

WORKING RANCH



Print and Digital
Media Kit
2025

WR MEDIA

THE WORKING RANCH NATION

The hub of the Working Ranch Nation is Working Ranch magazine, 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 our highly successful Working Ranch Radio show and Podcast with over 500,000 downloads and our 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.

Working Ranch Magazine: Our big circulation of 60,290 packs two powerful punches as follows. The audited print version reaches 40,905 of the largest ranches in the nation who collectively run an estimated 23,145,000 head of beef cattle, comprising 80% of the entire market. The second punch is our 19,385 digital magazine recipients who with a touch of their finger can be directed straight to your website. The combination of the two make Working Ranch your most efficient ad buy for cost per thousand (CPM) and cost per thousand head of cattle (CPMHC).

Working Ranch Radio Show and Podcast: This highly acclaimed show hosted by Wyoming cattle rancher Justin Mills dives into issues of the day airing twice weekly on Sirius XM Channel 147 with over 500,000 downloads to the podcast.

Working Ranch weekly eNewsletter and individual eBlasts: Our incredibly responsive eNewsletter and email list for eblasts have a circulation of 28,880 with a successful delivery of 99.8% of addresses and open rates upwards of 22%.

Working Ranch Social Media: Have you visited our Instagram and Facebook pages? You need to! With over 64,000 and 169,000 organic followers respectively, our social media drives the daily buzz of the industry. When you place your product video or banner onto them, the sky is the limit. Some have gone viral generating millions of views. Individual banners and “take over” campaigns are also available on the Working Ranch web site.



WORKING RANCH MAGAZINE

TOTAL REACH: 351,000



Working Ranch is the nation's leading beef cattle magazine and media brand focused on delivering the best in reading and viewer engagement for America's beef cattle industry. Not only do most of the leading pharma, feed and mineral, tractor and cattle equipment brands place ad schedules with us, the cattle producers themselves buy ads in the magazine to promote their annual bull sales, a testimony to the trust placed in us by the industry.

Many of our team members work on their own cattle ranches and editor Tim O'Byrne spent over 20 years on some of the largest beef operations in North America which is why Working Ranch breathes authenticity a thousand ways into each issue. **Why is that so important? Because we connect your ad with your primary customers in ways that are most meaningful to them.** Whether it's the authenticity and creativity of our articles; the stunning photography found in our magazine pages and social media platforms; or the relevant content of the Working Ranch Podcast / Radio Show that airs weekly on SiriusXM Channel 147, the Working Ranch Nation connects you with America's hard working ranch families like no other media. And to give your ad budget the most efficient reach, we focus on the nation's largest commercial and purebred cow/calf producers, stockers, feedyards and large animal veterinarians.

Come grow your market share with us. Brand your products in the highly acclaimed Working Ranch Magazine, Working Ranch Radio Show / Podcast, and our highly interactive social media platforms, which many times have gone viral to millions of viewers.



MARKET DEMOGRAPHIC REACH

According to the USDA, as of January 2024 there are 28.2 million beef cows in the U.S. *Working Ranch* delivers 80% of the market plus the largest seedstock producers.

**WORKING RANCH
REACHES 40,905
BEEF CATTLE
RANCHES RUNNING
AN ESTIMATED
23,145,000 HEAD
OF BEEF COWS.**



COMMERCIAL COW/ CALF PRODUCERS

1000 or more head	7,638
500 to 999 head	11,044
300 to 499 head	8,585
190 to 299 head	5,495
Less than 190 head (all paid subs)	5,478
Paid subs with no herd size	2,422
<hr/>	
Seedstock Producers	971
<hr/>	
TOTAL RANCHES	40,905
TOTAL ESTIMATED HEAD	23,145,000



MAGAZINE CIRCULATION

60,290

Magazine

Print: 40,905

Digital Magazine Recipients: 19,385

98,440

Magazine With Pass-Along Readership

* Per READEX Survey

64,000

Magazine Additional Reach on Instagram

* Each issue is pushed out to
all 61,000 organic followers

169,000

Magazine Additional Reach on Facebook

* Each issue is pushed out to
all 170,000 organic followers

351,000

**TOTAL MAGAZINE
REACH PER ISSUE**



DIGITAL AUDIENCE



Facebook Followers

170,000 +

Instagram Followers

64,000 +



eNewsletter Recipients

29,314

[Avg. monthly open rate - 28%]

Podcast Downloads

14,708/month

[over 950,000 all-time downloads]



Digital Issue Total Page Views in 2024

623,206



SOCIAL MEDIA

Harness the power of the Working Ranch brand with our highly engaged social media platforms! With over 170,000+ organic Facebook followers (we don't pay our push for followers) and 64,000+ 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 \$4,200

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 \$3,100

Instagram Post \$1,600

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

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

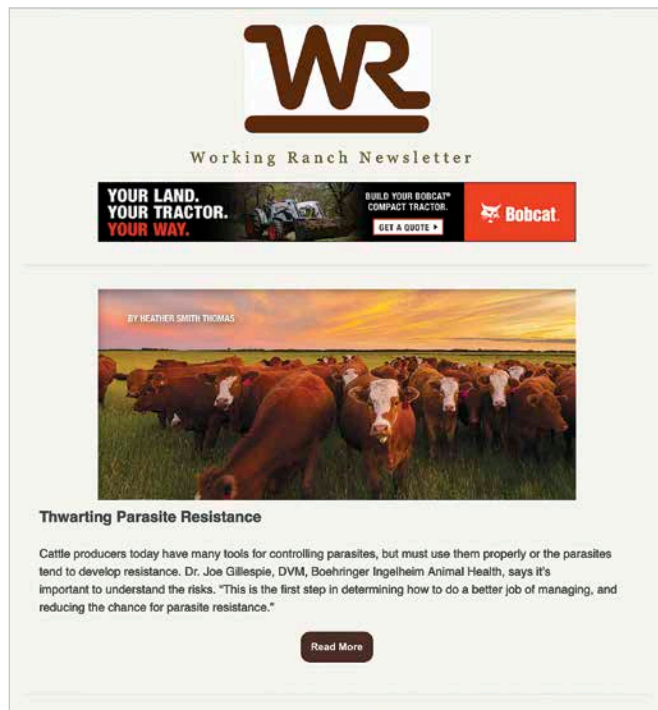
23.2K 3-Second Video Views

Retention curve



EMAIL MARKETING OPPORTUNITIES

With almost 19,000 fully opt-in subscribers, our eNewsletter boasts an average open rate ranging from 23% to 38%, well above industry standard! It goes out every Thursday.



The screenshot shows the top portion of an email newsletter. At the top is the 'WR' logo in a brown, stylized font, with 'Working Ranch Newsletter' underneath. Below this is a promotional banner for Bobcat compact tractors with the text 'YOUR LAND. YOUR TRACTOR. YOUR WAY.' and 'BUILD YOUR BOBCAT COMPACT TRACTOR' with a 'GET A QUOTE' button. The main content area features a photograph of a herd of brown and white cattle in a field at sunset, with the byline 'BY HEATHER SMITH THOMAS'. Below the photo is the headline 'Thwarting Parasite Resistance' and a short paragraph of text. At the bottom of the article is a 'Read More' button.

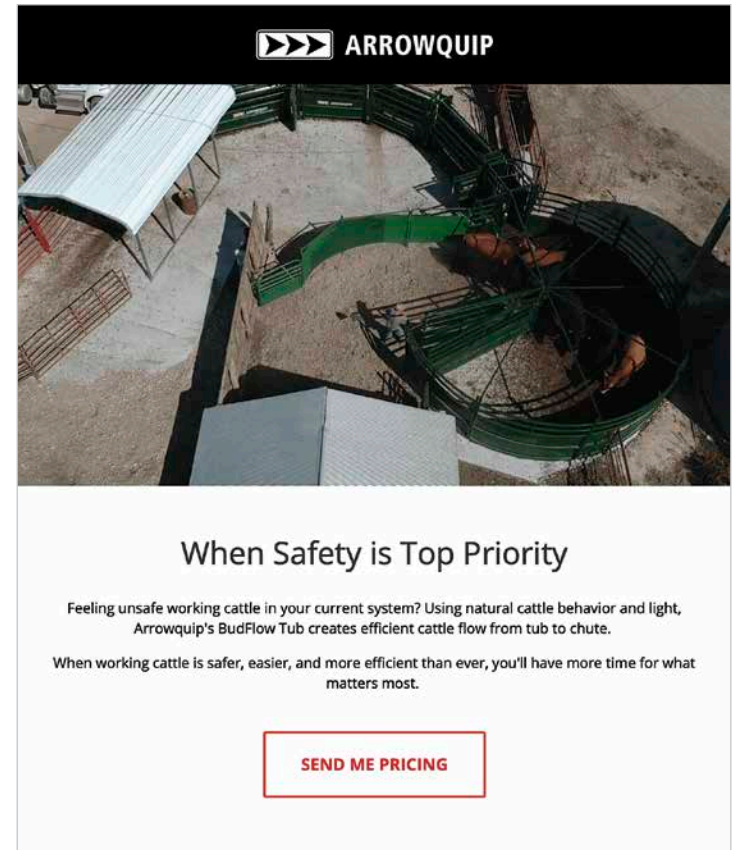
eNewsletter Sponsorship Banner

(808 x 100px)

\$1,400

An exclusive ad buy as the lead (and only) sponsorship banner ad headlining each edition.

(4.2% avg. click rate)



The screenshot shows an email layout for Arrowquip. At the top is the Arrowquip logo, which consists of two white arrows pointing right inside a black square, followed by the word 'ARROWQUIP' in white. Below the logo is a large aerial photograph of a green metal cattle handling system (BudFlow Tub) in a dirt arena. The main text area has the headline 'When Safety is Top Priority' and two paragraphs of text describing the product. At the bottom is a red-bordered button with the text 'SEND ME PRICING'.

When Safety is Top Priority

Feeling unsafe working cattle in your current system? Using natural cattle behavior and light, Arrowquip's BudFlow Tub creates efficient cattle flow from tub to chute. When working cattle is safer, easier, and more efficient than ever, you'll have more time for what matters most.

[SEND ME PRICING](#)

eBlasts \$3,200

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 **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. Averaging over **14,000 downloads a month, (over 750k 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 \$400 / episode

Live Reads start at \$600 / episode

Segment Sponsorships \$600 / episode

Sponsored Content starting at \$3,100 / episode

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



2025 EDITORIAL PLANNING GUIDE

JANUARY / FEBRUARY

Closes Dec. 10 / Ad mats due Dec. 13
In-Home January Week 1

BONUS CIRCULATION TO NCBA ATTENDEES

- NUTRITION:** Feed additives for scour protection
- HEALTH / ID:** What's your scours plan?
- IMPROVEMENTS:** Winter watering systems
- PASTURE MANAGEMENT:** Planning for your next pivot
- RANCH WHEELS:** Aluminum vs. Steel trailers
- BOOTS, HATS AND WESTERN WEAR:** Outerwear for those sub-zero days
- RANCH HORSES:** Breeding for ground manners
- HANDLING, SORTING AND SCALES:** One person handling systems

MARCH

Closes Jan. 20 / Ad mats due Jan. 22
In-Home February Week 2

WR ANNUAL HAY EQUIPMENT BUYER'S GUIDE

- NUTRITION:** Increasing breed up
- HEALTH / ID:** Disease watch for baby calves
- IMPROVEMENTS:** Chute features we love
- PASTURE MANAGEMENT:** Determine your ideal seed mix
- RANCH WHEELS:** 2025 side-by-side lineup
- BOOTS, HATS AND WESTERN WEAR:** Great online western shops
- RANCH HORSES:** Prepping your horse for a sale
- HANDLING, SORTING AND SCALES:** Ask your rep to design it for you

APRIL / MAY

Closes Feb. 28 / Ad mats due Mar. 3
In-Home March Week 3

- NUTRITION:** Help those calves along
- HEALTH / ID:** What to give at branding
- HEALTH EXTRA:** Get on that fly control now!
- IMPROVEMENTS:** Assemble your prefab barn
- PASTURE MANAGEMENT:** Jump on that sage now
- RANCH WHEELS:** ATV attachments
- BOOTS, HATS AND WESTERN WEAR:** Spring into these western shirts
- RANCH HORSES:** Bidding strategies at auction
- HANDLING, SORTING AND SCALES:** 5 reasons to invest in a scale



2025 EDITORIAL PLANNING GUIDE

SUMMER

Closes May 5 / Ad mats due May 8
In-Home June Week 1

NUTRITION: Feed strategies for drought
HEALTH / ID: Pink Eye treatments
IMPROVEMENTS: Fence pounders
PASTURE MANAGEMENT: Hot fence for rotational grazing
RANCH WHEELS: Large stock trailer considerations
BOOTS, HATS AND WESTERN WEAR: What your hat says about you
RANCH HORSES: Rodeo circuit considerations
HANDLING, SORTING AND SCALES: Portable chutes

SEPTEMBER / OCTOBER

Closes Aug. 5 / Ad mats due Aug. 8
In-Home September Week 1

IT'S THE INDUSTRY'S BIGGEST ISSUE OF THE YEAR!

OUR ANNUAL CATTLE CARE ISSUE! It's all here!
If you're not familiar with this special issue, ask your rep to send you a link to last year's to flip through.

NUTRITION: Ensuring healthy replacement heifers
HEALTH / ID: Boosting before shipping
IMPROVEMENTS: Corral comfort
PASTURE MANAGEMENT: Manure spreading now for next season
RANCH WHEELS: Sleeping quarter stock trailers
BOOTS, HATS AND WESTERN WEAR: Work boots you can ride in
RANCH HORSES: Fitting saddles and pads
HANDLING, SORTING AND SCALES: The perfect round pen



NOVEMBER / DECEMBER

Closes Oct. 3 / Ad mats due Oct. 7
In-Home November Week 1

BUYER'S CORRAL CHRISTMAS GIFT GUIDE

NUTRITION: Supplement Strategies for pregnant cows
HEALTH / ID: Virus vs. Bacteria
IMPROVEMENTS: Order next season's scale now!
PASTURE MANAGEMENT: Winter grazing strategies
RANCH WHEELS: Today's 1/2 vs 1 ton differences
BOOTS, HATS AND WESTERN WEAR: Women's jeans
RANCH HORSES: Performance Horse Stallion Guide
HANDLING, SORTING AND SCALES: Don't overlook these safety tips

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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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>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%

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 93,000.

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

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

Have you ever requested information from an advertiser or purchased any products after seeing an ad in *Working Ranch*?

Yes	52%
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LAND

How many total acres do you control through ownership, lease, rent, and/or permit?

Under 1,000	40%
1,000 - 3,000	25%
3,000 - 5,000	11%
5,000 - 10,000	10%

Do you practice rotational grazing through the use of portable or electric fence?

Yes	42%
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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%

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.

On average, how much time do you spend reading/ looking at *Working Ranch* vs. *Drovers*?

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

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



READER SURVEY

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%

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%



ADVERTISING RATES

THE WORKING RANCH PODCAST

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 Ad Spots \$400 / episode
- Live Reads start at \$600 / episode
- Segment Sponsorships \$600 / episode
- Sponsored Content starting at \$3,100 / episode
- Includes 10-minute Q&A formatted interview with host

FACEBOOK "FIRST O' THE WEEK PRODUCT PEEK"

Short (1-3 min.) high quality product/service video upload -

NOTE: **170,000 ORGANIC FOLLOWERS!** Monday morning to Friday afternoon, pinned to the top of the WR FB page. Starting at \$3,100.

INSTAGRAM PRODUCT POSTS

Reach our **64,000** highly-interactive organic IG followers with your product / service video or image post complete with descriptive caption / link. Starting at \$1,600 or consider a Facebook/Instagram package at \$4,200 for maximum impact.

DISPLAY ADVERTISING RATES (BLACK AND WHITE)

	9x	6x - 8x	3x - 5x	1x
Full Page*	6,800	7,100	8,500	9,900
Spread	10,200	10,700	13,000	15,100
2/3 Page	5,300	5,500	6,600	7,600
1/2 Page	4,200	4,400	5,300	6,300
1/3 Page	3,000	3,200	3,900	4,600

*May be run as 1/2 page spread

PREMIUM POSITIONS (BLACK AND WHITE)

	6x	3x	1x
Inside Front Cover	9,800	11,600	13,700
Page 3	9,000	10,600	12,500
Inside Back Cover	8,500	10,300	12,000
Back Cover	10,600	12,100	14,800

4-COLOR CHARGE Add \$1,195

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	(live area)	7" x	10"
	(with bleed)	8.375" x	11.125"
	(no bleed)	8.125" x	10.875"
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"
Half-page spread (Live area)		15" x	4.875"
	(with bleed)	16.5" 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	\$535	2.25" x	4.875"
1/6 page horizontal	\$535	4.625" x	2.25"
1/12 page	\$325	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		

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: \$150 per hour/\$75 per image.

DIGITAL REQUIREMENTS We can accept your files via Email or FTP (christine@workingranchmag.com, or call for our FTP info or to provide your own FTP info) provided they are in the following formats: PDF, Photoshop or Illus-

trator (all text to paths whenever possible). Be certain to include all art, fonts and a lo-res jpeg of ad for comparative purposes. Any InDesign files MUST be saved as PDF, EPS, or TIFF files. 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:
christine@workingranchmag.com

BUYER'S CORRAL AD MATS TO:
workingranch.marjorie@gmail.com

Ad Deadlines and In-Home Delivery

January/February

Invoiced in January 2025

Closes Dec. 10 / Ad mats due Dec. 13
In-Home January Week 1

March

Closes Jan. 20 / Ad mats due Jan. 22
In-Home February Week 2

April/May

Closes Feb. 28 / Ad mats due Mar. 3
In-Home March Week 3

Summer

Closes May 5 / Ad mats due May 8
In-Home June Week 1

September/October

Closes Aug. 5 / Ad mats due Aug. 8
In-Home September Week 1

November/December

Closes Oct. 3 / Ad mats due Oct. 7
In-Home November Week 1



DIGITAL SPECS & GUIDELINES

FACEBOOK

- ❑ 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

- ❑ 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

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

eNEWSLETTER BANNER AD

- ❑ 808 x 100 px banner ad.
- ❑ URL.

PODCAST/RADIO

- ❑ 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

- ❑ 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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