Buying, Selling and Improving It
Analysing Market Trends Affecting It
Learning About People Making It Better

LAND and Texas LAND, the flagship magazines of Land.com, put legendary living within the reach of their land-loving readers each quarter. Industry pioneer Land.com has staked a claim on the digital landscape with Lands of America, Land Watch and Land and Farm. Together, these three premier websites make up the nation’s largest rural property network and reach 7.1 million visitors each month.

Within LAND Magazines’ pages, land lovers will find unique showcases of premier land brokers and legendary living features

Industry-Leading Editorials
Interesting articles and information on the properties, people and news shaping today’s land markets. LAND Magazines have the substance and cutting-edge design to catch and keep readers.

Premier Properties & Brokers
LAND Magazines showcase the nation’s premier brokers choosing to distinguish themselves and their properties from the masses online.

Up-to-Date Market Data
Lands of America has the most extensive comparable sales data base in the industry. LAND Magazines compile and package the pertinent data points into understandable and concise market reports.

LAND—The Magazines for People who Love Land
LAND Magazines Reach People who Buy Rural Property

- **Print**
  LAND Magazines identify the “cream of the crop” of the 7.1 million website visits each month to create an exclusive list of current high-end buyers searching for properties priced at $750,000 and up. These select buyers can opt in for a free issue.

- **30k± Quarterly Copies**
  - 22k+ Subscriptions & Direct Mail
  - 5k+ Advertisers & Promotions
  - 2k+ Events & Trade Groups

- **Digital**
  LAND Magazines bring its articles to life converting its print issues into interactive mobile experiences across all platforms, while tracking engagement and reach.

  - 100k+ Annual Impressions on ISSUU
  - Visual Stories Published on Social Media & Land.com
  - NEW Coming mid-2020
    - The LAND Magazine App (iPhone & Android)
    - Digital Magazine Published on Apple News+
**SCHEDULE**

**SPRING**
- **Texas LAND**
  - Reservations
    January 1 - February 12 *
  - Release
    March 11
- **LAND**
  - Reservations
    January 29 - March 11 *
  - Release
    April 8

**SUMMER**
- **Texas LAND**
  - Reservations
    March 25 - May 6 *
  - Release
    June 3
- **LAND**
  - Reservations
    April 22 - June 3
  - Release
    July 1

**FALL**
- **Texas LAND**
  - Reservations
    June 17 - July 29 *
  - Release
    August 26
- **LAND**
  - Reservations
    July 15 - August 26 *
  - Release
    September 23

**WINTER**
- **Texas LAND**
  - Reservations
    September 9 - October 21 *
  - Release
    November 18
- **LAND**
  - Reservations
    October 7 - November 18 *
  - Release
    December 16

* Materials are due no later than one week after issue reservation is placed.
### Ad Placement Policy

We recognize how important ad placement is to our clients. Ad placement is determined by the number of pages being advertised and the number of issues advertised on a consistent basis.

**Number of Pages** — Clients with 8-page spreads will be placed in front of clients with 7-page spreads; 7-page spreads will run before clients with 6-page spreads, and so on.

**Number of Issues** — Clients with the same number of pages advertised for the most number of issues on a consistent basis will run before those with less. If a client skips an issue, the number of issues count starts over. We have found this to be the fairest policy for our clients.

### Camera-Ready Art

- **Trims to 9 inches x 10.875 inches** (add .125 inch bleed)
- **Safe area 8.75 inches x 10.625 inches**

### Property

#### Broker Property Listings — 1x / 4x

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Price 1x</th>
<th>Price 4x</th>
<th>(Retail Add-on: Price 4x)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$1,895</td>
<td>$1,595</td>
<td>$2,695 / $2,395</td>
</tr>
<tr>
<td>2-3 Pages</td>
<td>$1,795</td>
<td>$1,495</td>
<td>$1,995 / $1,695</td>
</tr>
<tr>
<td>4-5 Pages</td>
<td>$1,695</td>
<td>$1,395</td>
<td>$1,395 / $1,095</td>
</tr>
<tr>
<td>6-8 Pages</td>
<td>$1,595</td>
<td>$1,295</td>
<td>(Free Retail Add-on or Land Specialist)</td>
</tr>
<tr>
<td>Half Page</td>
<td>$995</td>
<td>$845</td>
<td></td>
</tr>
<tr>
<td>Catalog</td>
<td>$795</td>
<td>$695</td>
<td></td>
</tr>
</tbody>
</table>

### Specialty

#### Feature Advertisements & Listings — 1x / 4x

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price 1x</th>
<th>Price 4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-Page Cover Fold +</td>
<td>$9,995</td>
<td>$8,995</td>
</tr>
<tr>
<td>4-Page Editorial</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-Page Polybag Insert</td>
<td>$8,995</td>
<td>$7,995</td>
</tr>
<tr>
<td>6-Page Fold Out</td>
<td>$7,995</td>
<td>$6,995</td>
</tr>
<tr>
<td>4-Page Brokerage Profile</td>
<td>$6,995</td>
<td>$5,995</td>
</tr>
<tr>
<td>1-Page Land Specialist</td>
<td>$1,895</td>
<td>$1,595</td>
</tr>
</tbody>
</table>

### Retail

#### Company Display Advertisements — 1x / 4x

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price 1x</th>
<th>Price 4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$3,595</td>
<td>$3,295</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,995</td>
<td>$1,695</td>
</tr>
<tr>
<td>Third Page</td>
<td>$1,095</td>
<td>$995</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$795</td>
<td>$695</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$4,995</td>
<td>$4,695</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$7,995</td>
<td>$7,695</td>
</tr>
</tbody>
</table>
The Team

It takes a talented team to produce a high-quality magazine. Our dedicated team has great experience in strategy, innovation, design & customer service. Our passions are love of the land and magazine publishing, which we believe is our key to success. Our team is committed to delivering an exceptional product every time.

- **Tom Alexander**  
  Publisher  
  talexander@land.com

- **Lauret Jarvis**  
  Editor-in-Chief & Creative Director  
  jarvis@land.com

- **Rob Kostanich**  
  Executive Sales  
  nkostanich@land.com

- **Susan Sides**  
  Production Manager & Editor  
  ssides@land.com

- **Katie Gordon**  
  Design Editor & Designer  
  kgordon@land.com

- **Lauren Carswell**  
  Copy Editor & Designer  
  lcarswell@land.com

- **Land.com/Magazines**

  [Land.com](https://www.land.com)  
  [CoStar Group](https://www.costar.com)

Photos courtesy of Chris Douglas  
→ ChrisDouglasPhotography

**© Copyright 2020 CoStar Group. All rights reserved. No part of this publication may be reproduced without written permission from the publisher. LAND Magazines are published by CoStar Group, 100 Congress Ave, Suite 1500, Austin, TX 78701. Information provided to CoStar Group is deemed reliable but not guaranteed. The publisher will not be responsible for any omissions, errors, typographical mistakes or misinformation within this publication. Measurements and figures are approximate. Properties are subject to error, omission, prior change or prior sale. The real estate advertised in this magazine is subject to the Federal Fair Housing Act of 1968 and its amendments. This magazine will not knowingly accept any advertising of real estate which is in violation of the law. Dwellings advertised in this magazine are available on an equal opportunity basis. Printed in the USA.**

**media kit 2020**