



# FARM COLLECTOR

2025 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.

**71%** male / **29%** female

Average age: **52**

Average HHI: **\$88,500**

Average acres owned: **58**

Average value of home: **\$398,600**

**86%** live in C & D counties

**80%** collect antique tractors

**51%** have attended an auction in the last 12 months

**88%** perform their own repairs and restorations

Source: 2024 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* and *Gas Engine Magazine*. We are more than just magazines. 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.

**85k**  
PRINT\*

**89.6k**  
DIGITAL

**23k**  
EMAIL

**21k**  
SOCIAL

\*Includes total circulation and  
pass-along audience.  
Source: 2024 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

eNewsletters

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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.





## 2025 PRODUCTION SCHEDULE

### February/March

Ad close: 12/2/24  
Materials due: 12/2/24  
Subscrip ship: 1/10/25

### April/May

Ad close: 1/31/25  
Materials due: 2/3/25  
Subscrip ship: 3/4/25

### June/July

Ad close: 4/1/25  
Materials due: 4/1/25  
Subscrip ship: 5/6/25

### August/September

Ad close: 6/2/25  
Materials due: 6/2/25  
Subscrip ship: 7/3/25

### October/November

Ad close: 8/1/25  
Materials due: 8/1/25  
Subscrip ship: 9/9/25

### December/January

Ad close: 10/1/25  
Materials due: 10/1/25  
Subscrip ship: 11/4/25

For specs, visit [www.OgdenPubs.com/Marketing-Solutions](http://www.OgdenPubs.com/Marketing-Solutions)

**FARM COLLECTOR SHOW DIRECTORY**

Listing and Advertising Deadline: 11/4/25



# FARM COLLECTOR

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