



THE MAGAZINE OF THE AMERICAN LANDOWNER

The LandReport

2024 MEDIA GUIDE | PRINT

WWW.LANDREPORT.COM

MISSION STATEMENT



THE AMERICAN LANDOWNER

Our 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

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

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DEMOGRAPHICS

\$89 M+

AVERAGE NET WORTH OF PRIVATE JET TRAVELERS

84%

ABOVE-AVERAGE POTENTIAL INVESTORS

51%

HIGH SPENDERS

4.5

READERS PER COPY



With an average net worth of over \$89 million, and annual average income in excess of \$9M, private jet travelers are a very small and extremely elusive segment of consumers that until now has been difficult to connect with on a one-to-one basis. The Land Report's main consumer circulation reaches these individuals and families through the top private jet FBOs in the country.

BUYING TRENDS

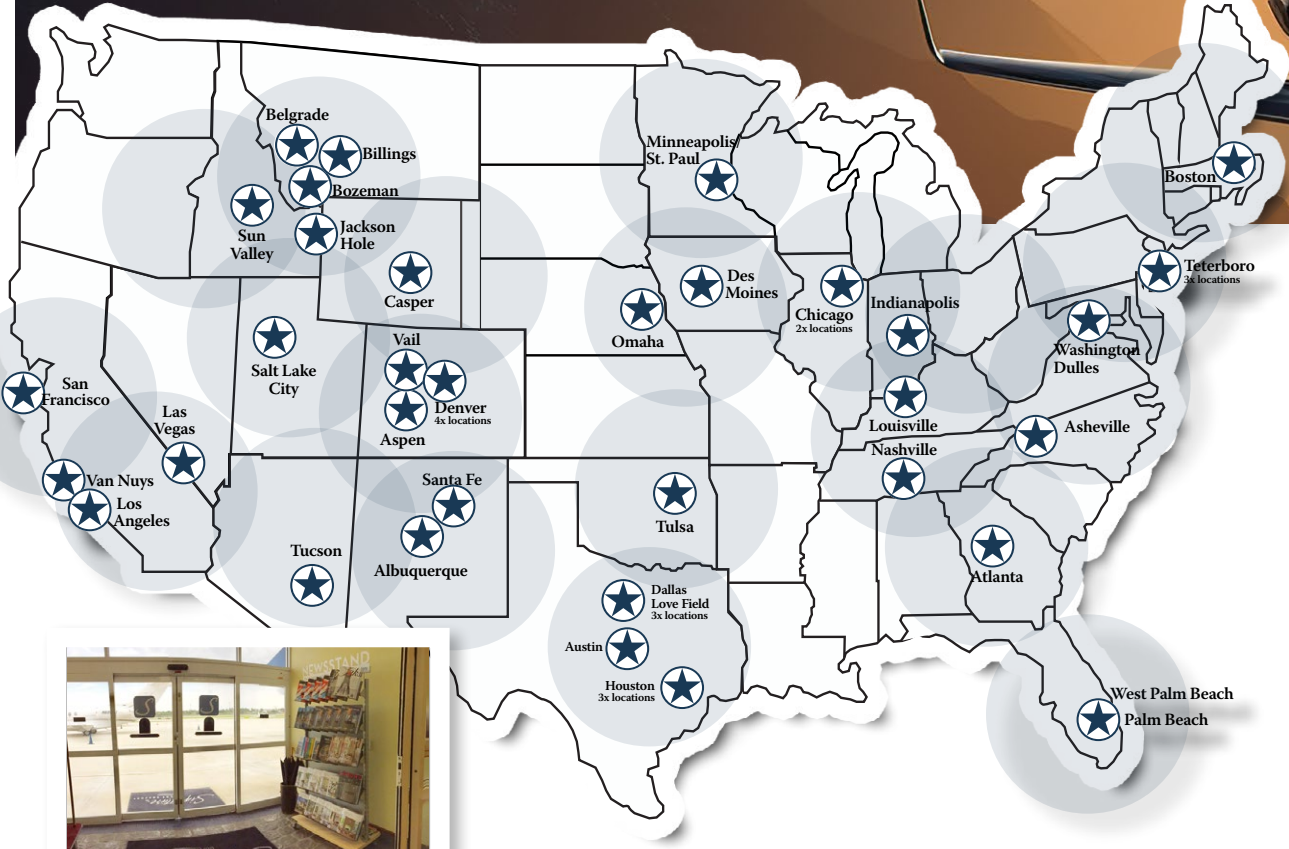
84% of Land Report readers are considered "Above-Average Potential Investors." 51% are considered "High Spenders" in the real estate or land investment arena.

AGE/GENDER

The average age of a The Land Report reader is 62 years old, and 82% are male.

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DISTRIBUTION



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

The magazine is distributed five times a year to private jet owners and guests, both private and corporate.

OUR REACH? Professional athletes, A-list celebrities, Fortune 500 executives, politicians, entrepreneurs, and The Land Report 100 – the top 100 landowners in America.



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|---|--|--|--|---|--|--|
| Tucson, AZ
Los Angeles, CA
San Francisco, CA
Van Nuys, CA (LA)
Aspen, CO
Denver, CO,
4x locations | Vail, CO
Palm Beach, FL
West Palm Beach, FL
Atlanta, GA
Des Moines, IA | Sun Valley, ID
Chicago, IL,
2x locations
Indianapolis, IN
Louisville, KY
Boston, MA | Minneapolis/
St. Paul, MN
Belgrade, MT
Billings, MT
Bozeman, MT
Asheville, NC | Omaha, NE
Teterboro, NJ (NYC),
3x locations
Albuquerque, NM
Santa Fe, NM
Las Vegas, NV | Tulsa, OK
Nashville, TN
Austin, TX
Dallas Love Field, TX,
3x locations
Houston, TX,
3x locations | Salt Lake City, UT
Washington
Dulles, VA
Casper, WY
Jackson Hole, WY |
|---|--|--|--|---|--|--|

TESTIMONIALS



"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."

DEAN SAUNDERS
SAUNDERS RALSTON DANTZLER | FLORIDA



*"In my 50 years, my most valuable and enjoyable association is the one I have been blessed to share with Eddie Lee Rider and Eric O'Keefe. They founded *The Land Report* over 15 years ago, and I have advertised with them in every issue. The decision to do so — even when things were tight or when I didn't have an offering that merited such excellent exposure — has elevated my business and brand to a level which really was unimaginable."*

C. PATRICK BATES
LISTING BROKER, NEW MEXICO'S BELL RANCH
PRESIDENT, BATES LAND CONSORTIUM | UTAH



*"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!"*

SCOTT H. SHUMAN
HALL & HALL AUCTIONS | COLORADO



*"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."*

SAM MIDDLETON
CHAS. S. MIDDLETON & SON | TEXAS



*"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*."*

DAN MURPHY
M4 RANCH GROUP | COLORADO



*"*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."*

GREG FAY
FAY RANCHES | MONTANA



*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*

TODD RENFREW
CALIFORNIA OUTDOOR PROPERTIES & OUTDOOR PROPERTIES OF NEVADA



*"Advertising in *The Land Report* has played a large role in our recent marketing campaigns and has contributed to the recent success of many larger closings. Among those, the East Fork Ranch, Buffalo Creek Ranch, and the entire combination of Big Horn River Ranches, totaling nearly \$35 million in sales!"*

BRYAN ANDERSON
PREMIER LAND COMPANY | MONTANA



*"Within 10 days of the ad breaking in *The Land Report* for a very large Mississippi hunting tract, we had several leads and the eventual buyer in hand."*

TOM SMITH
TOM SMITH LAND & HOMES | MISSISSIPPI

PRODUCTION DATES

SPONSORSHIPS AVAILABLE FOR TEXAS, SUMMER, AND FALL ISSUES.
Contact Publisher Eddie Lee Rider for opportunities: publisher@landreport.com



TEXAS SPECIAL FOCUS: THE LONE STAR STATE

Space Reservations: 3/8
Ad Materials Deadline: 3/15
On Sale: 4/22



SPRING AMERICA'S BEST BROKERAGES TOP LAND AUCTION HOUSES

DEALS OF THE YEAR
Space Reservations: 5/17
Ad Materials Deadline: 5/24
On Sale: 6/17



SUMMER THE SPORTING ISSUE

ROCKY MOUNTAINS INSERT
Space Reservations: 7/19
Ad Materials Deadline: 7/26
On Sale: 8/19



FALL THE INVESTING ISSUE

TIMBERLAND INSERT
Space Reservations: 9/20
Ad Materials Deadline: 9/27
On Sale: 10/28



WINTER LAND REPORT 100

AG & FARMLAND INSERT
Space Reservations: 11/29
Ad Materials Deadline: 12/6
On Sale: 1/7/2025

RATES & SPECIFICATIONS



ADVERTISING RATES AND DISPLAY AD

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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Trim Size: 17.5" w x 10.75" h

Bleed Size: 17.75" w x 11" h

Safe Area Size: 17.25" w x 10.25" h (Allow for .25" on both sides of gutter.)

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

PREFERRED FORMATS

High-resolution CMYK PDF files are accepted when created at a minimum of 300 dpi.

PREFLIGHTING FILES

Please preflight electronic files before submitting to ensure all graphics and fonts are included and all color files are converted to 4-color process. We will not be responsible for any errors resulting from submitted files that have not been preflighted.

BLEEDS

Create at least 1/8" (.125") bleed beyond trim on all sides.

SAFE AD COPY AREA

All critical graphic information must be kept in a safe area 1/2" from trim. Keep critical information 3/8" out on both sides of the gutter to preserve information on crossovers.

FILE SUBMISSION

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

ADVERTISING SPECS

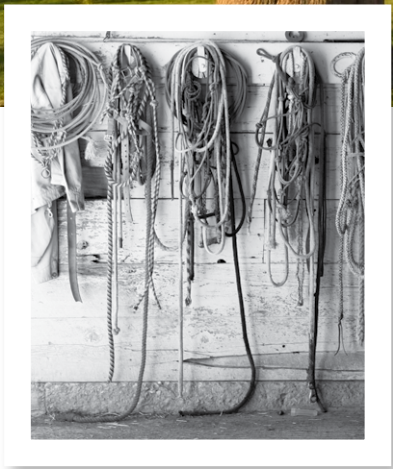
FULL PAGE (W/BLEED) 9" x 11"	FULL PAGE TRIM SIZE 8.75" x 10.75"
FULL PAGE (SAFE AREA) 7.75" x 9.75"	HALF PAGE HORIZONTAL 7.75" x 4.75"

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AS SEEN IN



CLICK ON LOGOS TO VIEW LAND REPORT ARTICLES



THE WALL STREET JOURNAL.

Forbes.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 LandReport WWW.LANDREPORT.COM



The Sporting News EST 1886

IMDb

TheStreet

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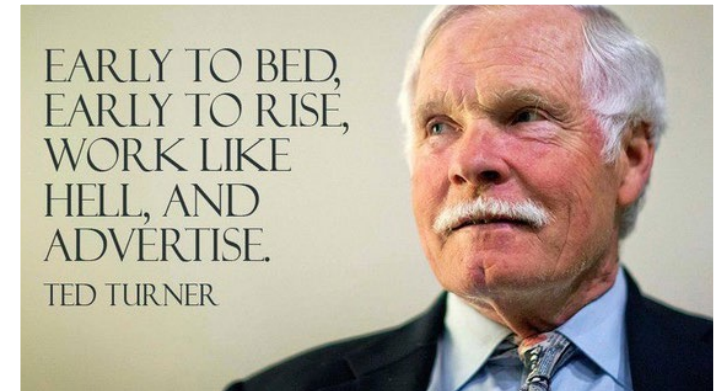
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EARLY TO BED,
EARLY TO RISE,
WORK LIKE
HELL, AND
ADVERTISE.

TED TURNER



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