



The
Land Report
2026 MEDIA GUIDE
DIGITAL

NEWSLETTERS
WEBSITE
PODCAST PROMOTION
VIDEO REELS
SOCIAL MEDIA

WWW.LANDREPORT.COM

PUBLISHER'S PICKS



EDDIE LEE RIDER JR.
 Publisher@LandReport.com
 205-908-9872

Our Publisher's Picks and Editor's Desk newsletters deploy each month to a thriving in-house database of more than 25,000 engaged, opt-in subscribers, ensuring consistent and meaningful connections with our audience.

There are 10 spots available each month — spots #1 and #2 are Premium Placement and include more deliverables as noted below, spots #3 through #10 are Standard Placements.

Click Here To View Archived Publisher's Picks Newsletters

NEWSLETTER SPONSORSHIP \$10,000 PER MONTH

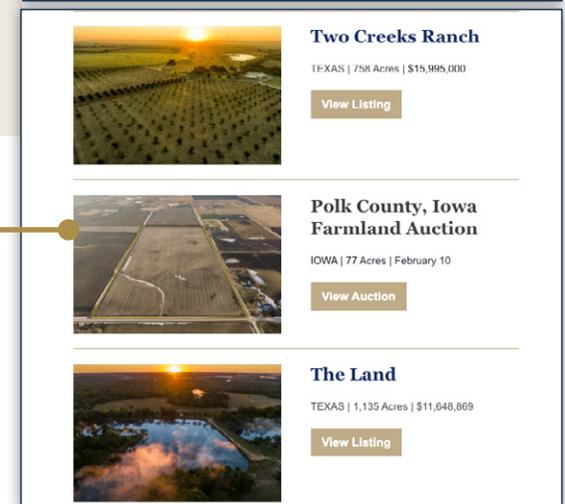
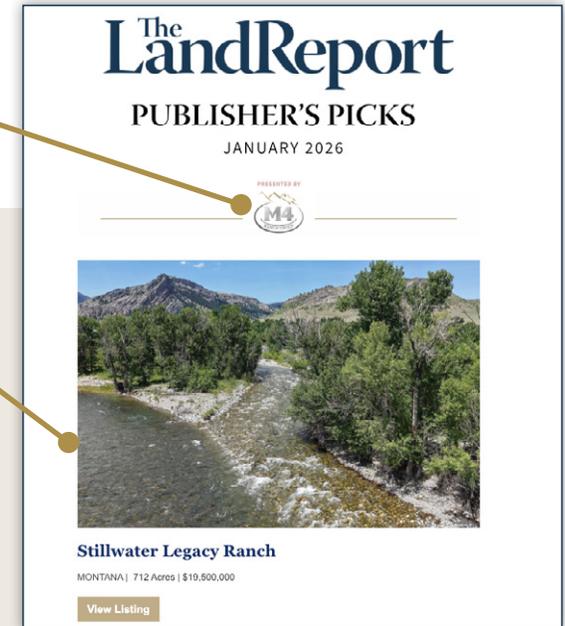
- Monthly Newsletter Sponsored by Your Company Logo
- Logo Linked to Client Specific URL or Brokerage Homepage

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, \$2,500

- 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



SUBMIT YOUR LISTING



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

EDITOR'S DESK

NEWSLETTER SPONSORSHIP

\$10,000 PER MONTH

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



NEWSLETTER DISPLAY ADS

LARGE SQUARE DISPLAY - \$3,500 PER MONTH

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

LAND SALES & AUCTIONS "ON THE MARKET"

\$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

Click Here
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Archived
Editor's Desk
Newsletters



PRESENTED BY
**LAND INVESTMENT
EXPO**
JANUARY 13, 2026



Not Bad For a Monday

It's the time of year when the pace of transactions breaks into a full-on gallop. Just ask **Ken Mirr**. On Monday, his team at Mirr Ranch Group closed two of our Top Ten listings.

The first? N^o 4 **St. Benedict's Monastery**. At 3,739 acres (pictured above), the Pitkin County tract ranks as the largest holding in the Snowmass/Aspen region. According to *The Wall Street Journal*, Palair CEO Alex Karp snapped it up for \$120 million.

The second? N^o 10 **Dawson Elk Valley Ranch**, a 50,039-acre Northern New Mexico landmark listed for \$96 million. For much of 2025, it was under contract to the eventual buyer, The Nature Conservancy, which had been working with state officials and tribal partners to acquire the historic holding.

Two of *The Journal's* top talents — E.B. Solomont and Katherine Clarke — broke the St. Benedict's story. Enjoy this gift article featuring their [outstanding reporting](#).

Eric
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On The Market



KOKOPELLI RANCH
NEW MEXICO | 19,213 Acres

Discover an exceptional New Mexico cattle and hunting ranch where productivity, diversity, and long-term water security come together. Located along Highway 60 just east of Magdalena, this expansive 19,213-acre operation includes 8,733 deeded acres, 9,680 New Mexico State Lease acres, and 800 acres of uncontrolled use, creating a true western landscape built for livestock, wildlife, and investment.



Listed by Beaverhead Ranch Group

\$8,750,000

NEWSLETTER METRICS AT A GLANCE:

Reaching Over
25,000+
opt-in Subscribers

Averaging More Than
7,500+
Opens Per
Month

Average Open Rate
42%
(Industry Average
32.79%)

Average Click Rate
3.2%
(Industry Average
2%)

WEBSITE ADS & SPONSORED CONTENT

Our homepage welcomed over 50,000+ users this past year, contributing to a total of 8.3 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.

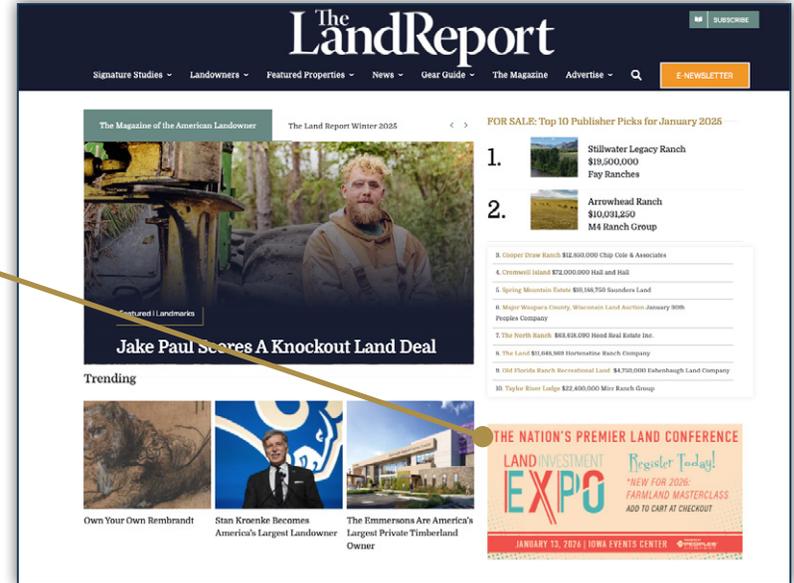
HOMEPAGE DISPLAY AD \$5,000 PER MONTH

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



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 \$7,500 PER MONTH (3-MONTH MINIMUM)

FEATURED IN

- 1–6 images (Images will be optimized and sized to our specs of 1200 pixels wide)
- 300– to 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



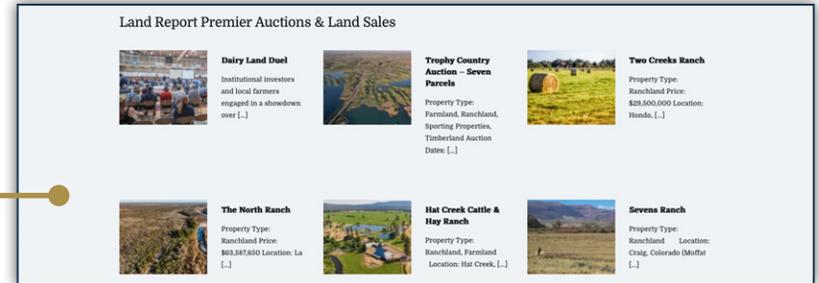
PREMIER AUCTIONS & LAND LISTINGS

RANCHLAND, FARMLAND, TIMBERLAND, SPORTING PROPERTIES, ESTATES

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

PREMIER AUCTIONS & LAND SALES

6 Land Report Premier Auctions & Land Listings are featured on the homepage



LISTING INCLUDES:

- 1–6 images (Images will be optimized and sized to our specs of 1200 pixels wide)
- 300– to 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

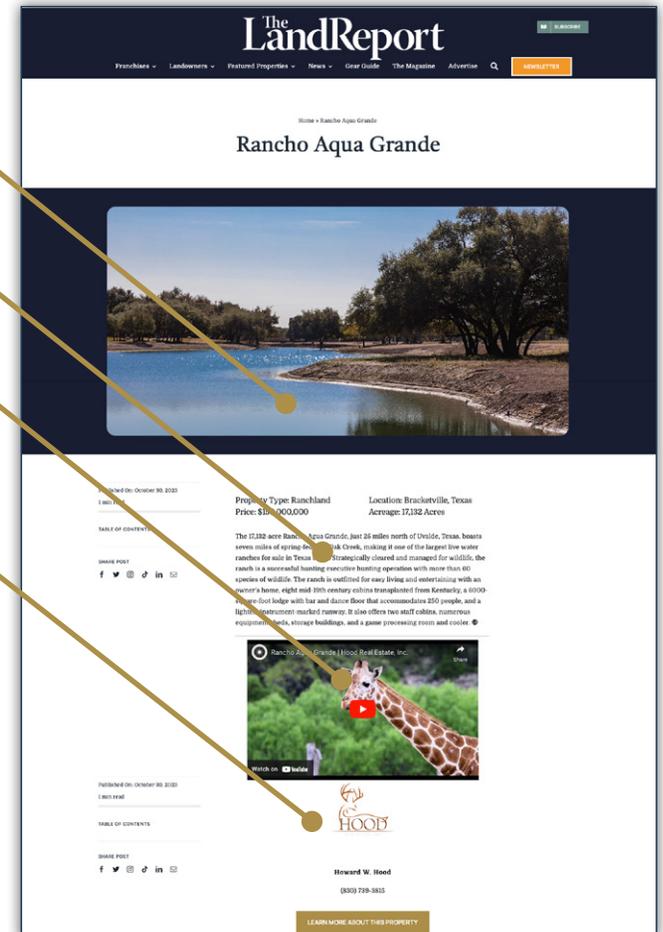
\$3,500 PER MONTH

- 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!



PODCAST SPOTLIGHT



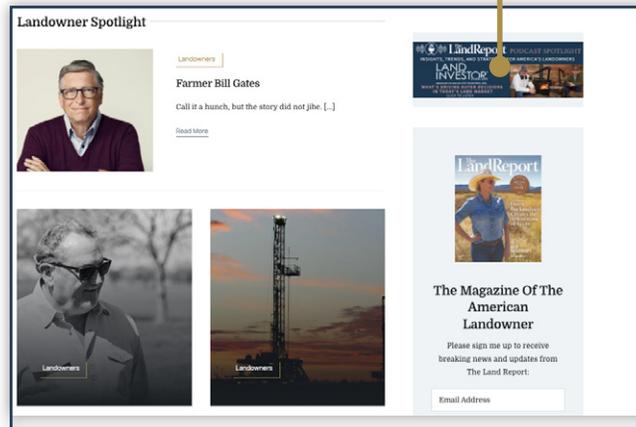
**FEATURED IN MONTHLY NEWSLETTERS
& LANDREPORT.COM HOMEPAGE**

Animas River Farm
COLORADO | 578 Acres | \$9,000,000
[View Listing](#)

Land Investor
THE CRAZIES: AUTHOR AMY GAMERMAN ON LAND, LEGACY, AND THE MODERN RANGE WAR
[CLICK TO LISTEN](#)

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

- Monthly Podcast Spotlight Highlighting Your Company Logo and Podcast
- 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 2025 Impressions

8,392,943

Views across Search, Discover, or News.

Total 2025 Digital Readers

460,223

Total number of users who interacted our website.

Total 2025 Site Visits

617,798

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

Average Session Duration For 2025

00:04:05

(Industry Average 52 seconds)

ELEVATE YOUR BRAND: THE LAND REPORT 45-SECOND REEL VIDEO PRODUCTION

A professionally produced 45-second Reel, promoted through The Land Report's social media platforms, adds credibility and visibility to your brokerage, land listings, auctions or products. These videos highlight the property's scale, key features, and investment potential.

Using your raw footage, The Land Report produces the Reel and cross-posts to YouTube, extending the property's exposure beyond a single platform. By reaching potential buyers where they spend time online, this approach maximizes visibility and enhances the likelihood of competitive interest.

MATERIALS NEEDED: LISTING OR AUCTION

- Raw video footage in the highest available resolution (minimum 1080p; preferred formats: MP4, MOV, s or AVI)
- Property details:
 1. Property Name / Descriptive Title
 2. Location (City, State)
 3. Acreage
 4. Price or Auction Date
- Property description (approximately 300 words; will be edited to fit a 45-second video runtime)
- Company logo (high-resolution; vector format preferred - AI, EPS, or SVG with transparent background)
- PRODUCTS: Will need a brief description (300 Words to be edited.)

VIEW EXAMPLE:

<https://www.facebook.com/reel/1319818722826408>

AVERAGE VIDEO STATS AT A GLANCE:

- Total Views: 25,326
- Total Thru-Plays: 23,661 (93% of the viewing audience stayed engaged for most or all of the video runtime!)

PRICE: \$2,500



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.

INQUIRE ABOUT OUR PRICING PACKAGES! Average minimum package pricing starting at only \$1,500.

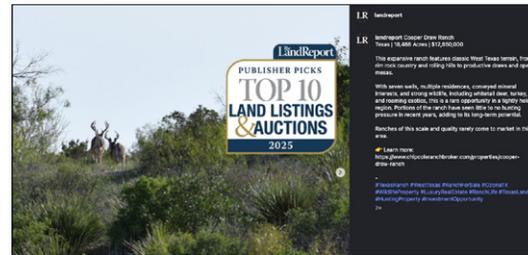
TOTAL SOCIAL MEDIA IMPRESSIONS ACROSS ALL CHANNELS: **8.6 Million**



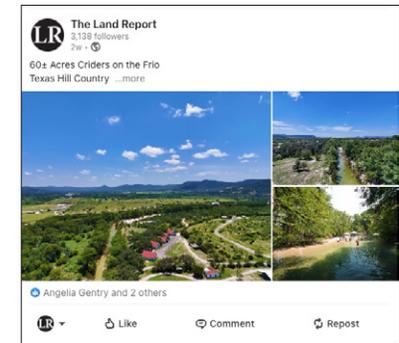
Facebook: 48,016 (48K)



X: 13,831 (13.8K)



Instagram: 8,538 (8.5K)



LinkedIn: 5,474 (5.4K)

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

TOP PERFORMING POSTS OF 2025:

 <p>The Land Report Feb 14, 15:34</p> <p>ANTLERS RANCH Meeteetse, Wyoming \$85,000,000 16,532 Acres Listed with Live Water Properties Antlers Ranch is a historic gem in the West, with the May family having tended and preserved this land since 1895. Spanning approximately 16,532 deeded acres,</p> <p>1,029,026 views 6.92 % engagement rate</p>	 <p>The Land Report Feb 13, 14:39</p> <p>Hidden Valley Ranch TX \$65,000,000 3290 acres Listed with Dullnig Ranches Fabulous water! For over 40 years, this property has been owned and operated by the same family, offering some of the finest live water in the Hill Country. In addition to Bushwhack Creek,</p> <p>829,712 views 12.75 % engagement rate</p>	 <p>The Land Report Nov 12, 15:41</p> <p>SILVER S RANCH Texas \$44,000,000 26,150± Acres Listed with Republic Ranches Explore the Breathtaking Beauty of the Silver S Ranch - This is more than land — it’s a Texas legacy waiting to be explored. Nestled along 9.25 miles of the pristine Lower Pecos River in</p> <p>765,889 views 18.94 % engagement rate</p>	 <p>The Land Report Aug 13, 14:17</p> <p>Cheyenne River Ranch \$35,000,000 Rapid City, South Dakota 14,842± Acres Listed with Fay Ranches, Inc. Just 30± minutes from Rapid City, SD, the Cheyenne River Ranch spans an awe-inspiring 15,920± total acres of unspoiled prairie, rolling hills, and fertile valleys. 🌿 With</p> <p>502,617 views 11.45 % engagement rate</p>	 <p>The Land Report Jul 30, 13:01</p> <p>Elk Mountain Cattle Ranch Colorado 120,000 Acres \$39,500,000 For the first time ever, the Elk Mountain Cattle Ranch is being offered to the market. Spanning an incredible 120,000 acres—with 30,000 deeded and 90,000 leased —this ranch sits at the heart of Colorado’s</p> <p>417,648 views 8.28 % engagement rate</p>
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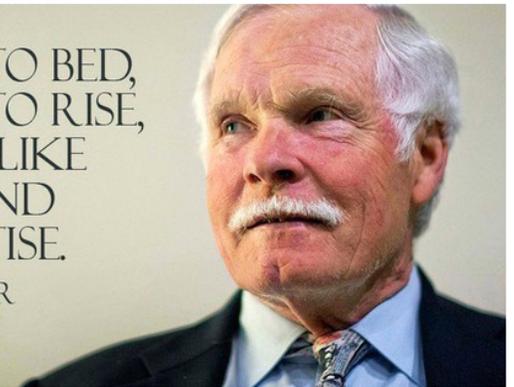
NICK BOLIEK

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

TED TURNER



The
LandReport

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