

# WORKING RANCH

Digital Media Kit  
2022



# WR MEDIA

*Working Ranch* magazine has been a reader favorite and trusted source for all things ranching since its inception in 2006. We remain the nation's leading media brand that delivers America's largest commercial and purebred cow/calf producers, stockers and feedyards. Today our reach is broader than ever before with comprehensive digital marketing opportunities that are extensions of an already established and trusted print brand. Whether utilizing them to complement a print program or creating a dynamic fully digital campaign, these powerful offerings will allow you to meet potential customers exactly where they are.



# DIGITAL AUDIENCE



**Facebook Followers**  
165,000 +

**Instagram Followers**  
58,000 +



**eNewsletter  
Opt-in Subscribers**  
23,000 +

**Podcast Downloads**  
300 +/day  
[100k all time downloads]



**Digital Issue Page  
Views in Q1/2022**  
100,000 +



# SOCIAL MEDIA

Harness the power of the Working Ranch brand with our highly engaged social media platforms! With over 165,000+ organic Facebook followers (we don't pay our push for followers) and 58,000+ Instagram followers, we can rapidly help you build and enhance your brand while driving traffic to your own website or platform.

**FB/IG Package Rate \$3,900**

**Working Ranch Magazine**  
March 8 · 🌐

Part of being in the cattle business is dealing with things out of your control. It comes with the job. But, when you feed Vigortone® mineral there is one thing you can always count on – peace of mind knowing your cattle are getting the nutrition they need, when they need it. In a business full of the uncontrollable, count on Vigortone to deliver. Every Time. <https://bit.ly/3LBe136>

**CONTROL**  
THE CONTROLLABLE

**VIGORTONE®**

**9,141** People Reached

**100** Reactions, Comments & Shares

95 Like	94 On Post	1 On Shares
2 Love	1 On Post	1 On Shares
2 Comments	0 On Post	2 On Shares
1 Shares	1 On Post	0 On Shares

**93** Post Clicks

1 Photo views	30 Link clicks	62 Other clicks
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**NEGATIVE FEEDBACK**

4 Hide post	0 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Facebook Post \$2,900**

**Instagram Post \$1,500**

**workingranchmagazine**

Untitled  
March 23 · Duration 0:15

10502 1438 4 43 48

**Overview**

Accounts Reached	25,907
Content Interactions	1,533
Profile Activity	421

**Reach**

**25,907**  
Accounts Reached

**workingranchmagazine**

July 7, 2021 at 11:58 AM

2443 13 46 89

**Overview**

Accounts Reached	40,110
Content Interactions	2,591
Profile Activity	361

**Reach**

**40,110**  
Accounts Reached

**Working Ranch Magazine**  
Published by Tim O'Byrne · January 31 · 🌐

"ENDOVAC-Beef has been a game changer for me." Brad Haun, Haun Ranch...

**See more**

193 2 Comments 23K Views

**49.8K**  
People reached

**205**  
Reactions, comments, and shares

**23.2K**  
3-Second Video Views

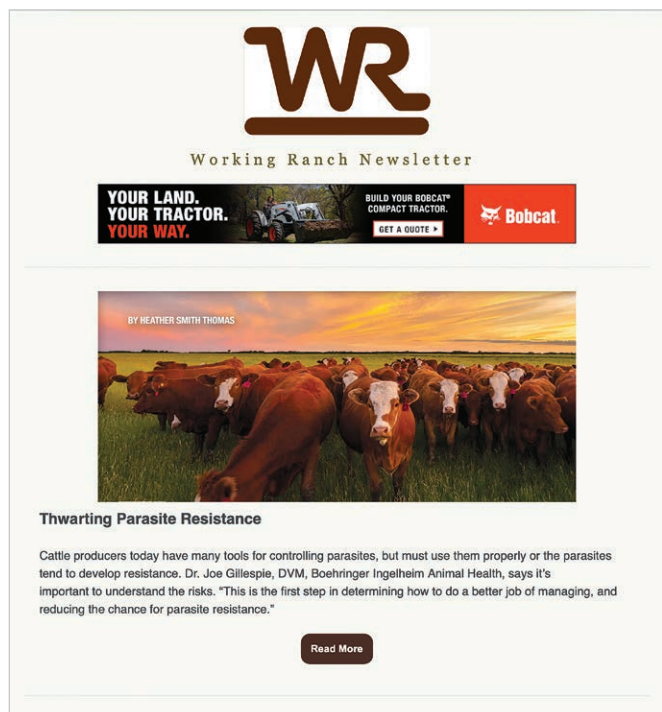
Retention curve





# EMAIL MARKETING OPPORTUNITIES

With over 23,000+ fully opt-in subscribers, our eNewsletter boasted an average open rate of 38% (26% unique) in Q1 of 2022, well above industry standard! It sends twice monthly, every second Thursday.



## eNewsletter Sponsorship Banner

(808 x 100px)

**\$1,300**

An exclusive ad buy as the lead (and only) sponsorship banner ad headlining each edition. (6% Click per Unique Open rate)

An advertisement for Arrowquip's BudFlow Tub. The top section features the Arrowquip logo and an aerial view of a green BudFlow Tub in use at a ranch. Below the image, the headline reads 'When Safety is Top Priority'. The text describes how the tub creates efficient cattle flow and is safer than other systems. At the bottom is a red button that says 'SEND ME PRICING'.

**eBlasts \$3,000**

Use our highly responsive and secure email list to send out your custom image/copy.



# PODCAST / RADIO

## *To the Point on Issues for Today's Ranchers!*

Hosted by Wyoming rancher Justin Mills, the **weekly WR Radio Show** drops every Thursday as a podcast and is heard twice a week on Sirius XM Rural Radio and select AM/FM channels in the midwest. With over **300 downloads a day (100k all time downloads)**, this **hour long show** has become one of the fastest growing and most popular podcasts in the industry!



**30-second Ad Spots** \$350 / episode

**Live Reads** start at \$500 / episode

**Segment Sponsorships** \$500 / episode

**Sponsored Content** starting at \$1,900 / episode

- ❑ Includes 10-minute Q&A formatted interview with host



# DIGITAL SPECS & GUIDELINES

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## FACEBOOK

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- ❑ MP4 with 25 word lead-in and contact info/URL
- ❑ A few lines of copy and URL link. Sponsor's Facebook page will be tagged in the post.
- ❑ \$100 boost with all posts. Additional boost and targeting available for an extra charge.

## INSTAGRAM

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- ❑ Square 1080 x 1080; Vertical 1080 x 1350; Horizontal 16:9 ratio at 1080 H.
- ❑ A few lines of copy.
- ❑ Brand hashtags.
- ❑ \$25 boost to promote with URL.

## EBLAST

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- ❑ Mailchimp is used to serve all eBlast placements.
- ❑ 600 X 1000 px.
- ❑ Subject line.
- ❑ URL.

## eNEWSLETTER BANNER AD

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- ❑ 808 x 100 px banner ad.
- ❑ URL.

## PODCAST/RADIO

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- ❑ 30-second ad spot. Production included for \$350 extra charge with provided script/talking points. Client revisions and approval required before live run.
- ❑ Live Reads require script/talking points.
- ❑ Sponsorships include 30-second ad spot, plus 10-second tagline at intro of sponsored segment.
- ❑ Radio Show cross promoted on social media channels.

## WEBSITE

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- ❑ Standard Display Ads
- ❑ Box: 300 x 250
- ❑ Super Box: 300 x 600
- ❑ Banner: 728 x 90
- ❑ Super Banner: 970 x 250

## CONTACT YOUR SALES REPRESENTATIVE

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