

The LandReport

THE MAGAZINE OF THE AMERICAN LANDOWNER



2012 MEDIA GUIDE



THE AMERICAN LANDOWNER BELONGS TO AN EXCLUSIVE CLUB. MEMBERSHIP IS AS VARIED AS LIFESTYLE AND LOCALE, BUT WHAT UNITES ALL LANDOWNERS IS A PASSION FOR LAND.

THE LAND REPORT IS THEIR MAGAZINE.

LANDOWNERS PREVIOUSLY FEATURED IN **THE LAND REPORT** —

JEFF BEZOS

BENJY GRIFFITH

JOE MONTANA

D. K. BOYD

ORRIN INGRAM

T. BOONE PICKENS

TOM BROKAW

IRVING FAMILY

PINGREE HEIRS

FRANCIS FORD COPPOLA

KING RANCH HEIRS

JILL RAPPAPORT

WALLY DALLENBACH JR.

BRAD KELLEY

NOLAN RYAN

LINDA DAVIS

STAN KRONKE

HEATH SHULER

CLINT EASTWOOD

WILLIAM NOBLE LANE

SINGLETON FAMILY

RED EMMERSON

JOHN MALONE

FRED SMITH

HARRISON FORD

ANNE MARION

BEAU TURNER

BOB FUNK

MIKE MECHENBIER

TED TURNER



TESTIMONIALS



“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 AND HOMES, LLC



“Landowners and brokers trust *The Land Report*. With page after page of analysis, trends, and well-crafted profiles, ***The Land Report* is second to none** and appeals to first-time buyers of smaller tracts as well as the nation’s leading landowners.”

C. PATRICK BATES
LISTING BROKER, NEW MEXICO’S BELL RANCH
PRESIDENT, BATES SANDERS SWAN LAND COMPANY



“That’s just one reason we love your publication...**awesome shelf life.** We got a lead last June from an old *Land Report*.”

STEVE BAXTER
PARTNER, MOSSY OAK PROPERTIES OF TEXAS



“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 AND HALL AUCTIONS





CIRCULATION

Every issue of *The Land Report* is distributed to 50,000 subscribers and select recipients in print and digital format.

The Land Report is distributed four times annually to:

- The Land Report 100 (The Top 100 Landowners in the U.S.A.)
- Forbes 400 Billionaires
- 100 Top CEOs Under 40
- Key Money Managers
- Key Private Equity Players
- Key Hedge Fund Managers
- Sports Franchise Owners in the U.S. and Britain
- A select group of Brokers, Agents and Landowners
- Business Managers & Attorneys for Celebrities and Sports Stars
- Members of the Forest Landowners Association (FLA)
- Members of the Texas Alliance of Land Brokers (TALB)
- Member of the Realtors Land Institute (RLI)
- Every member of Congress, their district offices, and all 50 governors
- Select high-end national newsstands



PRESS



The Land Report has been featured in:

THE WALL STREET JOURNAL. INVESTOR'S BUSINESS DAILY



Bloomberg



DRUDGE REPORT

REALTOR[®]Mag
The Business Tool for Real Estate Professionals





2012 SCHEDULED PRODUCTION DATES



SPRING
“Best Brokers in America”

Space Reservation *ℳ* Feb 10

Materials *ℳ* Feb 15

On Sale *ℳ* Mar 15

SUMMER
“Top Land Auction Companies”

Space Reservation *ℳ* May 10

Materials *ℳ* May 15

On Sale *ℳ* June 15

FALL
“Land Report 100”

Space Reservation *ℳ* Aug 10

Materials *ℳ* Aug 15

On Sale *ℳ* Sep 15

WINTER
“Land Report Top 10”

Space Reservation *ℳ* Nov 9

Materials *ℳ* Nov 15

On Sale *ℳ* Dec 15



NET ADVERTISING RATES

DISPLAY

Size	Open	2x	3x	4x
Full Page	\$7,060	\$6,000	\$5,650	\$5,294
1/2 Page	\$4,235	\$3,600	\$3,390	\$3,176
1/3 Page	\$2,825	\$2,400	\$2,260	\$2,118

PREMIUM

Back Cover	\$9,718	Inside Back Cover	\$8,472
Inside Front Cover Spread	\$16,944	Two-page Spread	\$13,950

LAND BUYER'S GUIDE

Size	Open	2x	3x	4x
Full Page	\$3,530	\$3,350	\$3,176	\$3,000
1/2 Page	\$2,800	\$2,650	\$2,500	\$2,200
1/4 Page	\$1,900	\$1,750	\$1,600	\$1,400

MARKETPLACE

Size	Open	4x
1/4 Page	\$1,150	\$950
1/8 Page	\$995	\$795

CLASSIFIEDS

\$450 each, 40 words maximum including all contact information.



[CLICK TO VIEW](#)



DIGITAL EDITION

Wednesday, October 27, 2010

FACEBOOK TWITTER YOUTUBE LINKEDIN

The LandReport

THE MAGAZINE OF THE AMERICAN LANDOWNER

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Featured Content



Nolan Ryan Pitches the Perfect Investing Game
Cheap and close. Those are the two criteria you use when you're looking to buy land and you make only \$7,000 a year. At least those were the two Nolan...

ABSOLUTE AUCTION



Flying Horse Ranch
OCT 22 | COLORADO - 3,800 ACRES
FlyingHorseAuction.com

2,850+ Acre Former Platted Conservation Development...
Turned Back Into a World Class Plantation for the Ultimate Hunting Investment!
40+ acre Lake, Two Congregal Custom Lodges, Horse Barn, High Fence & More!
WhiteOakValley.com

YOU DON'T KNOW FLORIDA. 

BACK ISSUES

The Land Report Fall 2010
Enjoy the digital edition of the Fall issue of the Magazine of the American Landowner!... [Click here for more »](#)

The Land Report Summer 2010
Enjoy the digital edition of the Summer issue of the Magazine of the American Landowner!... [Click here for more »](#)

The Land Report Spring 2010
Enjoy the digital edition of the Spring 2010 issue of the Magazine of the American Landowner!... [Click here for more »](#)

NEWS & UPDATES

Sign up to receive breaking news as well as receive other site updates!

Enter your email address...

LandReport AUCTIONS




To discuss website advertising and land listings, contact Eddie Lee Rider at 205.970.6112 or by email at publisher@landreport.com

Wednesday, December 15, 2010


FACEBOOK TWITTER LINKEDIN

LandReport AUCTIONS

SCHRADER The Inventors & Pioneers of the Multi-Tract Auction Method
Nobody Does Multi-Tract Real Estate Auctions Like Schrader 

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ON-LINE ONLY! 460 acre ranch in New Mexico
RANCH BORDERING ROCKY MTN ELK FOUNDATION RANCH This horse & cattle ranch borders the 95,000 acre Double H Ranch own... [READ MORE](#)

SCHRADER International Award-Winning Auction Marketing
Let Us Show You How We Can Market Your Property!

FEATURED PROPERTIES

 <p>53 Acres Boone County Missouri</p> <p>Auction Details Date: Tuesday, December 14, 2010 Time: 11:00 AM Place: 5200 Stone Mountain Auction Date: 12/14/2010</p>	 <p>273 Acres Beltrami County Minnesota</p> <p>Pasture Land & Hunting 273 +/- Acres - Beltrami County, MN Tuesday, December 14, 2010 Auction Date: 12/14/2010</p>	 <p>57 Acres Waukesha County Wisconsin</p> <p>Property Type: Land and Lots Property Size: 57.57 acres Suggested Value: \$1,140,000 Minimum Auction Date: 12/16/2010</p>	 <p>160 Acres Stutsman County Alabama</p> <p>160 Acres - Stutsman County, ND Thursday, January 13, 2011 - 11:00 a.m. Auction Auction Date: 01/13/2011</p>
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Unlimited Listings for \$19.99 a Month! Click for More Information.

FIND AUCTIONS BY KEYWORD:

SEARCH BY PARCEL SIZE


- 0-30 Acres
- 31-50 Acres
- 51-100 Acres
- 101-200 Acres
- 201-500 Acres
- 501-1000 Acres
- 1000+ Acres

SEARCH BY TYPE

- Hunting Land
- Homesites
- Timberland
- Waterfront Property
- Farms & Ranches
- Just Reduced
- Bank Owned

Receive The Land Report at your office or at home. **SUBSCRIBE TODAY!**

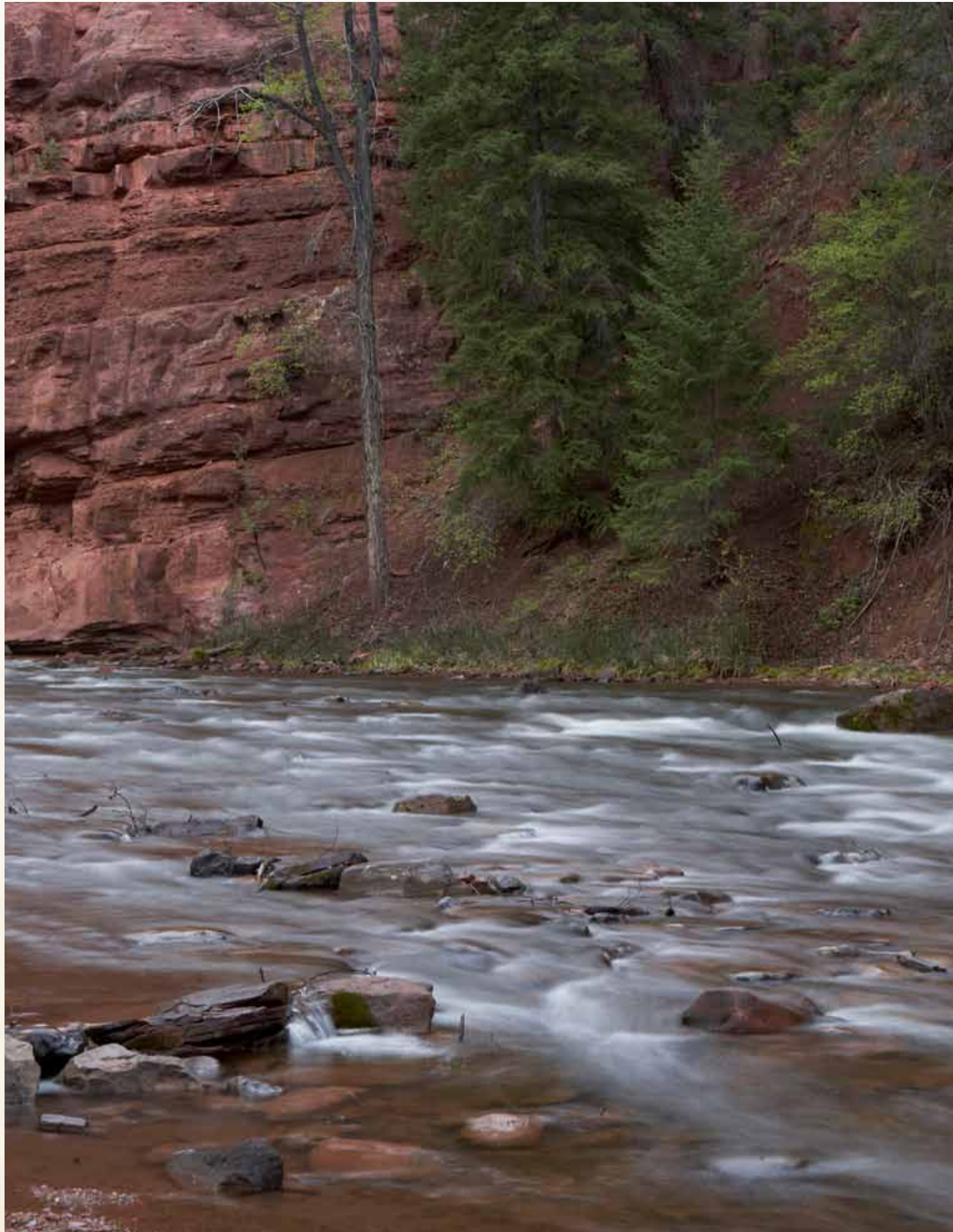
Land Report Auction Videos



0:00 / 0:00

More Videos:

To discuss website advertising and auction listings, contact Eddie Lee Rider at 205.970.6112 or by email at publisher@landreport.com



ADVERTISING SPECIFICATIONS



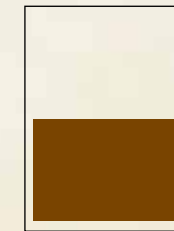
TRIM SIZE
8.75" x 10.75"



FULL PAGE (W/
BLEED)
9" x 11"



FULL PAGE
(LIVE AREA)
7.75" x 9.75"



HALF PAGE
HORIZONTAL
7.75" x 4.75"



QUARTER PAGE
3.75" x 4.75"



THIRD PAGE
2.75" x 9.75"

DIGITAL FILE SPECIFICATIONS

Our magazines are printed from computer to plate using CMYK process color. Only 4-color digital files will be accepted.

PREFERRED FORMATS

MAC users may send InDesign CS2 with associated images and fonts. PC users are recommended to call before sending files. Hi-res PDF files are accepted when created at a minimum of 300dpi. PDF files must contain proper registration marks and bleed at least 1/8" beyond the trim.

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. Pantone colors will be converted to CMYK and may result in a slight color variance. Our linescreen is at 150. Please make sure all graphics are placed at an acceptable resolution (300dpi) full size. We will not be responsible for any errors resulting from submitted files that have not been preflighted.

COLOR PROOFS

All ads should be accompanied by an acceptable color proof. Digital Waterproof, Kodak Approval, Polaproof, Iris, or Rainbow are acceptable and should conform to SWOP standards to ensure that the printed results match the supplied proof. If ads are submitted without adequate color proofs, one will be provided by the publisher, and the cost will be charged back to the customer.

BLEEDS

Create at least 1/8" (.125") bleed beyond trim on top, bottom, and sides. Build spreads as printer spreads (two separate pages in the Quark file). This will allow for the proper bleed across the gutter for binding.

LIVE AREA

All critical graphic information must be kept in a safe area 1/4" from trim. Keep critical information 3/8" out on both sides of the gutter to preserve information on crossovers.

DENSITY

A maximum ink density of 280% is preferred. Rich black should be built as C-60% M-60% Y-60% K-100%.

FILE SUBMISSION

Files may be sent on CD, DVD, or posted on an FTP site. Clearly label your discs and include any special instructions. In some cases, files may be uploaded to our FTP site. Please email request for our current FTP instructions. Color proofs are still required of files uploaded to the FTP. Discs and other materials will not be returned unless requested in writing.

Shipping Information

Cha Cha Weller
The Weller Institute
1575 W. SR 32
Peoa, UT 84061
chachaw@allwest.net





The Land Report e-newsletter is produced monthly by the editors of the magazine. Our newsletter focuses on transactions, new listings, major land deals and news pertinent to current landowners. The newsletter is emailed out to over 6,000 opt-in emails, 10,000+ total emails, from our in-house database.



INVESTORS TAKE A CLOSER LOOK AT LAND



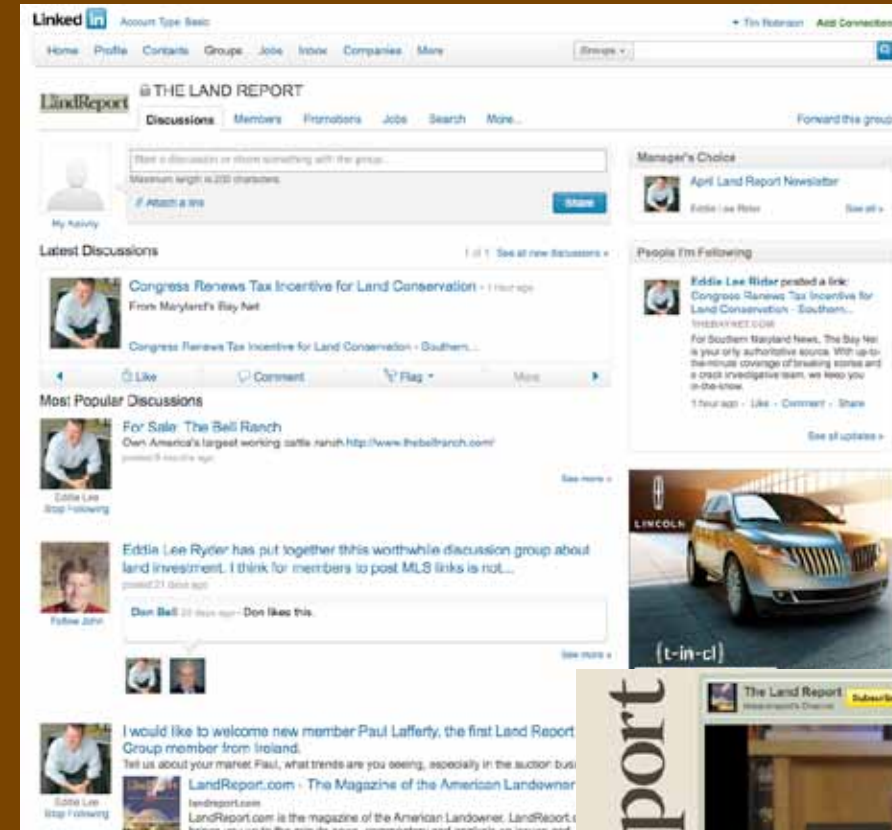
2011 FORD SUPER DUTY - TEST DRIVE

THE LAND REPORT Social Network

Thanks to our highly targeted social media campaign, The Magazine of the American Landowner instituted a major expansion of its online reach in 2010 via Facebook, Twitter, and LinkedIn. At the latest count, over 10,000 individuals now receive our email blasts or are following The Land Report on Facebook, Twitter, and LinkedIn.



The Land Report Facebook page is where readers go to get the latest transactional news, check out upcoming events and seminars, and voice their opinions about breaking deals, the latest listings, and blockbuster closings. Be sure to "Like" The Land Report and become part of the discussion at www.facebook.com/LandReport



Is land your business? Then The Land Report's LinkedIn group is a must. Industry experts share their expertise and discuss deals in this freewheeling forum: www.linkedin.com/groups?mostPopular=&gid=2685324

The Land Report Twitter page is updated on a daily basis by our award-winning social media team, which aggregates the top land news stories. If you or your clients are passionate about land, then be sure to follow us at <http://twitter.com/LandReport>



The Land Report's YouTube page features landowners telling it like it is. Listen in as Land Report cover subjects, including Tom Brokaw, Nolan Ryan, Francis Ford Coppola, and Joe Montana, describe their properties and the lessons they have learned at www.youtube.com/thelandreport



Let THE LAND REPORT manage your social media!



Level 1: Basic Social Media Management

Includes:

- ☞ Customized social media profile set-up and/or enhancement on up to two social media platforms (we typically recommend a presence on Facebook and/or Twitter for most organizations).
- ☞ We'll post at least three Tweets per week from your account on your behalf, and we'll respond to anyone who Tweets at your account with questions, comments, etc.
- ☞ We'll post up to two status updates per week on your Facebook page and also monitor the page on a daily basis to answer questions and moderate comments.
- ☞ We'll help you virally grow your Twitter following by an average of 10 new followers per week, with a geo-targeted approach.
- ☞ \$5 of your monthly fee will be put toward promoting your business and growing your fan base through Facebook ads.
- ☞ At least once per week, we will email you and remind you to let us know the latest information/news about your business so we can generate intelligent status updates on your behalf.
- ☞ You will receive a monthly report summarizing the impact of your social media efforts.

One Time Set-Up Fee: \$250

Monthly Management Fee: \$500

Level 2: Advanced Social Media Management

Includes:

- ☞ Customized social media profile set-up and/or enhancement on up to two social media platforms (we typically recommend a presence on Facebook and/or Twitter for most organizations).
- ☞ Business listing on Google Places and Foursquare, and manage one special per month on Foursquare.
- ☞ We'll post at least one Tweet per day from your account on your behalf, and we'll respond to anyone who Tweets at your account with questions, comments, etc.
- ☞ We'll post up to 4 status updates per week on your Facebook page and also monitor the page on a daily basis to answer questions and moderate comments, as needed.
- ☞ We'll help you virally grow your Twitter following by an average of 20 new followers per week, with a geo-targeted approach.
- ☞ \$15 of your monthly fee will be put toward promoting your business and growing your fan base through Facebook ads.
- ☞ We will help you manage one email newsletter or social media release per month.
- ☞ At least once per week, we will email you and remind you to let us know the latest information/news about your business so we can generate intelligent status updates on your behalf.
- ☞ You will receive a monthly report summarizing the impact of your social media efforts.

One Time Set-Up Fee: \$250

Monthly Management Fee: \$750

FOLLOW US:



SOCIAL MEDIA



Level 3: Total Social Media Management

Includes:

- ❧ Customized social media profile set-up and/or enhancement on up to two social media platforms (we typically recommend a presence on Facebook and/or Twitter for most organizations).
- ❧ Total Twitter management. Working with you, we'll post several Tweets per day from your account on your behalf, and we'll respond to anyone who Tweets at your account with questions, comments, etc.
- ❧ We'll post at least one status update per business day on your Facebook page and also monitor the page on a daily basis to answer questions and moderate comments, as needed.
- ❧ We'll help you virally grow your Twitter following by an average of 30 new followers per week, with a geo-targeted approach.
- ❧ \$25 of your monthly fee will be put toward promoting your business and growing your fan base through Facebook ads.
- ❧ We will help you manage one email newsletter or social media release per month.
- ❧ At least once per week, we will email you and remind you to let us know the latest information/news about your business so we can generate intelligent status updates on your behalf.
- ❧ You will receive a monthly report summarizing the impact of your social media efforts.

One Time Set-Up Fee: \$250

Monthly Management Fee: \$1,000

Additional Services

- ❧ Management of additional social media profiles: \$200/month per profile (only applies to businesses that have already subscribed to a social media management package).
- ❧ Facebook and Google advertising campaign management: 10% commission; minimum advertising budget of \$500/month

