.



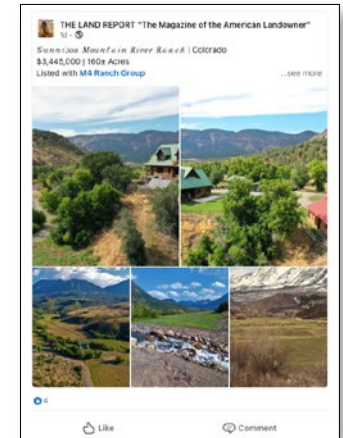
Facebook



Twitter



Instagram



LinkedIn



Reach 100,000 potential customers with one send across Land Report’s platforms!

TOP PERFORMING POSTS OF 2024:



The Land Report
Sep 23, 12:53

COTTONWOOD CREEK RANCH | Idaho
\$2,925,000 | 1,084 Acres | listed with Live Water Properties Nestled just five minutes from Stites, Idaho, Cottonwood Creek Ranch spans approximately 1,084 deeded acres of North Central Idaho's stunning

1,587,232 impressions



The Land Report
May 20, 19:52

GOBLE CREEK RANCH | Colorado
\$6,900,000 | 64± ACRES | Listed with Fay Ranches, Inc. Goble Creek Ranch, nestled just a short 25-minute drive from the picturesque town of Dolores in Southwestern Colorado, offers an idyllic

918,479 impressions



The Land Report
Jan 18, 15:03

King Ranch has long been known as an innovator. In 1940, the USDA recognized the ranch's Santa Gertrudis as the first beef breed to be developed in the US. This legacy of innovation continues to this day. With 911,215 acres, the King Ranch Heirs

779,516 impressions



The Land Report
May 23, 12:56

HAMILTON RANCH | Wyoming \$2,300,000 | 300 acres | Listed with Arnold Realty, Inc. In the historical setting of Stockade Beaver Creek, you'll find a unique convergence of live water, breathtaking Black Hills scenery, exceptional wildlife habitat, and access to

627,089 impressions

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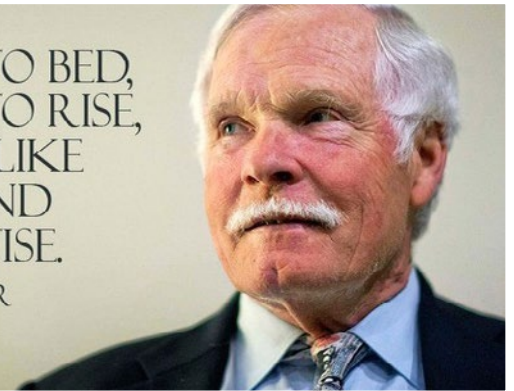
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EARLY TO BED,
EARLY TO RISE,
WORK LIKE
HELL, AND
ADVERTISE.
TED TURNER



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