A Unique and Powerful Market

Thousands of antique farm equipment enthusiasts aren’t afraid to spend time and money on their passion. This market consists of buyers who are determined to make old iron new again. Not only do they spend lots of money on their collections, they heavily invest in restorations, trucks, trailers, tools and travel. These active collectors are looking for products, services, resource materials and social events to help them preserve and restore their antique farm equipment.

Does this tight-knit, active and engaged group of buyers sound like the ideal audience for your products and services? Then contact our sales department today – we’ll put together an effective marketing plan that brings you new customers and more sales.
AUDIENCE RESEARCH

THEY'RE ACTIVE COLLECTORS
- 72% collect antique tractors
- 70% have attended antique tractor show in the last 12 months
- 56% have attended an auction in the last 12 months
- 48% restore antique tractors

THEY'RE HANDS-ON CONSUMERS
- 95% perform their own repairs and restorations
- 85% own portable power tools

THEY MAINTAIN ACREAGE
- 40 average acres owned
- 86% own a riding or zero-turn mower
- 76% own a tractor
- 61% use their tractors at least once a week

Source: 2017 publisher’s own data
Demographics & Audience

- Average age: 51
- Average HHI: $75,628
- Average value of owned home: $299,273
- Average acres owned: 40

<table>
<thead>
<tr>
<th>GENDER</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>96%</td>
</tr>
<tr>
<td>Women</td>
<td>4%</td>
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<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>Attended/graduated college</td>
<td>64%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>10%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>5%</td>
</tr>
<tr>
<td>Attended college</td>
<td>49%</td>
</tr>
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<table>
<thead>
<tr>
<th>AGE</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>18-24</td>
<td>9%</td>
</tr>
<tr>
<td>25-34</td>
<td>13%</td>
</tr>
<tr>
<td>35-44</td>
<td>14%</td>
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<tr>
<td>45-54</td>
<td>18%</td>
</tr>
<tr>
<td>55-64</td>
<td>25%</td>
</tr>
<tr>
<td>65 or older</td>
<td>21%</td>
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<table>
<thead>
<tr>
<th>HOME</th>
<th>% of readers</th>
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</thead>
<tbody>
<tr>
<td>Home owned</td>
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<table>
<thead>
<tr>
<th>HHI</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>$150,000 or more</td>
<td>7%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>6%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>15%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>15%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>24%</td>
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<tr>
<td>$40,000-$49,999</td>
<td>9%</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>7%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>8%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>9%</td>
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<table>
<thead>
<tr>
<th>AREA OF RESIDENCE</th>
<th>% of readers</th>
</tr>
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<tr>
<td>County size A</td>
<td>3%</td>
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<td>County size B</td>
<td>14%</td>
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<td>County size C</td>
<td>15%</td>
</tr>
<tr>
<td>County size D</td>
<td>68%</td>
</tr>
</tbody>
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Source: 2017 publisher’s own data
* Google Analytics
**Farm Collector**

- Print Audience: 117K
- Average Monthly Unique Visitors: 63K
- Average Monthly Page Views: 208K
- Newsletter Subscribers: 25K
- Facebook Subscribers: 18K
- Total Audience: 223K

Source: 2017 publisher’s own data

**Gas Engine Magazine**

- Print Audience: 32K
- Average Monthly Unique Visitors: 43K
- Average Monthly Page Views: 104K
- Facebook Subscribers: 3K
- Total Audience: 121K

Source: 2017 publisher’s own data
As I started farming. My father had bought a farm 5 miles north of town in 1925. Everything was cheaply. I have since wondered how you could buy good years to start farming because you could buy everything so cheaply. I have since wondered how you could buy.

My father-in-law often said that the early 1930s were DEPRESSION YEARS DURING THE MAKING DO ON nothing more than the fun of it. Engines for shows – and he does it for the love of Steam.

John Brewington goes above and beyond. Not only does the Bourbon, Missouri, man own a couple of old engines himself, he also helps others prepare their engines for shows. John was a very important person in keeping the steam traction era alive, when it comes to preserving it.

MAMOTH SHOW PUTS RISE OF THE AMERICAN WINDMILL on view. John Burnham Jr. was born in 1816. The son of a Vermont railroad tycoon – whose influence on the rail tycoons – whose influence on the whole railroad industry – whose influence on the rail movement made possible in ordinary conditions. When deep snow arrived, even rail movement was impossible.

It wasn't until the advent of the 1930s that the idea of the railroad changes. It was then that the railroad was created.

Snow Plows were developed to plow snow off the tracks as they moved forward. Powerful, cogged steel engines, which were extremely heavy and powerful, could plow snow off the tracks as they moved forward. The idea was that locomotives, which were extremely heavy and powerful, could plow snow off the tracks as they moved forward.

The rail tycoons – whose influence on the whole railroad industry – whose influence on the rail movement made possible in ordinary conditions. When deep snow arrived, even rail movement was impossible.

As I roamed through what felt like an acre of randomly planted golf carts, it only took half an hour to find the golf cart. Above: The unit's throttle control lever. Below: The blower's 18-inch handle. Of the chute is shown on the blower. The direction where the snow enters. The blower has a fairly large "mouth."
Editorial Mission

Gas Engine Magazine

*Gas Engine Magazine* is the premier source of information for collectors of antique stationary gas engines. From novice hobbyists to serious collectors, there's something for everyone in every issue. In-depth restoration stories by experienced restorers give collectors the valuable tips and information they crave.

- **FLYWHEEL FORUM** offers readers a place to ask for help from other collectors or simply share their thoughts on the hobby.
- **READERS’ ENGINES** is a gas engine hall of fame where readers submit photos and information about the pride and joy of their collection.
- **YOUNG IRON** profiles members of the new generation of collectors.

And all of this is complemented with large, full-color photographs, bringing these collectible engines to life.
Convergent Media: Your Ultimate Marketing Solution

For all our clients, we provide a full-scale content marketing department that can research and respond to the questions and challenges facing your business. Our 360° marketing solutions extend well beyond the page. From innovative online tools and sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI. With our sister publications combined, you can reach a total audience of more than 16 million – the ultimate destination for promoting your products and services.
PRINT ADVERTISING

Convergent media is the next frontier in your marketing strategy. Start by joining the conversation through traditional print advertising in the pages of Farm Collector and Gas Engine Magazine. Our readers are informed, engaged and loyal to our brand and its mission.

CLOSING DATES

FARM COLLECTOR

Jan 2018
Ad close: 10/31/17
Materials due: 11/1/17
On sale: 12/12/17

Feb 2018
Ad close: 12/1/17
Materials due: 12/6/17
On sale: 1/16/18

Mar 2018
Ad close: 1/2/18
Materials due: 1/4/18
On sale: 2/13/18

Apr 2018
Ad close: 1/31/18
Materials due: 2/1/18
On sale: 3/13/18

May 2018
Ad close: 3/1/18
Materials due: 3/1/18
On sale: 4/10/18

Jun 2018
Ad close: 4/2/18
Materials due: 4/5/18
On sale: 5/15/18

Jul 2018
Ad close: 5/1/18
Materials due: 5/3/18
On sale: 6/12/18

Aug 2018
Ad close: 6/1/18
Materials due: 6/7/18
On sale: 7/17/18

Sept 2018
Ad close: 7/2/18
Materials due: 7/12/18
On sale: 8/21/18

Oct 2018
Ad close: 8/1/18
Materials due: 8/2/18
On sale: 9/11/18

Nov 2018
Ad close: 8/29/18
Materials due: 8/30/18
On sale: 10/9/18

Dec 2018
Ad close: 10/1/18
Materials due: 10/4/18
On sale: 11/13/18

GAS ENGINE MAGAZINE

Dec/Jan 2018
Ad close: 9/20/17
Materials due: 9/21/17
On sale: 11/21/17

Feb/Mar 2018
Ad close: 11/17/17
Materials due: 11/20/17
On sale: 1/16/18

Apr/May 2018
Ad close: 1/17/18
Materials due: 1/18/18
On sale: 3/20/18

Jun/Jul 2018
Ad close: 3/19/18
Materials due: 3/22/18
On sale: 5/15/18

Aug/Sept 2018
Ad close: 5/15/18
Materials due: 5/17/18
On sale: 7/17/18

Oct/Nov 2018
Ad close: 7/17/18
Materials due: 7/19/18
On sale: 9/18/18

Dec/Jan 2019
Ad close: 9/18/18
Materials due: 9/20/18
On sale: 11/20/18

FARM COLLECTOR SHOW DIRECTORY

Listing and Advertising
Deadline: 11/2/18
PRINT INTEGRATION

Engage Readers to Build Trust

Rural and sustainable lifestyle audiences trust our brands to provide detailed information on the tools, skills, and techniques that enable their passion. Our print offerings give brands the opportunity to showcase their leadership in their fields of expertise. Whether you piggyback on an existing article with a sponsored sidebar, provide pages of detailed information with an advertorial, or feature your product line alongside our editor picks, print placement guarantees performance.

CREATE AN ADVERTORIAL

Your advertorial package will be built by one of our creative teams, and promoted through a custom digital strategy.

SPONSOR A SIDEBAR

Sponsored content links your expertise to our authoritative articles, placing your brand and services in a place that feels like a seamless and logical extension of our editorial pages.
Build Your Community

Our brands have always delivered dynamic content to engaged communities. We deliver to physical mailboxes; we deliver to email accounts; and we put magazines on community newsstands. Social media runs that model in reverse. By using content to build community, our native social media packages build an immediate community around your products. Whether on Facebook or YouTube, conversations about your product create instant connections—and those connections lead to large-scale action.

- **INTERACTIVE POSTS**
  Maximize engagement with sponsored content via live video streaming, product demonstrations, and special guest collaborations.

- **SOCIAL MEDIA EXPOSURE**
  Sponsor videos, contests and other content on the most popular and infectious social media sites and apps
Reach Your Target Audience with Pinpoint Accuracy

You can be confident that we assign a slew of wordsmiths, videographers, and designers to every campaign. But our involvement doesn’t stop there. Our creative marketing team is backed by a crew of digital analysts who wield audience development and targeting programs to tackle datasets at every scale.

This means that we can deliver relevant content to the specific audience of your choosing, or we can strategize the most effective targets for content based on your goals.

Dynamic Digital Access

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Newsletter Advertisements

We deliver in-depth articles perfectly tailored to our readers’ interests every week, equipped with instant social media sharing capability.

Custom Emails

Digitally target your email delivery to a dedicated audience or work with us to build a topical newsletter that will drive traffic to your business.
Bringing Our Editorial Mission to Life

We are happy to be part of the Mother Earth News family, which hosts fairs and interactive events all over the United States for passionate consumers invested in sustainable living and rural traditions. They’re looking for eco-friendly household and cleaning products, renewable energy systems, gardening supplies, organic food, quality farm equipment, and much more.

Live events target people in our hands-on demographic, who come ready to learn about the best practices and products on the market. Our events provide hundreds of expert workshops and memorable product demonstrations. Strategic exposure at these events will build your brand’s credibility with our active audience while integrating your brand into the foundation of a memorable experience.

We invite all participating businesses to get interactive! Have an interesting idea to engage audience members? Submit it for a chance to be included as a featured demonstration!

2018 SCHEDULE *

* All tentative dates and locations are subject to change until confirmed.
For more information: www.motherearthnews.com/mother-earth-news-events
2018 Specifications

We require all ads to be supplied electronically to the following specifications:

FILE FORMATS: PDF/X-1a files or InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Photoshop Tiffs and Illustrator EPS files (no Tiff-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007” (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:
Email: Ads (no larger than 10 megabytes) can be emailed to jdavidson@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:
• Enter recipient email address: jdavidson@ogdenpubs.com and your email address.
• Select file and send it.

Ogden FTP Site:
• Install FTP software on your computer (www.filezilla-project.org).
• Log on to FTP address ftp.oweb.net.
• Enter login: ogdenpubs-guest (lower case).
• Enter Confidential Password: t017pa (lower case).
• Upload file/files in the Farm Collector folder within the ADS_IN folder.
• Email jdavidson@ogdenpubs.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through email or FTP must be compressed. Please verify receipt of all emailed/FTP ads.

CD-ROM or DVD: Submit ads on a Macintosh-formatted CD-ROM or DVD. They must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher’s discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

PRINT SPECIFICATIONS

AD TYPES

SIZES

Full page 7.125” x 9.875”
Full page with bleed 8.375” x 11.125”
2/3 page vertical 4.625” x 9.875”
1/2 page horizontal 7.125” x 4.8125”
1/2 page vertical 3.4375” x 9.875”
1/3 page vertical 2.25” x 9.875”
1/4 page vertical 3.4375” x 4.8125”
Business Card 3.5” x 2.1875”

Image area of all full bleed ads must extend 1/8” minimum beyond trim. Live area must have 1/4” allowance from trim on all four sides. 2-page spreads should have live area 1/2” in from the trim on all 4 sides and gutters.

CLASSIFIED AND COMING EVENTS

Classified and show display advertisements are an economical way to promote your business or event. They offer visual appeal with special borders, type and artwork. The ads are one column wide and are $65 per column inch (color).

ONLINE SPECIFICATIONS

RUN-OF-SITE ADVERTISING:
Leaderboard (728 x 90)
Jumbo Box (300 x 250)
Double Skyscraper (300 x 600)
Skyscraper (160 x 600)
NEWSLETTER ADVERTISING:
Banner Ad (468 x 60)
Skyscraper (160 x 600)
Text Ad – logo (150 x 150) + 50 words
MOBILE ADVERTISING:
Banner (300 x 50)
Jumbo Box (300 x 250)

WEBLINKS:
GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.

(Website only) HTML/JavaScript (DHTML). Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

VIDEO ADVERTISING FORMATS:
.mp4 or .wmv; 4:3 aspect ratio

DIGITAL MATERIAL SUBMISSION: Send all ads to: lmathews@ogdenpubs.com. Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.