

THE MAGAZINE OF THE AMERICAN LANDOWNER

# The LandReport

## 2026 MEDIA GUIDE | PRINT

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WWW.LANDREPORT.COM

# MISSION STATEMENT



## THE AMERICAN LANDOWNER

**O**ur 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

**O**ur 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, and explains ways to improve and conserve land, provides legislation updates, and highlights the best gear, equipment and services for landowners.

# AUDIENCE

The tip of the spear for The Land Report is our exclusive distribution relationship with Signature and Atlantic private jet terminals, or FBOs (fixed-base operators). We invest in pockets on professionally maintained newsstand displays in the top FBO locations across the country each month, based on monthly foot traffic and geographic diversity.

## WHO WE TARGET: ULTRA HIGH NET WORTH INDIVIDUALS (UHNWI)

Ultra high net worth individuals are defined as individuals with a net worth in excess of \$30 million. Only 250,000+/- people in the U.S. population are considered UHNWI, or less than one-tenth of 1%.

## WHERE WE TARGET: UHNWI

Private Jet Terminals (FBOs).

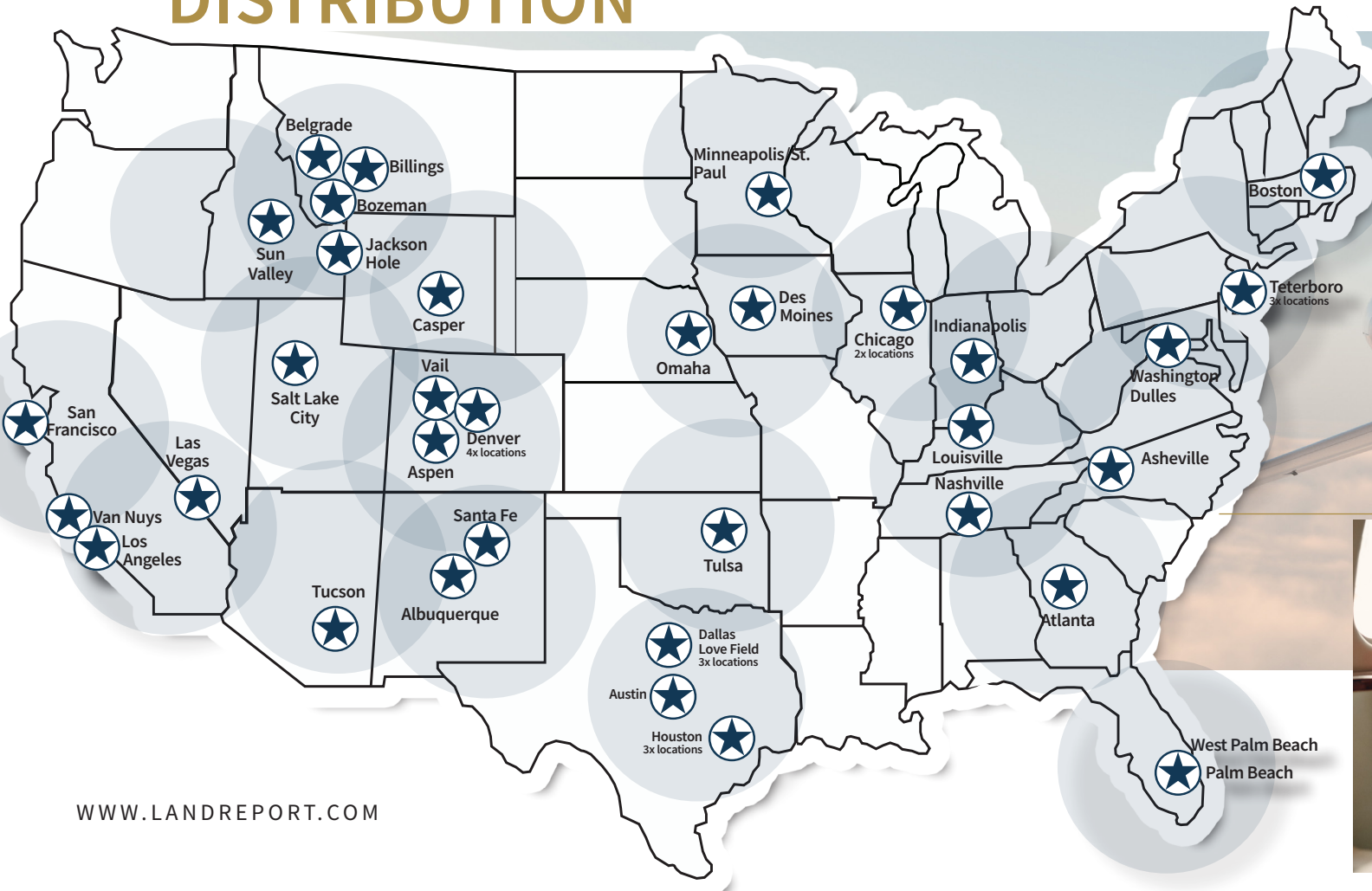
## AVERAGE PRIVATE JET TRAVELER NET WORTH?

Full jet owner, \$190M.

Fractional jet owner, \$140M.



# DISTRIBUTION



WWW.LANDREPORT.COM

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

Copies are also sent to [The Land Report 100](#), the top 100 landowners in America, [America's Best Brokerages](#) and the country's [top land auction houses](#).

In addition, our magazine is a member benefit to [The Forest Landowners Association](#), [Park Cities Quail](#), and [RLI, The REALTORS Land Institute](#).

We also distribute our publication to members of [The Texas Alliance of Land Brokers](#), to every member of Congress and all 50 governors.

Lastly, we distribute to many trade shows and conferences, include private family office conferences, key hunting and fishing trade shows, and the #1 land conference each year — [The Land Investment Expo](#).

# TESTIMONIALS



**DEAN SAUNDERS**  
SAUNDERS REAL ESTATE

*"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

*"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."*



**TRAVIS DRISCOLL**  
BEAVERHEAD RANCH GROUP LLC

*"The Land Report has been nothing short of transformative for our brokerage; the incredible quality, unmatched reputation, and powerful distribution have helped us become 'the mouse that roared.' Eddie Lee Rider and Eric O'Keefe have been true champions of ours — offering insight, support, and opportunities that go far beyond the pages of the magazine. Their dedication to the land market and to those who work in it is unparalleled. Thanks to The Land Report, our brand is now recognized alongside the best, and our voice carries farther than we ever imagined."*



**DAN MURPHY**  
M4 RANCH GROUP

*"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."*



**TOM BRICKMAN**  
CYPRUS PARTNERS

*"A little something extra! It's what we always get from Eric and Eddie Lee at The Land Report. We do very little print-media marketing. But we always do on major projects, and The Land Report is our first choice. We have been able to directly tie some sales to full-page ads purchased in The Land Report. And the bonus: free additions and value-added items you can't put a price on. We've never doubted decisions to run ads with The Land Report."*



**SCOTT H. SHUMAN**  
HALL & HALL AUCTIONS

*"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

*"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."*



**DAX HAYDEN**  
HAYDEN OUTDOORS REAL ESTATE

*"I have had the pleasure of working with Eddie Lee and Eric for over a decade, and their passion for the land is second to none. The Land Report truly understands this industry — its people, its challenges, and its stories. As one of the largest land brokerages in the country, Hayden Outdoors values a partner who strengthen the entire land community. The Land Report continues to be that partner."*

# PRODUCTION DATES

CLICK ON MAGAZINE TO VIEW THE ISSUE



## SPRING

AMERICA'S BEST BROKERAGES  
TOP LAND AUCTION HOUSES

DEALS OF THE YEAR

Space Reservations: 3/6  
Ad Materials Deadline: 3/13  
On Sale: 4/24

## TEXAS

SPECIAL FOCUS:  
THE LONE STAR STATE

Space Reservations: 5/15  
Ad Materials Deadline: 5/22  
On Sale: 6/19

## SUMMER

THE CONSERVATION ISSUE

SPORTING PROPERTIES  
INSERT

Space Reservations: 7/17  
Ad Materials Deadline: 7/24  
On Sale: 8/21

## FALL

THE INVESTING ISSUE

TIMBERLAND INSERT

Space Reservations: 9/18  
Ad Materials Deadline: 9/25  
On Sale: 10/30

## WINTER

LAND REPORT 100

AG & FARMLAND INSERT

Space Reservations: 12/4  
Ad Materials Deadline: 12/11  
On Sale: 1/8/2027

**SPONSORSHIPS AVAILABLE FOR TEXAS, SUMMER, AND FALL ISSUES.**  
Contact Publisher Eddie Lee Rider for opportunities: [publisher@landreport.com](mailto:publisher@landreport.com)



# 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"

FULL PAGE (SAFE AREA)  
7.75" x 9.75"

HALF PAGE HORIZONTAL  
7.75" x 4.75"

## ARTWORK SUBMISSION REQUIREMENTS

### PREFERRED FORMATS

High-resolution CMYK PDF X-1a files only. *Files that include crop marks, registration marks, color guides, spot colors, four-color black text, or total ink coverage exceeding 360% CMYK will be returned for correction.*

### PREFLIGHTING FILES

All electronic files must be preflighted prior to submission. Please confirm: Images are 300 dpi — No spot colors are used — All graphics and fonts are embedded and converted to 4-color process (CMYK). *The Land Report is not responsible for errors in files that have not been preflighted.*

### BLEEDS

Full-page ads and spreads require bleed. Please include a minimum of 1/8" (.125") bleed beyond trim on all sides. *Any short bleeds will require resubmission.*

### SAFE AD COPY AREA

All critical graphics and information must be kept in a safe area 1/4" (.25") — 1/2" (.5") from page trim. Keep critical information at least 3/8" (.375") out on both sides of the gutter to preserve information on crossovers. *Any safe area violations will require re-submission.*

### FILE SUBMISSION

Files may be sent via email or file hosting services to:  
Wendy Conner | Advertising Manager  
[datacenter@landreport.com](mailto:datacenter@landreport.com) | (888) 300-3507 ext. 803



# AS SEEN IN

CLICK ON LOGOS TO VIEW LAND REPORT ARTICLES



THE WALL STREET JOURNAL.

Forbes  
i.com

FOX  
BUSINESS

CNBC

FT  
FINANCIAL  
TIMES

The New York Times

Bloomberg

USA  
TODAY

Daily Mail.com

FORTUNE

msn

The Washington Post

MANSION 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

IMDb

FALSE  
POLITIFACT  
TRUTH-O-METER

24/7  
WALL ST

TheStreet

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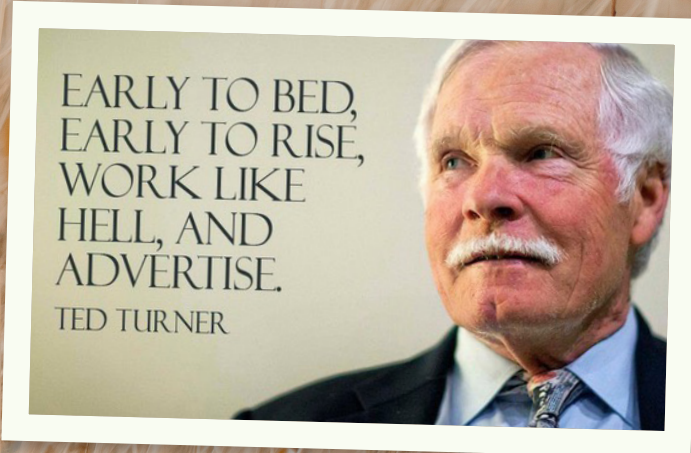
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The  
**LandReport**



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