

# Copper's Farmer



2020 MEDIA KIT



## Reach the Creative Class – Country-Style

You know who they are: folks who bring the handmade country lifestyle to just about everything they do. Their affluence allows them the time to grow their own food, preserve it for the off-season, make the best meals from scratch, and more than anything else, make a house a home. One could never afford the food, clothing, crafts, and homes these folks create if they charged for their time and investment. *Capper's Farmer* readers live a passionate life where the line between work and play is blurred. And when the hard work is done, they enjoy crafting, sewing, knife-making, woodworking, and other productive hobbies they turn into gifts and goods that evoke the joys of living the very lives they do.

With direct access to these tenaciously loyal and passionate rural enthusiasts, *Capper's Farmer* is your go-to media brand for spreading your good word. We place your goods and services directly into the hands of your most powerful potential customers.





## AUDIENCE RESEARCH

### THEY LIVE THE HANDMADE COUNTRY LIFESTYLE

- 92% garden
- 88% cook from scratch
- 83% bake from scratch
- 80% grow their own vegetables
- 60% grow their own herbs

### THEY ARE HOBBYISTS

- 85% are interested in crafting
- 63% purchase crafting supplies
- 57% sew

### THEY LIVE AN ACTIVE LIFESTYLE

- 84% participate in outdoor recreation
- 73% enjoy fishing and boating
- 45% enjoy camping

Source: 2019 publisher's own data







## Demographics & Audience

- Average age: 54\*
- Average HHI: \$87,354
- Average value of owned home: \$257,808

	% of readers
<u>GENDER</u>	
Women	62%
Men	38%

<u>EDUCATION</u>	
Attended/graduated college	58%
Postgraduate degree	9%
Postgraduate work	7%

<u>HOME</u>	
Home owned	90%
Home value:	
\$500,000+	8%
\$200,000-\$499,999	44%
\$100,000-\$199,999	23%
\$50,000-\$99,999	17%
Less than \$50,000	8%

	% of readers
<u>HHI</u>	
Less than \$15,000	4.4%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	13.2%
\$75,000 - \$99,999	8.4%
\$100,000 - \$124,999	48.6%
\$125,000 - \$149,999	2.0%
\$150,000 - \$174,999	1.3%
\$175,000 - \$199,999	0.6%
\$200,000 - \$249,999	0.7%
More than \$250,000	0.7%

<u>AREA OF RESIDENCE</u>	
County size A	2%
County size B	10%
County size C	23%
County size D	65%

Sources: 2019 Custom Study and Nov. 2018 American List Counsel

\*Google Analytics

# 178.6<sub>K</sub>

Print Audience

# 44<sub>K</sub>

Average Monthly Unique Visitors

# 107<sub>K</sub>

Average Monthly Page Views

# 22<sub>K</sub>

Newsletter Subscribers

Total Audience:

426K\*

Subscriptions:

23K

Single Copy Sales:

15K

National Paid Circulation:

38K

Total Print Audience:

178.6K

Average Monthly Unique Visitors:

44K

Social Media

Facebook:

40.6K

Pinterest:

4K

Source: 2019 publisher's own data

\*Print, online, newsletters, and social media





#### EDITORIAL MISSION

## Old-Fashioned Know-How

*Capper's Farmer* is a quarterly magazine distributed throughout the United States and Canada that celebrates the rural lifestyle, with a particular emphasis on the domestic aspects of country living. We cover wholesome, from-scratch cooking; rustic crafting, including sewing and other fabric work, scrapbooking, woodworking, and more; gardening and preserving; nostalgia; and other homestead pursuits popular in rural life. Our constituents are women and men who enjoy doing things the old-fashioned way, whether that's leatherwork, woodwork, or milking the goats and later making farm-fresh butter and cheese.

- FOOD & RECIPES
- GARDENING
- CRAFTING
- NOSTALGIA
- FARM ANIMAL CARE





## ■ FOOD & RECIPES

*Capper's Farmer* food and recipe articles are solely focused on from-scratch cooking with real, whole ingredients. Our recipes utilize old-fashioned yet proven ingredients like rendered lard, honey, garden-fresh vegetables, and unprocessed grains, as well as traditional tools like water bath canners and grain mills.

## ■ GARDENING

We offer techniques for extending the growing season, tips for planting and harvesting, and suggestions on tools for making your backyard vegetable garden work easier.

## ■ CRAFTING

Simple yet artistic creations from our editors are sure to inspire readers to try new methods for beautiful household creations. Our projects offer a variety of plans for things such as chalkboards, lampshades, photo frames, and homemade gifts for loved ones, and several of our crafts are created using recycled materials.

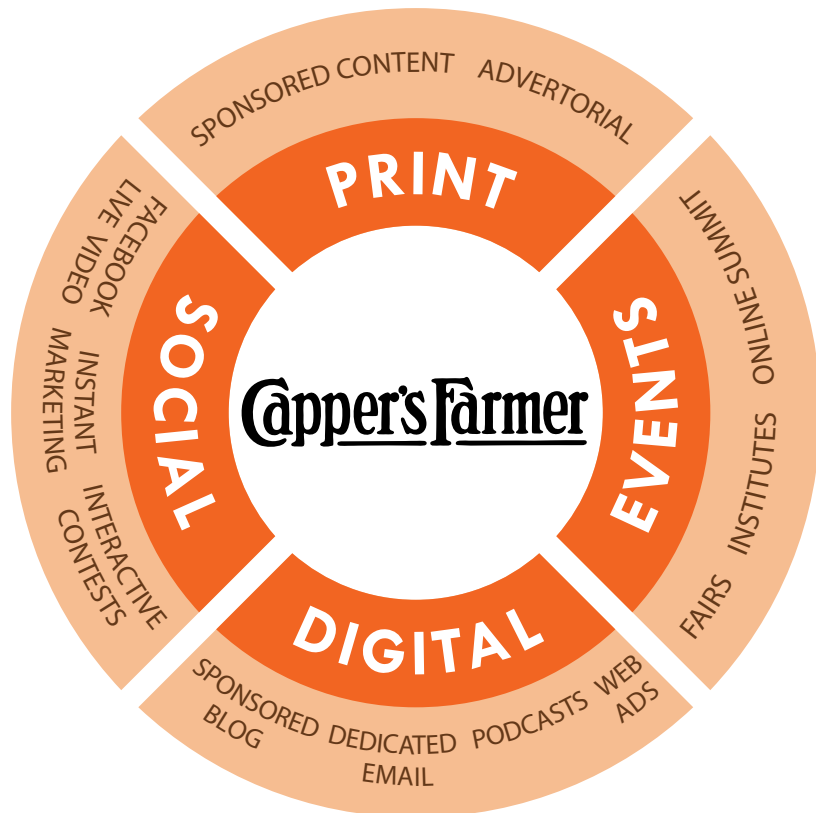
## ■ NOSTALGIA

Our readers value their heritage, and we celebrate this through stories of homesteaders at the turn of the 20th century. We provide guidance on enduring traditions, from the keeping of old-timey American heritage livestock to the planting of heirloom seeds.

## ■ FARM ANIMAL CARE

Animal husbandry is on the minds of most folks living the country life, whether it's providing the best care for chickens in winter or helping a beloved Labrador retriever eliminate the skunk-spray odor after an eventful romp in the pasture.





## Convergent Media: Your Ultimate Marketing Solution

We provide a full-scale marketing service that can research and respond to the questions and challenges facing your business. Our Convergent Media Team has its eye on the future, as each new day is chock-full of opportunities spanning a vast, multilayered consumer landscape.

That's where convergent media comes in — it's a practice that anticipates and embraces the ever-changing ways your target audience consumes information. How will you make **your story** count? Where should you position your message? From engaging online platforms and social media to event marketing and sampling, we go beyond the page to activate all the channels that best suit your story. Let us design an expertly tailored promotional package that maximizes your ROI. With our sister publications combined, you can reach a total audience of more than 13 million.



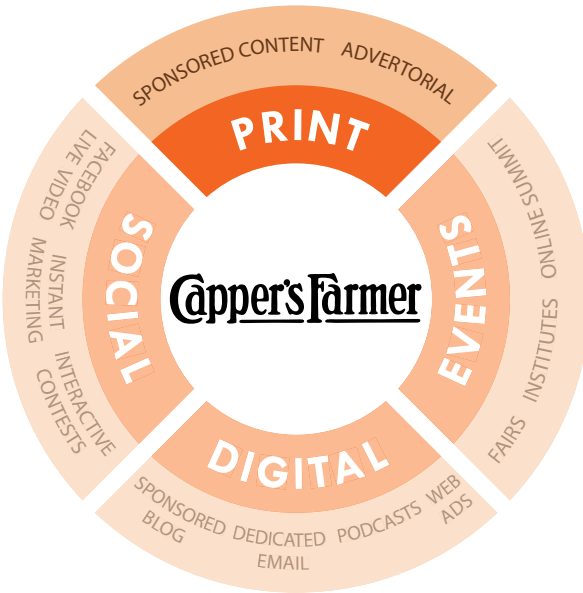


# Engage Readers to Build Trust

Our rural lifestyle audiences are steeped in tradition and trust our brands to provide detailed information on the tools, skills, and techniques that enable their passion. This is your opportunity to showcase your leadership in your field 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. As part of our convergent media strategy, we lend added credence to your story by shining an authoritative spotlight on your brand.

## ■ CONTENT MATCHING

Incorporate your brand's message into actual articles naturally — a great way to showcase relevant products and services with an editorial edge.



## ■ 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.

## A Tip from the Incubator Specialists

Raising your own chicks can be one of the joys of having your own flock. Incubation is a relatively simple process, but take care to make sure the eggs incubate at the right humidity. Humidity levels in an incubator keep eggs from losing too much water because water loss can result in chicks that are weak and die soon after hatching. If you don't have a hygrometer to measure the humidity in your incubator, weigh the eggs every 3 to 4 days. Most eggs lose between 13 and 15 percent over the incubation period, and early problems can be corrected by hatch time.





# Print Advertising

Convergent media is the next frontier in your marketing strategy, and print advertising is one tried-and-trusted component. Join the conversation through traditional print advertising in the pages of **Capper's Farmer**. Our readers are informed, engaged, and loyal to our brand and its mission.



## CLOSING DATES

### Winter 2020

Ad close: 10/31/19  
Materials due: 11/6/19  
On sale: 1/7/20

### Spring 2020

Ad close: 1/29/20  
Materials due: 2/5/20  
On sale: 3/31/20

### Summer 2020

Ad close: 4/15/20  
Materials due: 4/22/20  
On sale: 6/30/20

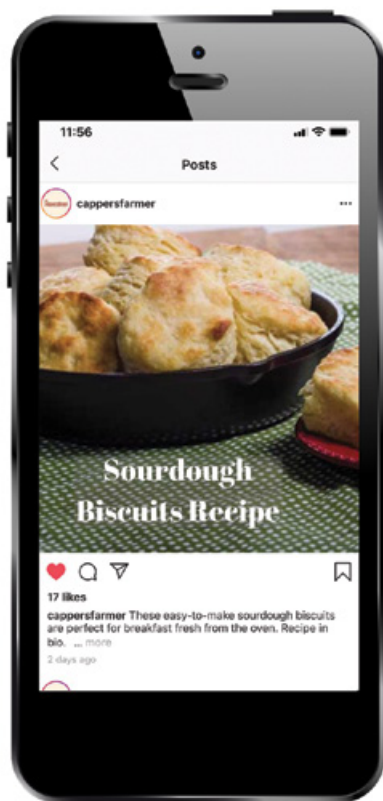
### Fall 2020

Ad close: 7/27/20  
Materials due: 8/5/20  
On sale: 10/6/20



# Build Your Community

Our brands have always shared dynamic content with engaged communities — wherever they are. Social media is an interactive network where consumers are collaborators — they shape the conversation and influence their communities. By using content to inspire conversation, our convergent media packages build an immediate network around your products. Whether on Facebook, Pinterest, or Instagram, real-time discussion about your brand creates instant connections — and those connections lead to attitudes and behaviors that generate awareness and sales. Tell your story to the discerning influencers who will “like,” “pin,” and “share” your message with like-minded consumers.

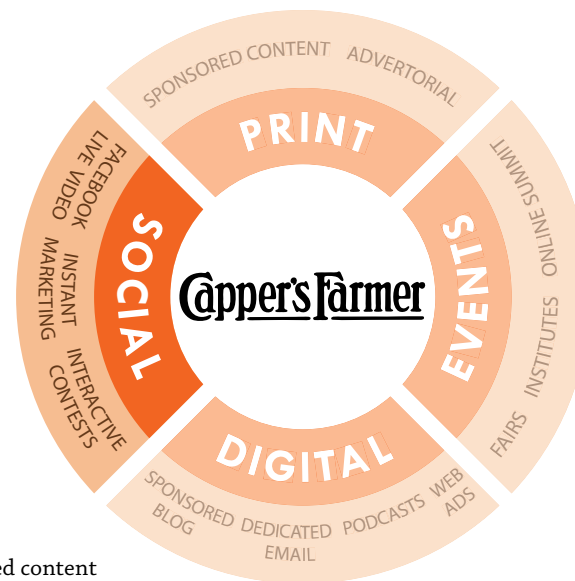
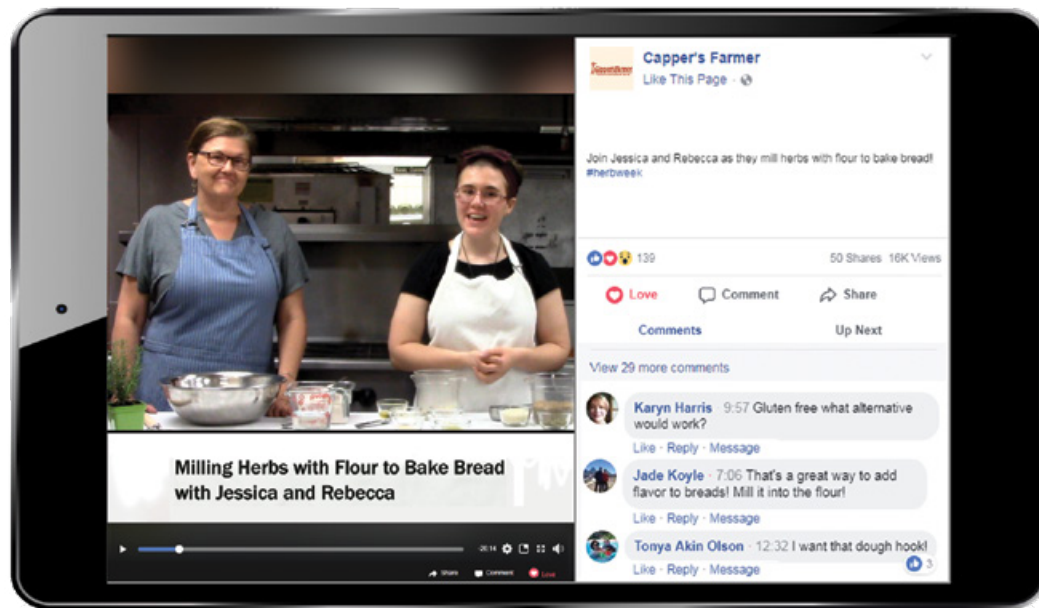


## ■ SOCIAL MEDIA EXPOSURE

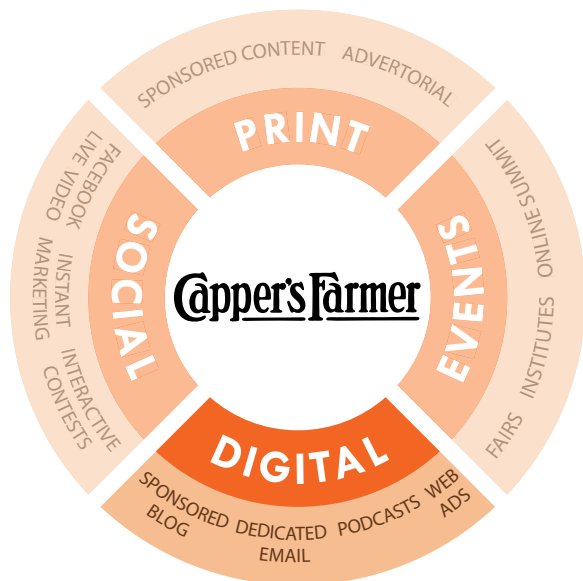
Sponsor pins, contests, and other content on Instagram, Pinterest, and Facebook. Word of mouth increasingly relies upon popular social media sites and apps.

## ■ INTERACTIVE VIDEO POSTS

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





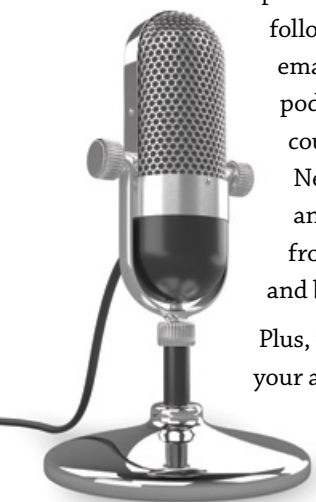


DYNAMIC DIGITAL ACCESS

## Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! Let's tell your story together, so that your message is carefully tailored to speak to the concerns and sensibilities of our loyal online followers. Take advantage of digital articles, customized emails, and our growing community of enthusiastic podcast listeners. With over 300,000 downloads and counting, we're part of the MOTHER EARTH NEWS Network, which includes both the Community Chickens and Keeping Backyard Bees Podcasts. Topics can range from raising livestock to gardening, food preservation, and beyond!

Plus, we will follow up with custom analytics to enhance your audience development. This means that focused content gets delivered to the right audience with the right medium to achieve your goals.



### ■ NEWSLETTER ADVERTISEMENTS

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

### ■ SPONSOR A DIGITAL ARTICLE

Our digital articles bring together compelling information that specifically addresses our audience's needs along with calls to action from your brand in the form of web ads and complementary dedicated emails built from scratch!

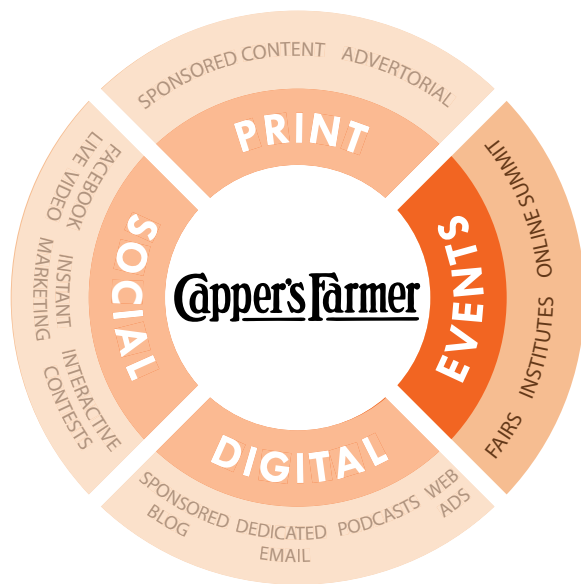


### ■ CUSTOM EMAILS

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.







### 2020 SCHEDULE\*

Belton, Texas Feb. 15-16	Polyface Farms — Swoope, Va. July 17-18
Nashville, Tenn. May 16-17	Seven Springs, Pa. Sept. 25-27

#### NATIONAL EVENTS

## Meet Passionate Consumers at Our Hands-on Events!

*Capper's Farmer* is an integral part of the MOTHER EARTH NEWS FAIR, which produces interactive events all over the United States for discerning and engaged consumers invested in sustainable living and rural traditions. They're looking for gardening and farm supplies, fiber art and crafts, heirloom seeds, quality tractors and equipment, natural health products, renewable energy systems, organic food, 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!



\*More dates and locations to be announced. While unlikely, dates and locations are always subject to change. For more information: [www.MotherEarthNewsFair.com](http://www.MotherEarthNewsFair.com)



# 2020 Specifications

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

**PRINT 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 [adsupport@ogdenpubs.com](mailto:adsupport@ogdenpubs.com) (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:

- Visit [www.Hightail.com](http://www.Hightail.com).
- Enter recipient email address: [adsupport@ogdenpubs.com](mailto:adsupport@ogdenpubs.com) and your email address.
- Select file and send it.

Ogden FTP Site:

- Install FTP software on your computer. ([www.filezilla-project.org](http://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 Capper's Farmer folder within the ADS\_IN folder.
- Email [adsupport@ogdenpubs.com](mailto:adsupport@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 AD SPECIFICATIONS

### Run of Book

Full page	7.5" x 10"
Full page with bleed	8.25" x 10.75"
2 pg spread, bleed	16.25" x 10.75"
1/2 pg spread, bleed	16.25" x 5.25"
1/2 pg horizontal	7" x 4.5"
1/2 pg horizontal, bleed	8.25" x 5.375"

### Marketplace

1/3 pg vertical	2.125" x 9.75"
1/3 pg square	4.5" x 4.5"
1/6 pg vertical	2.125" x 4.5"
1/6 pg horizontal	4.5" x 2.125"
1/9 pg	2.125" x 3"
1/12 pg	2.125" x 2.5"

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.

Full page trim size: 8" x 10.5"  
Half page trim size: 8" x 5.25"

## ONLINE AD 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)

FILE SIZE: 40kb or less at 72 dpi

### ACCEPTED AD FORMATS:

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: [adsupport@ogdenpubs.com](mailto:adsupport@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.





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