

MEDIA KIT 2020



WR

WORKING RANCH MAGAZINE

Testimonials

"You have an uncommonly, well balanced and outstanding magazine. I honestly can't think of a suggestion to improve on what you have and continue to do."

"This is a #1 magazine. When we're done with it, we give it to other cattle/horse people."



"I LOVE Working Ranch, I find the entire magazine relaxing."

"A very good magazine. It hits right at home!"

"Doing a good job."



Working Ranch Media

Working Ranch is the nation's leading media brand that delivers America's largest commercial and purebred cow/calf producers and stockers. Our focus is on ranches with 200 or more head of beef cattle.

Now in our 15th year, Working Ranch is number one in both market share of ad pages and in time spent reading each issue as measured by READEX. We do this by avoiding uninspiring, dry reading and instead imbue a level of creative, authentic "ranch" journalism in our print, digital and nationwide radio stations including Rural Radio, Channel 147 on SiriusXM.

Working Ranch understands that ranchers prefer to be educated *and* entertained at the same time, whether reading about cattle health, nutrition, haying, genetics, ranch vehicles or weekend rodeo. Our editorial content is under the direction of Tim O'Byrne, who spent 25 years working on large scale commercial cow calf operations and feedyards in North America. His experience and wit gleaned from thousands of days in the saddle tending to cattle lends authenticity to the content which connects the magazine with ranchers in a refreshing and meaningful way.

"We so enjoy receiving Working Ranch. It is both informative and enjoyable to read. Thanks for producing such a great magazine. We look forward to every issue!"

The Working Ranch

America's working ranches created the markets for cattle health products, feed supplements, fencing, livestock equipment, and ranch horse supplies.

They're the reason pick-up trucks and tractors were invented. They continue to drive the ATV and UV markets. They give job security for life to performance horses used for sorting and gathering cattle during the week and trucked to regional rodeos on the weekends.

The working ranch gave us our western heritage.

And today, Working Ranch magazine gives your products the authentic branding and high-volume customers you need to succeed. It's a magazine that is consistently read cover to cover, and when your sales reps visit the nation's largest and most progressive ranches, they'll see current and well-worn back issues laying out in plain view on desks and coffee tables as proof that Working Ranch is their favorite read, hands down.





"When Working Ranch magazine arrives in the mail, we stop everything and read it first."

MEISSA HEIMEN

Reader Engagement

ASK YOURSELF!

When you strip away all the buzz and facts and figures, you're left with really just two important questions:

- 1) Are these the types of readers I need to grow my market share?
- 2) Do the readers spend enough time with the magazine to engage with my ad?

Working Ranch is literally off the charts in both these essential areas. According to a recent READEX survey, a staggering 52% of the readers surveyed have purchased a product as a result of seeing the ad in Working Ranch. That far exceeds any other media for print or digital. And here's why: 72% of Working Ranch readers say they spend one hour or more reading each issue, versus only 38% that spend an hour or more with BEEF and just 21% for Drovers.

We define the term "enthusiast." Each of our articles has what we call "stopping power"; the ability to hold a reader on any given page for minutes at a time while they read and reread the article to be certain they gleaned all they can from it. And of course the longer they stay on a page, the more meaningful ad impressions it delivers to you.



(L) With WR magazine cattle in the background, WR Junior managing editor Christine O'Byrne, wife of publisher and editor Tim O'Byrne, strikes a fun pose with calf vaccination partner Linda Lawler who, with husband Drew, owns WR magazine.

Editorial Content

Working Ranch chronicles ranching methods and programs used for cattle health products, feed supplements, haying, genetics, pasture management and a host of equipment required to make it all happen, including trucks, tractors, ATVs and trailers.

Our readers are drawn to ranching for many reasons. Some were born into ranching families. Others came as quick as they could. They all share one thing in common: they raise beef cattle and ranch horses because they love it.

They love the hard work and finding creative solutions to the challenges nature throws their way. They love the ranching traditions and the way it connects one generation to the next.

They love watching the sunrise from the back of a horse, not knowing all that will happen that day but knowing all of it will be a blessing because their "office" is the great outdoors. There's an indescribable satisfaction that comes from working with livestock and getting your hands and clothes dirty, and they love that too.

Are they in it for the money? If that were the sole reason, they would sell their ranches and become overnight millionaires. No, money is just a way of keeping score for how they irrigated, sorted, culled, tagged, vaccinated, fed and rotated the past year, given nature's variables.

We get it, and we incorporate all of these hopes and dreams along with the challenges and heartbreaks into each issue through our award winning journalists. Our goal is to publish a magazine that both educates and entertains our readers while remaining non-biased and objective. And the ranchers notice the difference. One rancher wrote to say that "Because of the size of my operation, I get all the cattle magazines. But Working Ranch is the only one I read cover to cover." Another rancher wrote in to say, "Ranchers have been waiting a long time to get a magazine like this."

All of this transmutes into more impressions and exposure for your ad. At the NCBA show this past year, one rancher told us "Everyone in my household reads your magazine. And when we're finished reading it, the ranch hands ask to read it."

That pretty much says it all.



BIGEND TRAILERS



CHESMA SMITH



NCBA

Editorial Branding

Many of our Departments and Columns are available for special ad positioning. You can “own” the right-facing page adjacent to a regular Column or Department that covers your industry, allowing you to leverage the interest the article generates into increased ad response. These opportunities are available on a “first come, first served” basis. Generally, each column and department runs two to three pages offering up to three opportunities per issue. In some cases, competitive page separation requests can be honored while others require flexibility. These opportunities include:

HEALTH MANAGEMENT / ID

Cattle health features run in each issue and specifically drill down on a vertical cattle health or ID topic.

RANCH WHEELS

Ranchers don’t have time to test or preview the latest tractors, attachments, trucks, trailers, and ATVs, but we do!

THAT’S AN IMPROVEMENT

From indoor arenas and outbuildings to livestock handling equipment and fencing, Working Ranch educates its readers on getting the most return from their investment in ranch improvements.

PASTURE MANAGEMENT

Best practices for haying, managed intensive grazing, weed control, seeding, irrigation, and cross-fencing are all topics covered in this department.

GENETIC SHOWCASE

State-of-the-art feature on genetics followed by listings of upcoming production sales by the nation’s most progressive seedstock producers.

THE PERFORMANCE RANCH HORSE SHOWCASE

Today’s winning bloodlines can all trace their roots to America’s working cattle ranches, which is why ranchers are keenly interested in purchasing performance horse prospects or breeding their mares to winning studs.

ASK THE VET

A humorous “James Herriot” styled anecdote on the daily life of a country vet including practical advice on livestock health issues relating to cow/calf producers, stockers and feedlots.

WEEKEND RODEO

Rodeo has never been more popular than it is today, with regional and national ranch rodeo circuits including college and high school.

RANCHER’S JOURNAL

This reader-contributed feature chronicles a 12-day journal on what life is like on their particular ranch.

LOOKING BACK

From the great cattle drives of the 1800s to range wars, land grants and the early days of famous ranches, Working Ranch takes a journey through time to reconnect readers to their colorful heritage of ranching.



WORKING RANCH Junior

This unique, award-winning annual supplement is all about our **amazing ranch kids...** and the best part is, **they write it and provide photographs!**



Editorial Calendar 2020

“Great magazine, keep up the excellent work.”

JANUARY / FEBRUARY Invoiced in January 2020
Closes Nov. 29 / Ad mats due Dec. 2 / In-Home Dec. 29, 2019

OUR ANNUAL NCBA TRADE SHOW ISSUE BONUS DISTRIBUTION AT WESA January Market, Denver

- HEALTH / ID..... Southeast parasites / Federal ID
- SUPPLEMENTS..... Meet with a nutritionist
- RANCH WHEELS Great ranch pickups for 2020
- PASTURE MANAGEMENT Large scale weed spraying
- IMPROVEMENTS FSA/NRCS assistance programs
- RANCH HORSE..... APHA Ranch Work Championship

MARCH

Closes January 10 / Ad mats due January 14 / In-Home February 10

- HEALTH / ID..... Footrot / internal parasite life cycles
- SUPPLEMENTS..... Creep feeding those calves
- RANCH WHEELS ATVs for 2020
- PASTURE MANAGEMENT Testing soils (very important)
- IMPROVEMENTS..... Make a pen with portable panels
- RANCH HORSE..... Start your colt on cattle

APRIL / MAY

Closes February 21 / Ad mats due February 24 / In-Home March 17

- HEALTH / ID..... Fly management strategies / BVD
- SUPPLEMENTS..... Mineral tubs in the pasture
- RANCH WHEELS UTVs for 2020
- PASTURE MANAGEMENT National Grazing Lands Coalition
- IMPROVEMENTS..... Container sheds
- RANCH HORSE..... Equine dentistry

JUNE / JULY

Closes May 9 / Ad mats due May 12 / In-Home June 9

OUR ANNUAL RANCH HORSE ISSUE SPECIAL INSERT - WORKING RANCH JUNIOR

- HEALTH / ID..... Summertime BRD / pinkeye
- SUPPLEMENTS..... Are the cows too fat?
- RANCH WHEELS Stock trailers
- PASTURE MANAGEMENT Don’t let your pasture surprise you
- IMPROVEMENTS..... Fence wire stretching / application tips and tools
- RANCH HORSE..... Weaning the colt crop



SEPTEMBER / OCTOBER

Closes July 24 / Ad mats due July 27 / In-Home August 25

SPECIAL FEEDYARD ISSUE - PLUS - OUR ANNUAL CATTLE CARE CATALOG ISSUE

Featuring a big salute to America’s Feedyards
- AND -

Our popular **“Cattle Care Catalog”** that covers just about every animal health and nutritional concern regularly encountered in beef production today. The four easy-to-reference charts suggest products by manufacturer’s brand name for each animal health concern or strategy, and the charts are interspersed with relevant Health / ID and Supplement articles featuring highly-qualified sources and excellent advice.

- HEALTH / ID..... Backgrounding / fall parasite plan
- SUPPLEMENTS..... Third trimester cow care
- RANCH WHEELS Feed trucks
- PASTURE MANAGEMENT Dealing with energy sector right-of-ways
- IMPROVEMENTS..... Winterized waterers
- RANCH HORSE..... Understanding the working foot

NOVEMBER / DECEMBER

Closes Sept. 18 / Ad mats due Sept. 21 / In-Home Oct. 20

ANNUAL CHRISTMAS IN THE COUNTRY ISSUE!

- HEALTH / ID..... Colostrum Quality / IBR strategies
- SUPPLEMENTS..... Sizing up selenium
- RANCH WHEELS 48’ cattle pots
- PASTURE MANAGEMENT Aeration simplification
- IMPROVEMENTS..... All about your irrigation pumps
- RANCH HORSE..... 5 best breeding tips



CORIELLE EISENER

METHODOLOGY

MAIL SURVEY

The 4-page questionnaire (8.5" x 11" pages) was designed jointly by *Working Ranch* and Readex. Materials production, addressing, mailing, and tabulation were all handled by Readex.

Readex recently mailed survey kits to all 1,500 sample members selected to receive the mail survey. Each kit consisted of a personalized cover letter on *Working Ranch* letterhead, signed by *Working Ranch's* publisher and editor, the questionnaire, a \$1 incentive, and a business reply envelope addressed to Readex, all in an outgoing *Working Ranch* envelope.

EMAIL SURVEY

The online survey was identical in content to the mail survey. Placement of the survey on a web page and distribution of the electronic survey invitations was handled by Readex. All 4,984 online sample members were contacted via an email in the name of *Working Ranch's* publisher and editor, which included a link to the survey, asking for their participation in the study.

TABULATION

The survey was closed for tabulation with 1,152 total returns—an 18% overall response rate. Of the 1,152 returns, 494 were received from the mail effort (33% response rate) and 658 online (13% response rate). To represent the true population proportions based on availability of email address (and avoid data weighting), Readex selected a random sample of 286 mail survey returns and 264 online survey returns which were combined for tabulation/analysis.

As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results. The margin of error for percentages based on all 550 tabulated responses is ± 4.1 percentage points at the 95% confidence level. The margin of error for percentages based on smaller sample sizes will be larger.

Reader Survey

GENERAL

Which of the following describes your ranch / farm operation over the past 12 months?

Commercial cow / calf operation.....	78%
Backgrounder / feeder.....	7%
Purebred breeder.....	7%
Stocker.....	12%
Commercial feedlot.....	4%

How do you prefer to learn about cattle health and ranch-related products?

Through <i>Working Ranch</i>	81%
The Internet.....	28%
Other.....	36%

How many of the last 4 issues of *Working Ranch* have you read or looked through?

4 of 4.....	86%
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What do you do with your back issues of *WR*?

Share with others.....	51%
Save entire issue for future reference.....	35%

Aside from you, how many other people usually read your copy of *Working Ranch*?

One or more.....	87%
2.....	30%
3.....	15%
4.....	6%
5 or more.....	5%

FACT: Readers say *Working Ranch* magazine's pass-along readership exceeds 156,750.

How often do you look at the ads in *Working Ranch*?

Always / most of the time.....	58%
Sometimes.....	38%
Seldom.....	3%

On average, how much time do you spend reading/ looking at these magazines?

	<i>WR</i>	<i>BEEF</i>	<i>Drovers</i>
2 hours or more.....	27%	7%	3%
1-1/2 up to 2 hours.....	24%	14%	7%
1 up to 1-1/2 hours.....	21%	17%	11%
30 minutes up to 1 hour.....	23%	29%	25%
Less than 30 minutes.....	3%	13%	12%

FACT: 72% of *WR* readers spend more than an hour reading each issue vs. only 38% for *BEEF* and 21% for *Drovers*.

How thoroughly do you read or look through a typical issue of *Working Ranch*?

Read more than half.....	93%
Read all or almost all.....	49%

If you could only read one industry magazine, what one would you choose?

<i>Working Ranch</i>	67%
<i>BEEF</i>	13%
<i>Drovers</i>	5%

What types of articles do you enjoy reading in *Working Ranch*?

Cattle health.....	84%
Pasture, forage and range management.....	82%
Cattle nutrition.....	78%
<i>Rancher's Journal</i> and other ranch lifestyle articles.....	72%
Machinery reviews and equipment tests.....	55%

CATTLE HEALTH

Do you have a preconditioning program?

Yes.....	92%
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What is included in your preconditioning program?

Vaccination.....	97%
Internal / external parasitic control.....	90%
Castration.....	81%
ID ear tags.....	67%
Growth-promoting implants.....	38%

What health issues was your herd vaccinated / treated for in the previous 12 months?

Internal / external parasites.....	67%
Clostridia (Blackleg, malignant edema, etc.).....	66%
BVD.....	59%
Pneumonia / BRD / Shipping Fever.....	52%
IBR.....	49%
Pinkeye.....	43%
Leptospirosis.....	37%
Foot Rot.....	37%
Scours.....	33%
Haemophilus (Histophilus) Somnus.....	32%
Vibriosis.....	27%
Coccidiosis Bloat.....	9%

What classes of cattle do you normally vaccinate?

Calves at weaning.....	71%
Breeding stock.....	60%
Calves at branding.....	58%
Backgrounders.....	20%
Stockers.....	20%
Feeders.....	18%

EAR TAGS (ID AND INSECTICIDE)

Which of these pests cause problems for your cattle?

Face flies.....	77%
Horn flies.....	70%
Lice.....	46%
Ticks.....	19%
Liver flukes.....	9%

"We enjoy your Cattle Care Catalogue list of treatments and prevention."

Do you treat your cattle for internal / external parasites, including flies?

Yes.....	94%
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What methods of treatment do you use to treat your cattle for internal / external parasites?

Pour-on.....	90%
Injectable.....	45%
Medication in feed.....	18%
Range cube or block.....	13%
Drench.....	10%

For what reasons do you use ear tags?

Identification.....	92%
Fly control.....	29%

FEEDING PRACTICES

Do you have a trace mineral feeding program?

Yes.....	89%
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For what purpose do you feed trace minerals?

Improve breeding.....	76%
To supplement a known deficiency.....	51%
Improve weaning weight / health.....	48%
Vet / nutritionist recommendation.....	32%

What kind of protein / energy supplements do you use on your pasture cattle?

Tubs.....	55%
Blocks.....	26%
Liquids.....	15%

EQUIPMENT

How many of each of the following do you own?

Total tractors.....	4.0
Tractors over 100hp.....	2.0
Tractors under 100hp.....	1.9
Pickup trucks.....	3.2
Livestock / horse trailers.....	1.8
Squeeze chutes.....	1.6
ATVs.....	1.6
Utility vehicles (UV or side-by-side).....	0.7

Which of the following do you own?

Mower – conditioner.....	63%
Rake / tedder.....	61%
Round baler.....	55%
Post pounder / auger.....	55%
Skid-steer loader.....	41%
Scales.....	37%
Feed mixer wagon / box.....	30%
Small square baler.....	29%
Bale processors.....	21%
Pivot or wheel lines.....	18%
Large square baler.....	5%

Which of the following are you planning on purchasing in the next 12 months?

Tractor under 100hp.....	6%
Tractor over 100hp.....	6%
Skid-steer loader.....	5%
Pickup truck: heavy duty.....	15%
Pickup truck: light duty.....	6%
ATV / UV.....	17%
Baler / rake / mower.....	9%
Livestock / horse trailer.....	8%
Feed mixer wagon / box.....	3%
Cattle handling equipment (chutes, panels, tubs, etc.).....	32%



Electric fencing.....	23%
Wire fencing.....	43%
Lace-up work boots / pull-on boots.....	37%
Straw hat.....	20%
Felt hat.....	16%

Would you consider using solar power for your home or barn?

Yes.....	52%
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BUILDINGS

Which of the following building types are you planning on purchasing in the next 12 months?

Utility outbuilding.....	13%
Calving barn.....	5%
Horse barn with stalls.....	2%

What is the approximate square footage of building space you are planning to purchase in the next 12 months?

3,000 or more.....	34%
2,000 – 2,999.....	18%
1,000 – 1,999.....	19%
600 – 999.....	15%
less than 600.....	9%

BREEDING

How many bulls do you plan to buy in the next 12 months?

1 – 3.....	46%
4 – 6.....	15%
7 – 10.....	4%
11 – 14.....	1%
15 – 19.....	2%
20 or more.....	1%

What is your average cost per bull?

\$5,000 or more.....	23%
\$3,500 - \$4,999.....	30%
\$2,500 - \$3,499.....	21%
Less than \$2,500.....	16%

Do you use or would you consider using genetic analysis / DNA testing for improving your herd/ individual data files?

Yes.....	40%
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HORSES

How many horses do you keep on your ranch?

5 or more.....	27%
2 – 4.....	28%
1 – 3.....	7%

Do you breed your mares to performance horse bloodlines?

Yes.....	20%
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Which of the following types of horses do you buy or are you considering buying in the next 12 months?

Broke ranch horse.....	37%
Roping prospect.....	7%
Cutting prospect.....	5%
Reining prospect.....	3%

What horse products do you buy or are you considering buying in the next 12 months?

Dewormer.....	51%
Fly spray.....	44%
Vaccines.....	42%
Feeds / supplements.....	38%
Hoof care supplies.....	25%

What horse gear do you buy or are you considering buying in the next 12 months?

Saddle pad.....	29%
Bits / bridles.....	24%
Cinch.....	19%
Saddle.....	13%
Chaps / chinks.....	9%



MELISSA HEWITT

Circulation with a Punch

All national beef cattle magazines are not the same. Working Ranch is the only national magazine with a BPA audited circulation focused on cow/calf producers and stockers with 200 or more head, including feedlot operators and purebred operations.

That's a significant competitive advantage. By focusing on the nation's largest ranches you're reaching highly targeted cattle operations that have a need to utilize more products to get the job done. It makes sense. A rancher with 200 or more head is going to need much more product than a rancher with 50 or 100 head: more cattle health products, more ATVs, more ear tags, more supplements, more fencing, more outbuildings, more tractors – more of everything.

And here's the best part: we deliver these 55,000 largest beef ranches for about ½ the page rate of the other national magazines. That makes our cost per thousand the most powerful in the industry: not only do we have the lowest out of pocket cost; we also offer the lowest “cost per head per thousand”, making Working Ranch your most efficient ad buy.

But efficiency alone is not enough to justify any ad buy. For that, savvy ad buyers want to see proven results. We have them. According to a recent READEX survey, a staggering 52% of the readers surveyed have purchased a product as a result of seeing the ad in Working Ranch. And with Working Ranch, you can opt in to our Reader Service Card and be furnished active sales leads every month from ranchers who have asked for more information on your specific product.



Digital Ad Opportunities Prove to be a Powerful Enhancement to Your Print Ad Program



If you have separate print and digital ad budgets, without question Working Ranch will deliver you the results you are looking for... and more. Our print advertising results are legendary. If you have been with us in print, you already know the power of Working Ranch to move product.

What you may not know is that our digital program is also the most productive in the industry, and by a wide margin. Our 128,000 organic Facebook followers (we have not paid or pushed for followers) are comprised of ranch families across the US.

PRODUCT PEEK: When you place your product in our Facebook “Product Peek” section introduced by our own Tim O’Byrne, you will feel the surge in traffic to your site. It’s palatable. And not just tire kickers but real buyers who follow through and purchase your product. This especially works well in conjunction with your print ad when they can see your ad in print and then get prompted through their Facebook visits to make a purchase.

RANCHER SUPPLIED VIDEOS: We kicked this off in January, 2018 and invited ranchers to take videos on their cell phones of interesting things happening on their ranch. Within hours of putting out that request on our Facebook page, we had 40 videos sent to us and they continue to come in each day. In our first week of posting these videos on our website and Facebook Page, we had over 300,000 video views and it has grown from there to upwards of 1.2 million video views per week. Yep... you read that right. Working Ranch videos are the most interactive media buy in the industry. For \$24 per thousand views, we can place your 15 second commercial to immediately follow the video with a live link to your website when the viewer touches your video. You set the maximum budget. For example, if you want to spend \$3,000 on digital video views, then your video ad expires once 125,000 views of your ad is achieved. If your digital budget is \$30,000, then your video ad expires after 1.25 million video views are achieved. Ask your rep for more information about Working Ranch’s powerful digital ad buys!

WR RADIO SHOW



Be a part of the popular one-hour weekly **Working Ranch Radio Show / Podcast** coast to coast on SiriusXM Channel 147 (and several key ag networks on the AM/FM dial), hosted by Jeff “Tigger” Erhardt. Airing Saturdays at noon CST and Sundays at 4 p.m., this dynamic show features Tim O’Byrne in the co-pilot’s seat, Cattle Market News with ShayLe Hildebrand, and a long list of qualified guests that inform, entertain, and connect with our listeners. The podcast is downloaded over 580 times per day from several sites including iTunes, Podbean, Stitcher and Spotify.

Contact your ad rep today about running a 30 second spot on this popular one hour show!

Advertising Rates

THE WR RADIO SHOW / PODCAST

Rural Radio Ch. 147 on SiriusXM, plus several other exceptional agriculture AM/FM networks
Contact your WR ad rep today, they’ll put together a special package just for you that will knock your boots off! Ask them about:

- 30 second spots
- Shoutouts
- Halftime Show; 15-20 min. every Wednesday with your name all over it
- Custom segment sponsorships, and more!

BONUS - NO CHARGE ON ALL! Your package will be repeated the following Sunday at 4 pm Central on Rural Radio, Channel 147, SiriusXM. **TWICE THE SATELLITE AIR TIME FOR THE SAME RATE!**

FACEBOOK “FIRST O’ THE WEEK PRODUCT PEEK”

Short (1-3 min.) high quality product/service video upload - NOTE: we have **160,000 FOLLOWERS!**
Monday morning to Friday afternoon, pinned to the top of the WR FB page. Starting at \$2,900

DISPLAY ADVERTISING RATES (BLACK AND WHITE)

	12x	9x	6x	3x	1x
Full Page	5,900	6,275	6,500	7,850	9,150
Spread	8,875	9,375	9,850	11,950	13,950
2/3 Page	4,600	4,850	5,050	6,100	7,000
1/2 Page	3,800	3,875	4,050	4,850	5,750
1/3 Page	2,550	2,725	2,950	3,575	4,225

PREMIUM POSITIONS (BLACK AND WHITE)

	6x	3x	1x
Inside Front Cover	9,050	10,700	12,650
Page 3	8,300	9,800	11,525
Inside Back Cover	7,850	9,475	11,050
Back Cover	9,800	11,125	13,650

4-COLOR CHARGE Add \$1,195

COMMISSION AND CASH DISCOUNTS Agency commission is 15%. Terms are 2% discount if paid in 10 days; net 30 days on approved accounts. Cash with advertising copy will receive a 5% discount. Past due accounts are subject to 1-1/2% service charge per month.

GENERAL RATE POLICY Advertisers will be rate-protected for the duration of contracts in effect at the time rate changes are announced. Short rate will be charged when contract is not fulfilled. All advertisements must conform with the publication’s format and meet the necessary mechanical requirements. All advertisements are subject to publisher’s approval prior to insertion.

ISSUE AND CLOSING DATES Published six times per year. Please see space deadlines as shown in the Editorial Calendar. Ad materials are due three business days after the Space deadlines.

DESIGN AND PRODUCTION Advertising rates are based on camera-ready artwork. Expert design, production and scanning can be arranged and will be charged as follows: Design/Scanning: \$100 per hour/\$50 per image.

DIGITAL REQUIREMENTS We can accept your files on CD or via Email or FTP (christine@workingranchmag.com, or call for our FTP

PRINTING REQUIREMENTS

Trim size	8.125” (width) x 10.875” (height)
Binding	Perfect Bound
Colors	Four-Color Process
Images	300 dpi

MECHANICAL SPECIFICATIONS

	width	height
Full page (with bleed)	8.375” x	11.125”
Full page (no bleed)	7” x	10”
2/3 page vertical	4.625” x	10”
1/2 page vertical	4.625” x	7.5”
1/2 page horizontal	7” x	4.875”
1/3 page vertical	2.25” x	10”
1/3 page horizontal	4.625” x	4.875”
Two-page spread (Live area)	15.375” x	10”
(with bleed)	16.5” x	11.125”
(no bleed)	16.25” x	10.875”

BUYER’S CORRAL

	rate	width	height
1/6 page vertical	\$495	2.25” x	4.875”
1/6 page horizontal	\$495	4.625” x	2.25”
1/12 page	\$295	2.25” x	2.25”

WEBSITE BANNER AD

	rate	width	height
Box	\$400/month	300 x	250
Super Box	\$795/month	300 x	600
Banner	\$1,300/month	728 x	90
Super Banner	\$1,900/month	970 x	250
Video	\$1,295/week		

info or to provide your own FTP info) provided they are in the following formats: PDF, Photoshop or Illustrator (all text to paths whenever possible). Be certain to include all art, fonts and a hard copy (or hi-res jpeg) of ad for comparative purposes. Any PC, PageMaker, Quark Xpress or InDesign files MUST be saved as PDF, EPS, or TIFF file. Emailed files should be zipped. Please call or email and alert us you are sending a file and be sure to reference name of advertiser in subject line. All ads should be hi-res PDFs whenever possible. Thank you.

ALL AD MATS TO:
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ALISA ANDERSON



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