



FARM COLLECTOR

2024 MEDIA KIT



EDITORIAL MISSION

Farm Collector is the only magazine devoted to the entire universe of antique farm equipment. Tractors, implements, steam engines, gas engines, windmills, memorabilia, scale models, corn collectibles, garden tractors, tools, cream separators, implements, and more: We cover it all in *Farm Collector*.

A UNIQUE AND POWERFUL MARKET

REACH ANTIQUE FARM EQUIPMENT ENTHUSIASTS

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, but they also 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.

78% male / **22%** female

Average age: **52**

Average HHI: **\$89k**

Average acres owned: **57**

Average value of home: **\$360k**

80% live in C & D counties

75% collect antique tractors

72% have attended an auction in the last 12 months

88% perform their own repairs and restorations

Source: 2023 custom study and Google analytics



REACH YOUR TARGET AUDIENCE AND ACHIEVE REAL RESULTS

CONTENT THAT LEADS TO COMMERCE

Stay relevant and visible by showcasing your products and services in the world of *Farm Collector*. We are more than just a magazine. We are an authoritative go-to resource for like-minded people who share a passion and are dedicated to the preservation of antique farm equipment. This is your opportunity to connect with our devoted community ... on the go, online, and wherever life takes them.

— *Farm Collector* —

95k
PRINT*

174k
DIGITAL

21k
EMAIL

21k
SOCIAL

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





MAKE REGULAR AND RELIABLE CONNECTIONS

GET IN FRONT OF AN AUDIENCE THAT'S
LOOKING FOR YOUR PRODUCTS AND SERVICES

Farm Collector provides you with multiple channels to reach our unique audience of passionate vintage farm equipment and stationary engine collectors and restorers. 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

Farm Collector Show Directory

Advertising in the *Farm Collector Show Directory* is the No. 1 way to reach farm show enthusiasts. Each year, the *Farm Collector Show Directory* reaches nearly 20,000 hobbyists worldwide.

2024 PRODUCTION SCHEDULE

FARM COLLECTOR

Apr/May

Ad close: 2/1/2024

Materials due: 2/1/2024

Subscrip ship: 3/8/2024

Jun/Jul

Ad close: 4/1/2024

Materials due: 4/1/2024

Subscrip ship: 5/10/2024

Aug/Sept

Ad close: 5/31/2024

Materials due: 5/31/2024

Subscrip ship: 7/5/2024

Oct/Nov

Ad close: 8/1/2024

Materials due: 8/1/2024

Subscrip ship: 9/6/2024

Dec/Jan

Ad close: 10/1/2024

Materials due: 10/1/2024

Subscrip ship: 11/8/2024

Feb/Mar

Ad close: 12/2/2024

Materials due: 12/2/2024

Subscrip ship: 1/10/2025

FARM COLLECTOR SHOW DIRECTORY

Listing and Advertising Deadline: 11/3/24

For specs, visit www.OgdenPubs.com/Marketing-Solutions



FARM COLLECTOR

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