



The LandReport

2025 MEDIA GUIDE

DIGITAL

NEWSLETTERS

WEBSITE

PODCAST SPOTLIGHT

SOCIAL MEDIA

WWW.LANDREPORT.COM



Eddie Lee Rider Jr.

EDDIE LEE RIDER JR.

Founder & Publisher

The Land Report

LandReport.com

PUBLISHER'S PICKS NEWSLETTER

Our Publisher's Picks monthly newsletter deploys the 2nd Tuesday of each month to an in-house database of over 25,000+ opt-in subscribers.

There are 10 land listing and upcoming auction spots available each month — spots #1 and #2 are Premium Placement and include more deliverables as noted below, spots #3 through #10 are standard.

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)

PREMIER PLACEMENT

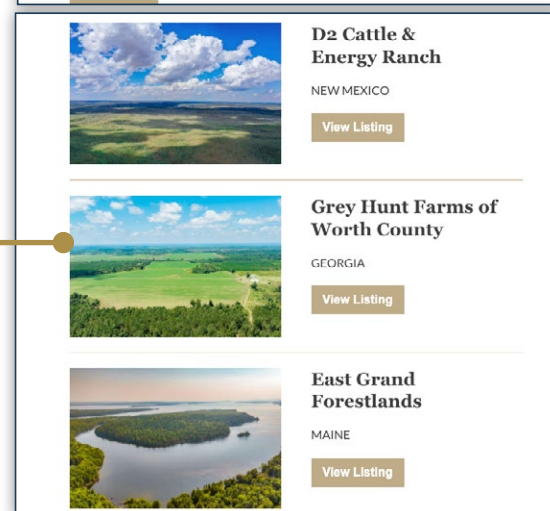
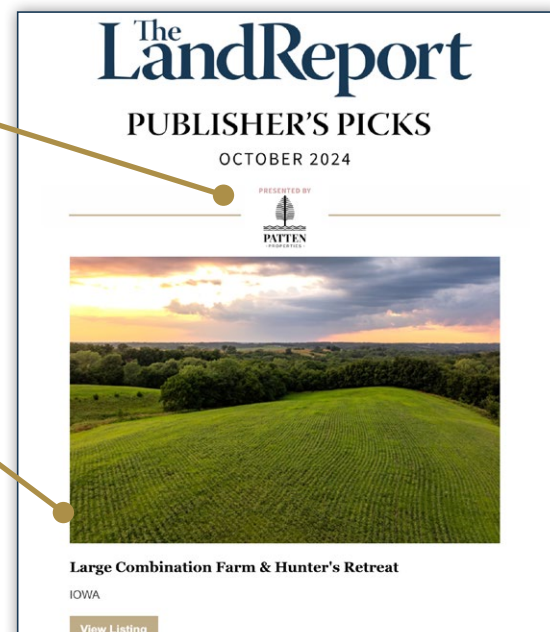
SPOTS 1-2, \$4,900 PER

- 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.



EACH MONTH'S PUBLISHER'S PICKS ARE FEATURED ON THE LANDREPORT.COM HOME PAGE.

SUBMIT YOUR LISTING



Scan the QR Code to send your listing to our team for quick and easy approval!

EDITOR'S DESK 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)

NEWSLETTER DISPLAY ADS

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

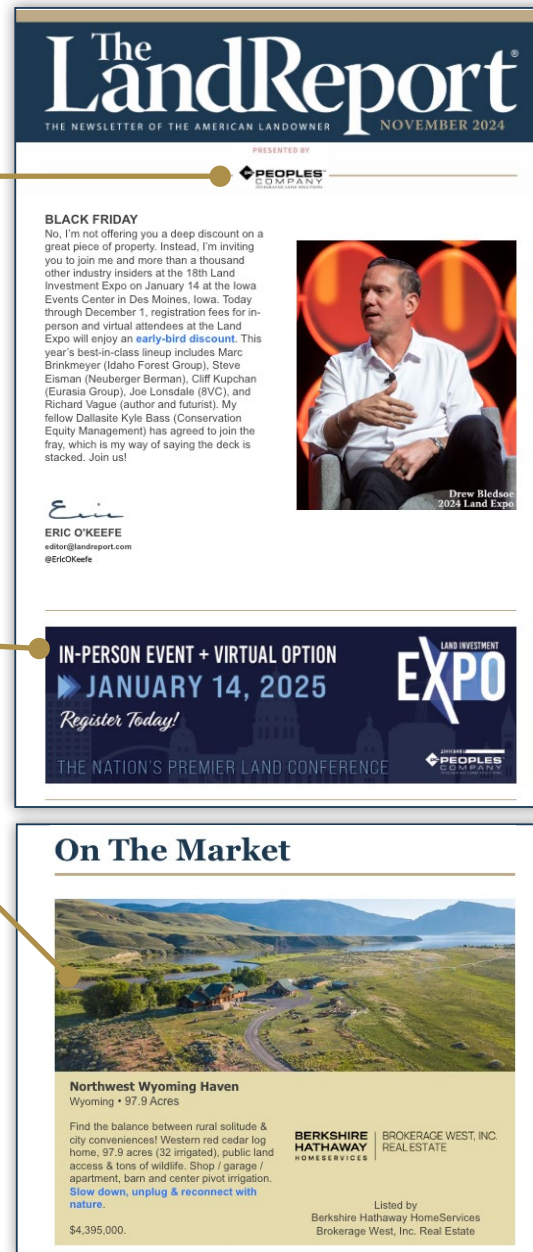
- Featured Property Image (1 - 3 selected images. If more than one image is to be featured, images will be converted to an animated slideshow within the Newsletter.)
- 50-word Property Description
- Brokerage/Agent Info
- Outbound Link to Client's Listing URL

LISTING DETAILS NEEDED:

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

BROKERAGE / AGENT INFO:

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



NEWSLETTER METRICS AT A GLANCE:

Reaching Over
25,000+
of America's Top
Landowners

Averaging More Than
7,500+
Opens Per
Month

Average Open Rate
40%
(Industry Average
32.79%)

Average Click Rate
3.2%
(Industry Average
2%)

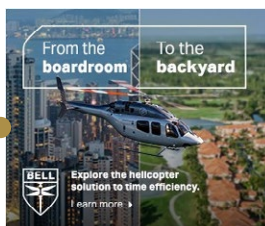
HOMEPAGE DISPLAY ADS & SPONSORED CONTENT

Our homepage welcomed over 50,000+ users this past year, contributing to a total of 5.6 million impressions across the entire website. This level of visibility underscores the importance of ensuring that digital ads are prominent, engaging, and positioned to capture audience attention and drive ROI.

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

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

SPONSORED CONTENT

\$10,00 PER MONTH (MINIMUM 3 MONTHS)

FEATURED IN

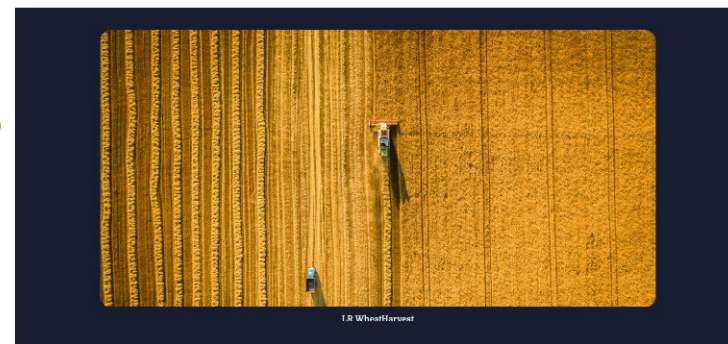
- 1 – 6 Images (Images will be optimized and sized to our specs of 1200 pixels wide)
- 300 – 500-Word Property Description
- Video Embed in Gallery and Listing (Vimeo or YouTube only)

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 15, 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



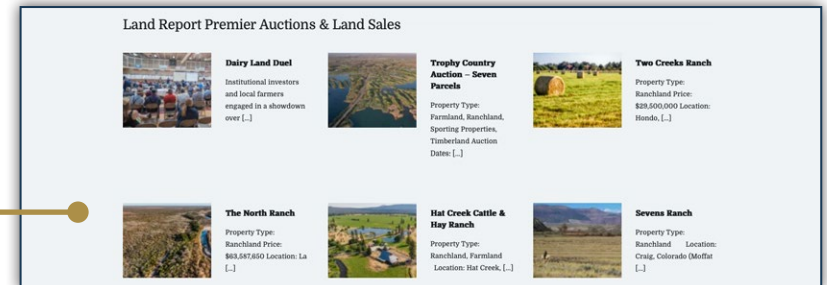
ON THE MARKET: PROPERTY & AUCTION PROMOTION

RANCLAND, FARMLAND, TIMBERLAND, SPORTING PROPERTIES, ESTATES

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

PREMIER AUCTIONS & LAND SALES

6 Land Report Premier Auctions & Listings 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 & LISTING PRICING:

GOLD

\$5,000 PER MONTH

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

SILVER

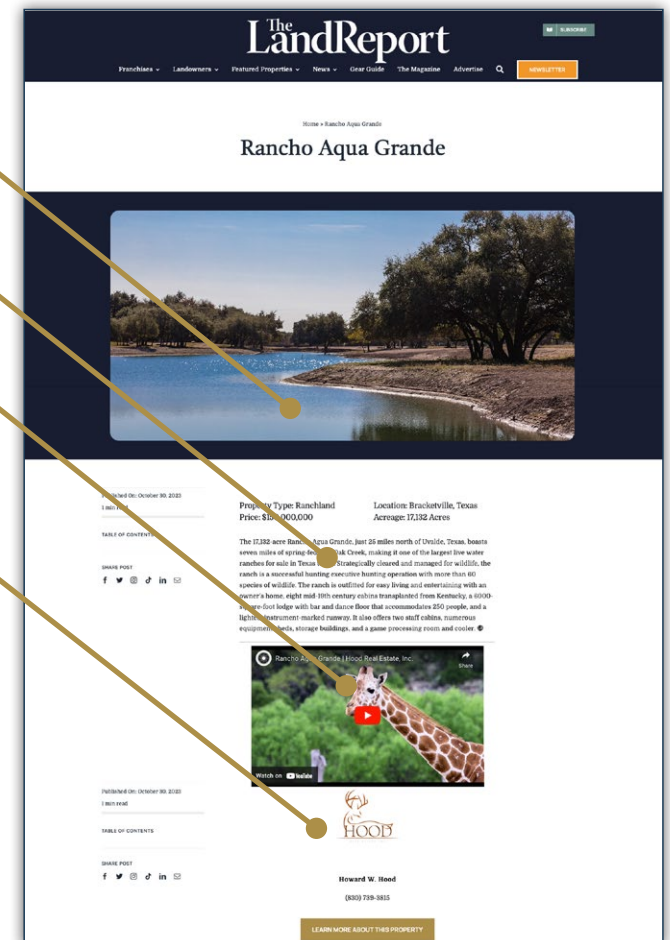
\$3,500 PER MONTH

- Website Listing
- 2 Social Media Posts per Listing

SUBMIT YOUR LISTING



Scan the QR Code to send your listing to our team for quick and easy approval!



LAND REPORT PODCAST SPOTLIGHT



**FEATURED IN MONTHLY NEWSLETTERS
& LANDREPORT.COM HOME PAGE**



Animas River Farm

COLORADO | 578 Acres | \$9,000,000

[View Listing](#)



Teton Jewel

IDAHO | 2,558 Acres

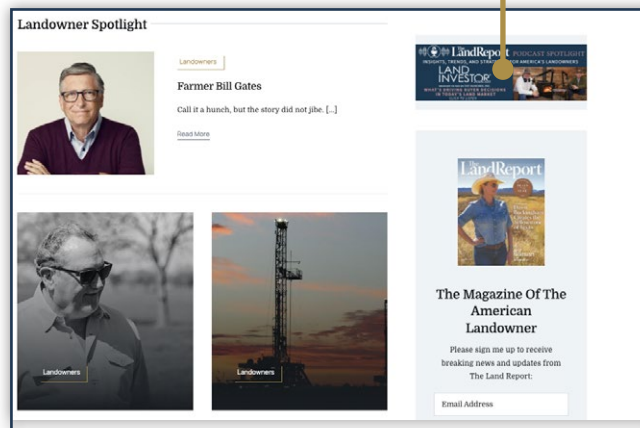
[View Listing](#)



Roaring Judy Ranch

COLORADO | 455 Acres | \$6,895,000

[View Listing](#)



**Expand your reach and
promote your podcast to
Land Report subscribers
and website users.**

**PODCAST SPONSORSHIP - \$2,000 Per Month
\$1,250 Per If You Purchase 3 or More, Months**

- Monthly Podcast Spotlight Sponsored by Your Company Logo
- Podcast Title & Podcast Host / Featured Topic Image
- Logo Linked to Client Specific Podcast URL
- Display Ad Size: 600 x 200

Assets: Logo provided as Transparent Background PNG.
Host image provided in minimum 72dpi JPEG or PNG)

WEBSITE METRICS AT A GLANCE:

Total 2024 Impressions

5,600,294

Views across Search, Discover, or News.

Total 2024 Digital Readers

416,646

Total number of users who interacted our website.

Total 2024 Site Visits

615,660

Site visits count the number of total pages
viewed by all users during all sessions.

Average Session Duration as of June 2025

00:05:00

(Industry Average 52 seconds)

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.

TOTAL SOCIAL MEDIA IMPRESSIONS ACROSS ALL CHANNELS: **8.6 Million**



Facebook



X



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

INQUIRE ABOUT OUR PRICING PACKAGES! Average minimum package pricing starting at only \$1,000.

LAND REPORT DIGITAL MATERIALS INDEX

NEWSLETTERS

DISPLAY ADS

LARGE SQUARE DISPLAY

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

HORIZONTAL DISPLAY

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

PUBLISHER'S PICKS LISTING

- Featured Image (JPEG or PNG in highest resolution available)
- Property Details:
 - Property Name / Headline
 - Location
 - Acreage
 - Price of Property
- Destination URL

EDITOR'S DESK ON THE MARKET LISTING

- Featured Image (JPEG or PNG in highest resolution available)
- Property Details:
 - Property Name / Headline
 - Location
 - Acreage
 - Price of Property
- 50-Word Property Description
- Destination URL

WEBSITE

DISPLAY ADS

TRENDING STORIES DISPLAY AD

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

SQUARE SIDEBAR DISPLAY AD

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

SPONSORED CONTENT

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

ON THE MARKET LAND LISTING

- 300-1,000 -word Property Description
- Up to 6 Images (Highest resolution available, .jpg, .png, .webp)
- Company Logo (High resolution, transparent .eps, .png, .webp)
- Video embed (Vimeo or Youtube links only)
- Destination URL for Outbound Link

PODCAST SPOTLIGHT

- Podcast Title
- Image of Host / Featured Speaker (Highest resolution available, .jpg, .png, .webp)
- Company Logo (High resolution, transparent .eps, .png, .webp)
- Destination URL for Outbound Link

SOCIAL MEDIA

LAND REPORT SOCIAL MEDIA

CHANNELS POST (FACEBOOK, INSTAGRAM, LINKEDIN, X)

- Desired Social Media Copy (Note: Copy will be shortened for X platform if no specific Twitter copy provided)
- Up to 4 Images (Highest resolution available, .jpg, .png)
- Destination URL for Outbound Link
- Desired #-Tags and @-Tags

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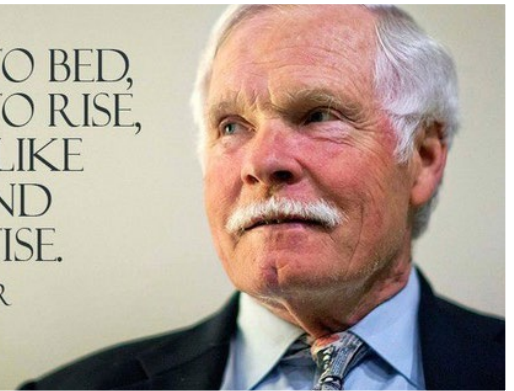
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EARLY TO BED,
EARLY TO RISE,
WORK LIKE
HELL, AND
ADVERTISE.
TED TURNER



The LandReport
WWW.LANDREPORT.COM