

LIFE & LAND

OUTDOOR MAGAZINE



Media Kit 2024

Who We Are



LIFE & LAND IS THE IDEAL GENERAL INTEREST OUTDOOR MAGAZINE

Our mission is to foster and grow our readers' enthusiasm for all things related to the sport of hunting and fishing, agriculture and all outdoor activities. We inform and entertain all generations through clear-cut editorials, vibrant stories and award-winning graphics and advertising. Our intriguing articles give insight into some of the captivating people, places and experiences throughout our region. We connect advertisers to a broad range of potential customers without having to enter into industry-specific categories making your marketing dollars more profitable. LIFE & LAND readers depend on us for insider knowledge and advertising they can trust.

PUBLICATION FACTS

AUDIENCE: **150,000 / x4 600,000**

FREQUENCY: **4 x per year**

DISTRIBUTION: **25,000**

MALE/FEMALE%: **60/40**

MEDIAN AGE: **42.5**

AVERAGE HOUSEHOLD INCOME: **\$108,660**

LIFE & LAND is sold at over 500 retailers like Barnes & Noble, Books-a-Million, grocery stores and select retailers throughout Texas, Oklahoma, Arkansas and Louisiana. We have a growing base of over 5,000 mailed subscribers and are also distributed throughout lobbies and waiting rooms regionally. The digital version of the magazine is available for free on our website.

Advertising Rates



Rates

4-Color	1x	2x	4x
Full Page	\$2,120	\$1,960	\$1,685
2/3 Page	\$1,935	\$1,750	\$1,425
1/2 Page	\$1,715	\$1,530	\$1,220
1/3 Page	\$1,500	\$1,305	\$995
1/4 Page	\$1,355	\$1,165	\$855

Preferred Positions

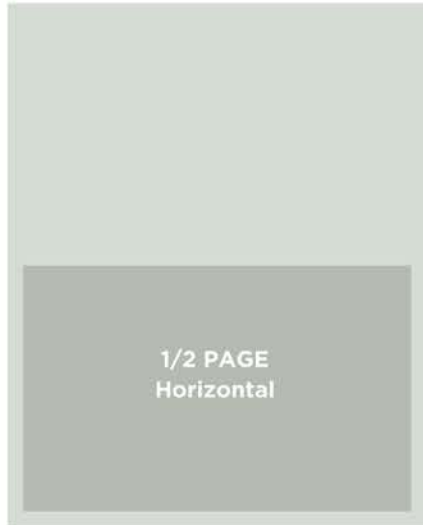
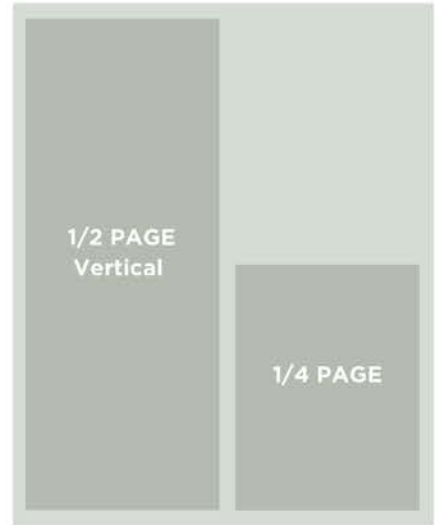
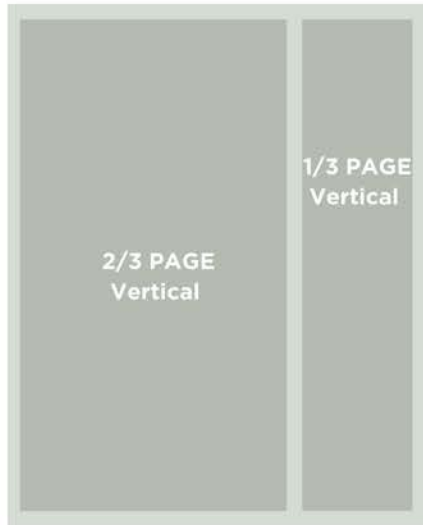
Annual Contract Required

Inside Front & Facing	\$2,800
Inside Back & Facing	\$2,500
Back Cover	\$3,000
Facing Masthead	\$1,950
Adjacent Masthead (2/3 ad)	\$1,650
Subscription Card Insert	\$1,950
Reserved Placement	\$1,950

Ad Specifications



Available sizes Magazine trim size is 8.125" x 10.875"



AD SIZE	NON-BLEED
Full Page	8.125" x 10.875"
2/3 Page H	7" x 7"
2/3 Page V	4.5" x 10"
1/2 Page H	4.875" x 7"
1/2 Page V	4.5" x 10"
1/3 Page H	2.5" x 7"
1/3 Page V	2.1875" x 10"
1/4 Page	3.375" x 4.875"

Advertising File Requirements

"Camera ready" CMYK or grayscale digital files must be in the following format: eps, pdf, jpg or tiff and saved as a high resolution (300dpi) file. Files must include fonts (eps files please convert to outlines).

Production Services

Basic ad production is \$90/hr. This includes work required to meet ad specifications on prebuilt ads sent to us for publication. Duplication of ads for other publications may result in additional charges if resizing is required. Logos, photography and other design services are available. Contact us if interested.

Terms

Publisher reserves the right to reject any advertisement or to request alteration prior to publication of material. Advertisers assume liability for any approved ad printed.

Advertising Agencies - Commissions: 15% to advertising agencies recognized by the publisher on space charges only. Material from agencies must meet the requirements to earn commission. Advertising agencies assume liability for all content of any advertisement placed and for any claims arising therefrom.

Editorial Calendar



Every issue will cover seasonally appropriate hunting, fishing, agriculture and outdoor interest stories with captivating feature articles and informative guides from experts and experienced amateurs alike.

FALL

AD CLOSE: August 10th
ON SALE: SEPTEMBER - NOVEMBER

WINTER

AD CLOSE: November 10th
ON SALE: DECEMBER - FEBRUARY

SPRING

AD CLOSE: February 10th
ON SALE: MARCH - MAY

SUMMER

AD CLOSE: May 10th
ON SALE: JUNE - AUGUST

CONTACT US TODAY TO BE INCLUDED IN THE NEXT ISSUE!

903.595.0468 • www.LIFEANDLANDMAGAZINE.com

