



Backyard
Poultry

2024 MEDIA KIT



EDITORIAL MISSION

Backyard Poultry is a gathering place for poultry and fowl enthusiasts of all experience levels and interests. We provide readers with solid and researched information on poultry management, health, history and breeding, whether readers have a farmyard full of fowl or a backyard with just a few birds. Our experts answer reader questions and we love to share their stories.

A UNIQUE AND POWERFUL MARKET

DISCOVER HIGHLY ENGAGED CUSTOMERS

Thousands of consumers own poultry both inside and outside the city, as income sources, food, breed conservation, or for pets and personal enjoyment. *Backyard Poultry* reaches this growing and lucrative market. We take your brand directly into the coops, kitchens, gardens, pastures, backyards, and smartphones of rural America. Our readers are looking for products and services such as chicken coops and shelters, fencing, feeding options, property and garden maintenance equipment, sources for high-quality birds, and more.

53% female / **47%** male

Average age: **46**

Average HHI: **\$82,000**

Average acres owned: **25**

Average value of home: **\$340k**

79% live in C & D counties

94% take action from reading ads in *Backyard Poultry*

Source: 2023 custom study and Google analytics



REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

CONTENT THAT LEADS TO COMMERCE

As America's favorite poultry magazine, *Backyard Poultry* enables consumers to find and buy the right poultry breeds and equipment they need to enjoy the good life and get the most for their flocks. *Backyard Poultry* has always shared vital content with engaged communities — wherever they are. This means that focused content gets delivered to the right audience with the right medium to achieve your goals. This is your opportunity to connect with our vast community ... on the go, online, and wherever life takes them.

21k
PRINT*

887k
DIGITAL

74k
EMAIL

494k
SOCIAL

*Includes total circulation and pass-along audience.
Source: 2023 reader survey





MAKE REGULAR AND RELIABLE CONNECTIONS

REACH YOUR GOALS BY EXPLORING NEW AVENUES IN AN EVER-EVOLVING MEDIA LANDSCAPE

The *Backyard Poultry* audience is active, DIY-minded, and looking for tools, equipment, and services that enable their passions. In addition to traditional print and digital advertising, connect 24/7 via social media platforms, video and webinar sponsorships, online events, and more! We also have in-house talent available to collaborate on projects that naturally complement and run alongside our exceptional content to seamlessly spotlight your message.

Digital, video, & social packages

Native solutions

Custom content

Contests

Sweepstakes

Virtual events

Podcasts

Featured products/gift guides

Dedicated emails

E-newsletters



2024 PRODUCTION SCHEDULE

	Feb/March	April/May	June/July	Aug/Sept	Oct/Nov	Dec/Jan
Ad close	11/15/23	1/17/24	3/20/24	5/15/24	7/24/24	9/25/24
Materials due	11/29/23	1/31/24	4/3/24	5/29/24	8/7/24	10/9/24
Sub copies ship	1/15/24	3/12/24	5/14/24	7/9/24	9/17/24	11/19/24

For Specs, Visit: www.ogdenpubs.com/marketing-solutions



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