



**GAS ENGINE** | **FARM COLLECTOR**  
**MAGAZINE**





## Farm Collector/Gas Engine Magazine

Sell your products and services to the largest group of antique farm equipment enthusiasts in the world. *Farm Collector* and *Gas Engine Magazine* folks crave old iron and turn here to find the best on the market. Buying huge collectibles like these requires new equipment: It takes vehicles, ATVs, outbuildings, fencing, tools and more to haul, restore and display these prized possessions. These enthusiasts currently are considering several large purchases to support their antique addiction and have the cash to see it through. This tight-knit community relies on us for our ability to link them to advertisers who can scratch their itch. Each issue captures the essence of this timeless hobby with detailed reports of restorations, collections and early farm practices as well as previews of the best events, articles on interesting museums and attractions, and auction and show listings.



OUR READERS ARE HIGHLY ENGAGED, ACTIVE AND PASSIONATE. THEY FIX AND MAINTAIN THEIR OWN MACHINERY. THEY ARE ACTIVE COLLECTORS WHO ARE ALWAYS LOOKING FOR PRODUCTS AND SERVICES TO PRESERVE AND RESTORE THEIR ANTIQUE FARM EQUIPMENT.

### Highly engaged and active audience

- \* 91% refer to back issues
- \* 88% have read the last 6 issues
- \* 52% have subscribed for more than 4 years
- \* They spend 174 minutes reading each issue on average
- \* They attend an average of 3.2 shows annually

### Showcase your products to a hands-on audience

- \* 68% plan to restore a tractor/engine in the next 12 months
- \* 79% perform their own repairs and restorations
- \* 74% fabricate their own parts

### We deliver results

#### **Actions taken as a result of reading advertisements:**

- \* 48% visited the advertiser's website
- \* 33% discussed the product/service with others
- \* 31% purchased/ordered a product or service
- \* 32% investigated a product/service at a store

Source: 2009 Custom Study





# AUDIENCE DEMOGRAPHICS

## National Paid Circulation: 54,000

Source: Jan-June 2009 Publisher's Own Data

## Total Print Audience: 126,800

Source: Jan-June 2009 Publisher's Own Data

Average age	59
Average HHI	\$65,020
Average value of owned home	\$229,233
Average acres	37.2

	% of readers
<b>Gender</b>	
Men	95.8%
Women	4.2%

<b>Education</b>	
Post graduate/professional degree	12.4%
Graduated college	16.7%
Attended some college	19.8%
Graduated high school	24.6%

<b>Age</b>	
18-24	1.2%
25-34	2.5%
35-44	7.7%
45-54	19.4%
55-64	28.8%
65+	38.8%

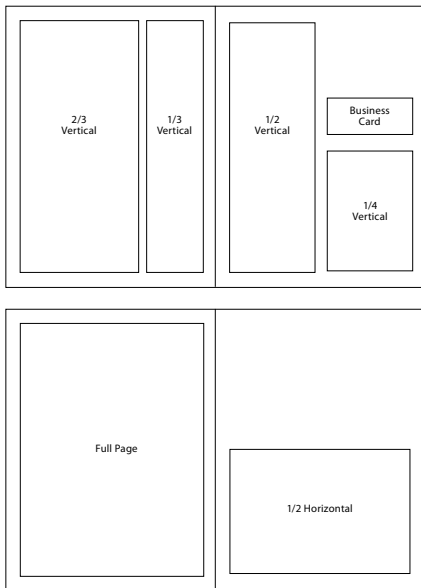
<b>Home</b>		% of readers
Home value: >\$500,000		19.4%
Home value: \$200,000-499,999		29.1%
Home value: \$100,000-199,999		32.9%
Home value: \$50,000-99,999		29.1%
Home value: <\$49,999		1.8%

<b>HHI</b>		% of readers
>\$150,000		6.4%
\$100,000-149,999		11.8%
\$75,000-99,999		14.6%
\$50,000-74,999		22.2%
\$40,000-49,999		9.9%
\$30,000-39,999		5.7%
\$20,000-29,999		3.7%
<\$19,999		2.2%

<b>Area of Residence</b>		% of readers
Metropolitan area		7.4%
Suburb of a metropolitan area		10.1%
City		7.3%
Town		19.1%
Farm or rural area		54.2%

Source: 2009 Custom Study

## AD SIZES



AD TYPES	SIZES
Trim size	8.125" x 10.875"
Full page	7.125" x 9.875"
Full page with bleed	8.375" x 11.125"
2/3 page vertical	4.625" x 9.875"
1/2 page horizontal	7.125" x 4.8125"
1/2 page vertical	3.4375" x 9.875"
1/3 page vertical	2.25" x 9.875"
1/4 page vertical	3.4375" x 4.8125"
Business Card	3.5" x 2.1875"

### PUBLICATION TRIM SIZE

8.125" x 10.875"

### PERFECT BINDING

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.

## CLASSIFIED ADS

Advertisement cost is 70 cents per word per issue; photographs are \$20 each (all photographs will be reduced or enlarged to one column). Payment by cash, check, money order, Visa, MasterCard, or Discover acceptable. Phone numbers count as one word. Abbreviations are not necessary as they count as one word.

Classified Display advertisements offer an economical way to promote business. Classified Display advertisements offer visual appeal with special borders, type and artwork. These advertisements appear in the classified advertising section and are \$50 per column inch (color).

## COMING EVENTS

Listings are 70 cents per word per issue. In addition to listings of shows, auctions and special events, we offer display advertisements in this section that offer much visibility and visual appeal. The advertisements are 1 column wide (2.25 inches) and sold by the inch: \$50 per column inch (color).

### Premium placement

Advertisers may request premium placement. A 15% surcharge will be added to the regular advertising rate if placement is available. Contact your advertising representative for available pages.

Charges include all design and typesetting. Please inquire about charges for custom inserts, bind-in cards and center spread advertisements. All rates are net. We offer a special 10% discount for shows and club-sponsored events advertised in *Farm Collector* and *Gas Engine Magazine*.

Call our office for more information at (800) 678-5779.

## FARM COLLECTOR 2010 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
November 2009	Sept 3, 2009	Sept 7, 2009	Oct 20, 2009
December 2009	Oct 1, 2009	Oct 5, 2009	Nov 17, 2009
January 2010	Nov 2, 2009	Nov 4, 2009	Dec 15, 2009
February 2010	Dec 1, 2009	Dec 4, 2009	Jan 19, 2010
March 2010	Jan 4, 2010	Jan 5, 2010	Feb 16, 2010
April 2010	Feb 1, 2010	Feb 2, 2010	Mar 16, 2010
May 2010	Mar 1, 2010	Mar 4, 2010	Apr 20, 2010
June 2010	April 1, 2010	April 5, 2010	May 18, 2010
July 2010	May 3, 2010	May 4, 2010	June 22, 2010
August 2010	June 1, 2010	June 3, 2010	July 20, 2010
September 2010	July 1, 2010	July 6, 2010	Aug 17, 2010
October 2010	Aug 2, 2010	Aug 4, 2010	Sept 21, 2010
November 2010	Sept 1, 2010	Sept 3, 2010	Oct 19, 2010
December 2010	Oct 1, 2010	Oct 4, 2010	Nov 16, 2010

Published monthly (12 times a year).

## GAS ENGINE MAGAZINE 2010 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Dec/Jan 2010	Oct 7, 2009	Oct 9, 2009	Nov 24, 2009
Feb/Mar 2010	Dec 4, 2009	Dec 8, 2009	Jan 26, 2010
April/May 2010	Feb 5, 2010	Feb 8, 2010	March 30, 2010
June/July 2010	Apr 5, 2010	Apr 7, 2010	May 25, 2010
Aug/Sept 2010	June 7, 2010	June 8, 2010	July 27, 2010
Oct/Nov 2010	Aug 10, 2010	Aug 11, 2010	Sept 28, 2010
Dec/Jan 2011	Oct 4, 2010	Oct 8, 2010	Nov 23, 2010

Published bimonthly (6 times a year).

**Send all materials to:**  
Advertising Department  
Ogden Publications Inc.  
1503 SW 42nd St.  
Topeka, KS 66609  
E-mail: [AFisher@OgdenPubs.com](mailto:AFisher@OgdenPubs.com)  
(800) 678-5779

## MATERIAL SPECIFICATIONS

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

**FILE FORMATS:** PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-res PDFs. For tips on creating PDF/X-1a files, visit [www.quebecorworld.com/uploadedfiles/Client\\_Tools/how2pdf.pdf](http://www.quebecorworld.com/uploadedfiles/Client_Tools/how2pdf.pdf)

Other acceptable files include Macintosh Quark files, 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 non-compliant 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:

**E-mail:** Ads (no larger than 10 megabytes) can be e-mailed to [AFisher@OgdenPubs.com](mailto:AFisher@OgdenPubs.com). Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

### YouSendIt FTP site:

- Visit [www.yousendit.com](http://www.yousendit.com).
- Enter recipient e-mail address: [AFisher@OgdenPubs.com](mailto:AFisher@OgdenPubs.com) and your e-mail address.
- Select file and send it.

### Ogden FTP site:

- Install FTP software on your computer. (PC users can download FTP program WS FTP and Mac users can download FTP program Fetch from [www.download.com](http://www.download.com)).
- Log on to FTP address <ftp.oweb.net>.
- Enter login: ogdenpubs-guest (lowercase).
- Enter Confidential Password: t017pa (lowercase).
- Upload file/files in the *FarmCollector* folder within the ADS\_IN folder. Save any Mac files as MacbinaryII.
- E-mail [AFisher@OgdenPubs.com](mailto:AFisher@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 e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

**CD-ROM or DVD:** Ads submitted on a Macintosh-formatted CD-ROM or DVD 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.

## COPY AND CONTRACT REGULATIONS

- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of proofing or revision by the advertiser or its agency.
- Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error, and the advertiser will be billed under the terms of the schedule in force without further notice.
- All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.

All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing, or distributing *Farm Collector/Gas Engine Magazine* or *Farm Collector/Gas Engine Magazine* Online.

## TESTIMONIALS

# WHY ADVERTISERS DEPEND ON *Farm Collector/* *Gas Engine Magazine*



Because every article, photograph and column in the magazine motivates readers to buy products – yours!

“Dennis Carpenter Ford Tractor Restoration Parts has been advertising in *Farm Collector Magazine* for the past several years and we’ve been more than satisfied with the positive results that have been achieved. We’ve done well by hitching our wagon to *Farm Collector*.”

— TERRY RODENHUIS, *Advertising Director*  
**Carpenter Industries, Inc.**

“*Farm Collector* and *Gas Engine Magazine* are an excellent vehicle for the Nixon Auctioneers. We advertise every auction in *Farm Collector* and *Gas Engine Magazine* because it draws an impressive crowd to our events.”

— LONNIE NIXON, *Owner*  
**Nixon Auctioneers**

“Advertising in *Farm Collector* magazine and the *Farm Collector Show Directory* allows us to keep in contact with our longtime customers and gives us the chance to welcome new ones. Through advertising with you, we have cultivated many new friendships, and we are most grateful for that.

— HARRY ALLEN, *Owner*  
**Great World Advertising**

“We have gotten a number of members through advertising in *Farm Collector*. We believe your magazine offers our organization the best opportunity to draw new memberships.”

— BOB CHAMBERLAIN, *Secretary/Treasurer*  
**CICA, Inc.**

The strong editorial content in *Gas Engine Magazine* means that our advertisements aren’t just flipped through once and thrown away. Subscribers save magazines and pass them along to friends, and this keeps our products in front of readers much longer than typical print magazines.

— ANDREW GREVSTAD, *Applications Engineer*  
**Tormach, LLC**

ONLINE

## THE MOST COMPREHENSIVE RURAL LIFESTYLE DIGITAL BUY ON THE PLANET.



### [www.MotherEarthNews.com](http://www.MotherEarthNews.com)

Contains all editorial content from the magazine's first 38 years in a searchable database, which includes thousands of articles, many relating to the rural property owner, such as: outdoor power equipment buyer's guides, do-it-yourself building projects, small-scale farming, livestock care, forestry, gardening, lawn & pasture care, nature/environment, and self-reliant living.

Average Monthly Page Views: 3,468,853

Average Monthly Unique Visitors: 732,114



### [www.Grit.com](http://www.Grit.com)

This site offers editorial content covering topics related to country living, land management, wildlife, gardening, livestock or pets, skills and techniques, seasonal food, community, machinery or tools, and lifestyle events.

Average Monthly Page Views: 204,259

Average Monthly Unique Visitors: 53,934



### [www.FarmCollector.com](http://www.FarmCollector.com)

Your resource for vintage farm equipment. This site offers editorial content from the magazine, e-shopping and the *Farm Collector Show Directory*, as well as a huge classified advertising section.

Average Monthly Page Views: 69,518

Average Monthly Unique Visitors: 21,593



### [www.FarmersAlmanac.com](http://www.FarmersAlmanac.com)

FarmersAlmanac.com offers entertaining yet informative video, as well as pages of seasonal and everyday recipes, natural cures and remedies, and fantastic features that provide ways to live smarter, live with less, live more organically, and have better gardens.

Average Monthly Page Views: 1,000,000

Average Monthly Unique Visitors: 170,000



### Video

Our rural network visitors always enjoy watching our video features on raising livestock, gardening, weather, recipes, helpful hints and more.

Average Monthly Views: 400,000

Ad spot: 15 second pre-roll

# ONLINE ADVERTISING SPECIFICATIONS

## ARTICLE PAGES

All Titles

Ad Size: 468 x 60

Ad Size: 728 x 90

Ad Size: 300 x 250

Ad Size:	Ad Size:
160 x 600	160 x 600

Ad Size: 300 x 250

Ad Size: 300 x 250

## BLOG PAGES

All Titles

Ad Size: 160 x 600

Ad Size: 300 x 250

Ad Size: 300 x 250

## SIZES FOR RUN-OF-SITE ADVERTISING:

- Leaderboard (728 x 90)
- Banner Ad (468 x 60)
- Jumbo box (300 x 250)
- Skycraper (160 x 600)

## CURRENTLY ACCEPTED AD FORMATS:

- GIF, GIF89, Animated GIF, JPEG
- All ads should include a click-through URL.
- All ads may include an alternate text description.

## HTML/JavaScript (DHTML)/Flash(URL embedded)

Locally hosted on ad servers, these HTML and Javascript ads can consist of text, images, pull-down menus and / or formats

## FILE SIZE:

File size of 40kb or less @ 72 dpi (larger for flash)

## VIDEO ADVERTISING FORMATS:

- .mp4 or .wmv
- 4:3 aspect ratio

## MATERIAL SUBMISSION:

Send all ads to [advertising@ogdenpubs.com](mailto:advertising@ogdenpubs.com). Within the e-mail please note the following: Company name, contact name, contact number, website it will be running on and expected start date.

# E-NEWSLETTER SPECIFICATIONS



## MOTHER EARTH NEWS

(5 categories – 10 issues per month)

Use MOTHER EARTH NEWS' unique insight to reach subscribers interested in DIY skills and projects, food and gardening, simple living and country skills, green energy and great homes, and health and environment. Available for entire month or by category.

Rates: \$1,250 per ad or \$2,500 for all 3 ad positions

Current Circulation: 129,614

## GRIT (weekly)

Celebrate the country lifestyle with timely tidbits, humor and practical GRIT-ty content.

Rates: \$100 per ad or \$200 for all 3 ad positions

Current Circulation: 12,382

## Farm Collector (weekly)

The weekly e-newsletter features original online articles, blogs, expert answers to readers' questions, articles from current and past issues of the magazines, forum topics, photo galleries and much more.

Rates: \$50 per ad or \$100 for all 3 ad positions

Current Circulation: 581

## Farmers' Almanac (weekly)

Use Farmers' Almanac's weekly e-newsletter to target people who are passionate about their rural lifestyle.

Rates: \$3,000 per month or \$1,000 per issue

Current Circulation: 34,000

## Specifications

### SIZES FOR E-NEWSLETTER ADVERTISING:

- Banner Ad (468 x 60)
- Skycraper (160 x 600)
- Text Ad (logo + 50 words)

### CURRENTLY ACCEPTED AD FORMATS:

- GIF, GIF89, Animated GIF, JPEG
- All ads should include a click-through URL
- All ads may include an alternate text description

### FILE SIZE:

File size of 40kb or less @ 72 dpi

### MATERIAL SUBMISSION:

Send all ads to [advertising@ogdenpubs.com](mailto:advertising@ogdenpubs.com). Within the e-mail please note the following: Company name, contact name, contact number, date and name of newsletter.

# 360° MARKETING

Farm Collector and Gas Engine Magazine are the link between your company and the tight-knit community of antique farm equipment enthusiasts. For all of our customers we offer 360° experiential marketing solutions that extend well beyond the page. From innovative online tools to sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI.

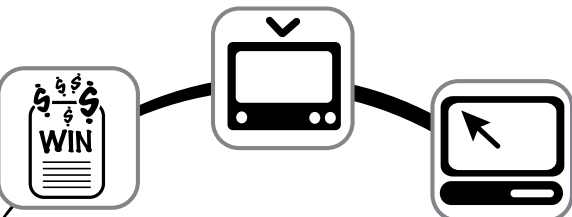
## Video/Television

Ogden Publications develops entertaining video content for cable, network and online platforms, delivering brand integration opportunities.



# 360° MARKETING

**Sweepstakes**  
Grow your e-mail lists for future e-commerce communications.



**Online**  
We'll partner with you to develop a 360-degree, 24/7 online destination that meets your company's goals and needs.

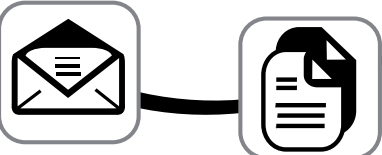
**Branded Products**  
Partnering with us can provide new audiences and instant authority, as well as huge promotional vehicles through our media.

**Events**  
Consumers can experience your brand firsthand at one of our live, exclusive events, bringing you closer to your customer.

**Custom Publishing**  
Custom content is the perfect opportunity to build relationships with customers, employees and prospects.

**Research**  
We can provide marketing intelligence to help you understand and define the market for your product or service.

**Direct Mail**  
Let us create targeted direct mail lists and help you find new customers.



**Print**  
Let our sales team work with you to create a print campaign that will reach your target audience.



