

# LAND INVESTOR™

Rates & Specs



[WWW.FAYRANCHES.COM](http://WWW.FAYRANCHES.COM)



[www.RepublicRanches.com](http://www.RepublicRanches.com)





# LAND INVESTOR

Land Investor, an annual publication, reaches a readership of 50,000, including some of the largest landowners, high-net-worth individuals, and high-end brokers in North America. It is the premier magazine—with writing and photography worthy of a coffee table book—for anyone interested in buying or selling land from coast-to-coast.

Published by Fay Ranches in collaboration with Republic Ranches, Land Investor includes coast-to-coast listings from both powerhouse land brokerage companies, from vineyards in Oregon, to ranches in Montana and Texas, to timberland in Tennessee.

Land Investor Magazine offers the leading opportunity to gain the trust and business of affluent land investors, recreational sportsmen and women, and agricultural and generational ranchers.

To view LAND INVESTOR in digital format [CLICK HERE.](#)



# LAND INVESTOR DISTRIBUTION

Land Investor is distributed annually to an organic, proprietary list of current, existing, and potential clients that Fay Ranches and Republic Ranches have built in their 25-plus years of experience. This combined database of over 50,000 includes affluent landowners, current and potential clients, and brokers from coast-to-coast.

## PRINT

- 50,000 printed and mailed directly to some of the largest landowners and high-end brokers in North America
- 10,000 distributed to subscribers during the year
- Call to action for Land Investor in every corporate branded ad that Fay Ranches prints (30 nationally)
- Distributed across the country at national events, such as the National Western Stock Show and National Finals Rodeo
- Premier publication on Nicholas Air jets

## DIGITAL

- An electronic expansion of the magazine with a continuation of branding on digital channels such as LandsofAmerica.com and LandWatch.com
- Land Investor 'Featured Partner' posts on all social channels, quarterly, reaching over 25,000 followers. Average engagement
- Land Investor dedicated e-blast to our subscriber and readership coast to coast
- Featured landing page on LandInvestor.com, promoted in the Land Investor Partner Directory

## OVERALL DISTRIBUTION NUMBERS

- 50,000 printed
- 45,000 sent to landowners from coast to coast
- 5,000 distributed by agents and to subscribers
- Emailed to our database of 50,000+ people weekly

## DIGITAL PROMOTION

- Average Age: 45-64
- Male / Female: 74/26%
- Newsletter subscribers: 50,000+
- Annual website pageviews: 1,700,000





# OUR AUDIENCE

Our relationships, both with other brokerage companies and with land investors, are at the root of our success and reach. Land investors and sporting enthusiasts who want to be the first to know when premier properties are available come to us first.

## OUR AUDIENCE:

- Includes some of the wealthiest landowners and high-end brokers in the U.S.
- Seeks investment opportunities
- Are travelers, anglers, and hunters extraordinaire
- Typically is in the field more than the “office”
- Values authentic and long-standing relationships

## THEY VALUE PARTNERS WHO ARE:

- Honest
- Rooted
- Relational
- Conscientious
- Knowledgeable about the value of the land
- Dedicated to going the extra step

## READER DEMOGRAPHICS:

- Average Age: 47.5
- Male / Female: 74/26%
- Digital Reach: 50,000 *With an average growing subscription of 100 people per month*







# WE CARE ABOUT AUTHENTICITY

## PREFERRED PARTNER PROGRAM

Longevity is the key to success. It is the reason that Land Investor is printed on an annual schedule, providing a longer shelf life than any other land-focused publication.

We seek partners whose products align with our clients' lifestyles. Our select number of advertisements provide you with the leverage to gain the attention and interest of our audience and a path to deliver your call to action. We are here to support our partners with custom and sponsored content, and offer both customized print and digital packages.

| ASSET  | FREQUENCY | VALUE      | REACH  |
|--|-----------|------------|--|
| <b>LandInvestor.com Digital Promotion</b>  | Annually  |            |  |
| <b>Featured as a Land Investor partner in our monthly educational E-blast</b>                | Monthly   | \$2250     | 50,000+ Subscribers  |
| <b>LandInvestor.com partner directory</b>  | Annually  | \$500      | 1,700,000 Annual website pageviews   |
| <b>Direct digital backlinking to partner's website</b>                                       | Annually  | \$500      | Over 15 digital platform   |
| <b>Social media exposure</b><br><i>LinkedIn, Facebook, and Instagram posts</i>               | Quarterly | \$250/post | 30,000 followers, engagements average ~2500/post                             |
| <b>Full-page print ad</b><br><i>Regional targeted hard copy mailings from coast to coast</i> | Annually  | \$3500     | 50,000 Recipients including high-profile land owners, brokers, and investors |

**INVESTMENT : \$5,000 | Limited availability**

*\*Print only options are available at the rate of \$3,500. Campaigns that combine print with digital improve persuasion metrics by more than 10%*



# ADVERTISE IN LAND INVESTOR

## MAGAZINE



## EMAIL BLAST



## SOCIAL



## TIMELINE

### AD RESERVATION DEADLINE

September 1 2020

### ART DUE

September 30, 2020

### MAILING

November 1, 2020

## AD SPECIFICATIONS

### FULL PAGE ONLY

Trim Size: 8.375 x 10.875 inches

Full Page: Bleed 8.625 x 11.125 inches

(Trim Size + 1/8" bleed all around)

Full Page non-bleed: 7.125 x 9.625 inches

### RATES

Full Page Ad Rate: \$3,500

Preferred Partner Program: \$5,000

- Ask about preferred placement and availability. Ads are reserved on a first come, first served basis. Availability is limited.

### FILES ACCEPTED

Please email 300 dpi, CMYK files at actual size in any of the following formats: pdf, eps, jpeg or tiff. PDF is preferred. Files larger than 10 MB should be submitted via Box.com or another web-based file transfer/storage site.

## LAND INVESTOR CONTACT

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For separate packages and a la carte digital options, contact [akeller@fayranches.com](mailto:akeller@fayranches.com)



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RANCHES<sup>®</sup>  
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Invest & Enjoy

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