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All print subscribers have access to an online version of the magazine where your message finds a new audience among digital-only subscribers! This version features a **fully searchable database of advertisers** in every issue, including back issues. Websites and emails are clickable, sending prospective customers your way in just seconds!

Visit www.ruralheritage.com and click on the Sample Issue under the "Magazine" tab on the menu bar!



PLANT A GARDEN *For a simpler life*

Get close to your food source with your own back yard garden. Start small with a container garden or go all out with a large garden. You will feel safe and satisfied, knowing you are providing your family fresh food that is healthy. We have seeds, container gardens, and hand tools to produce your own produce!



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RURAL HERITAGE ON TV



A scene from a Rural Heritage show about logging with draft horses.

It only takes
60 seconds to reach
20,000 people on the Rural
Heritage Hour

More than 182,000
households tune into
Rural Heritage's TV
show every month.
**Our viewers can be
your customers!**

Each Rural Heritage episode airs twice each week and typically repeat twice more during a 12-month period.

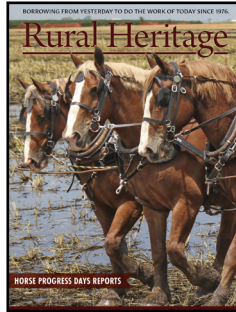
Nielsen Ratings

Show Days/times	Av. households/mo	Av. households/show
Tuesdays (4:30 p.m. ET)	87,000	27,000
Saturdays (3:00 p.m. ET)	95,000	29,000
Total yearly viewership	1,974,000	

- Have an idea for an episode? A 22-minute show costs \$2,500 to produce and air, plus expenses.
- A ready-made 60 second TV spot costs \$500 to air.
- Need us to help produce an ad? \$500 to air, \$500 editing/production costs, plus expenses.

The Rural Heritage Show delivers a targeted audience for your AD

Our show is a fan favorite on RFD-TV and spotlights people who are actively involved in using draft animals for farming and logging and who celebrate our rural heritage through field days and historical events

[illegible]

Rural Heritage is bought and read by people interested in working with draft animals and traditional farming, logging, and gardening techniques. If your marketing plan targets this group, we provide a very effective means to reach them.

ADVERTISING OPTIONS & RATES

Display Ads

Size	1 x Rate	3 x Rate	6 x Rate	w x h
Full Page	\$375.00	\$337.50	\$318.75	7.25" x 9"
2/3 Page	\$285.00	\$256.50	\$242.25	7.25" x 6"
2/3 Vertical	\$285.00	\$256.50	\$242.25	4.75" x 9"
1/2 Page	\$215.00	\$193.50	\$182.75	7.25" x 4.5"
1/2 Vertical	\$215.00	\$193.50	\$182.75	3.625" x 9"
1/3 Page	\$145.00	\$130.35	\$123.25	7.25" x 3"
1/3 Vertical - 1	\$145.00	\$130.35	\$123.25	3.625" x 6"
1/3 Vertical - 2	\$145.00	\$130.35	\$123.25	2.375" x 9"
1/4 Page	\$125.00	\$112.50	\$106.25	3.625" x 4.5"
1/6 Page	\$85.00	\$76.50	\$72.25	3.625" x 3"
1/8 Page	\$65.00	\$58.50	\$55.25	3.625" x 2"

To qualify for multiple ad discounting, payment must be made in full, in advance.

Back cover, inside cover, bleeds or special positions available for 10% additional charge.

The publisher reserves the right to cancel or reject any advertising at any time for any reason.

Special Categories (include a 1 year subscription)

Breeder's Directory (text only) \$100 per 6 issues

My Card (with artwork) \$170 per 6 issues

Associations (with artwork) \$155 per 6 issues

Double Space \$275 per 6 issues

Four Spaces \$475 per 6 issues

Look in the enclosed sample copy of Rural Heritage for examples of the Breeder's Directory, My Card and Association advertisements.

Let us add your business, farm association, or club to these listings in our next issue.

...es, a couple of pairs of
ere the traction power
d Most farmers relied
dies born on the farm,
y for their stave and so
hen its purpose breeds
Duffins were popular,
ed, were very handy in
caked fairly easily and
ment, and the hull cities
draft animals. Choosing
not all about production
big, rugged frame were
traits.



Homemade Grain Cradle

by Charlie Thompson

A cradle is an attachment to a scythe that gathers the grain stalks as they are cut. Without a cradle, cutting grain with a scythe is not possible. The scythe will scatter grain stalks in a swath without one to longer than if the time spent picking up each one is longer than if the scythe was discarded for a hand sickle. To cut grain with a scythe, you need some kind of cradle.

The multi-fingered grain cradle is a purely American development, appearing sometime in the late 1700s. Using a cradle, a person can harvest two acres of wheat per day, about triple the production of a hand sickle. Cradles were still used well into the 20th century and the last U.S. patent for a grain cradle is from 1924.

Today, however, it is difficult to find a serviceable cradle. Most many have survived without rusting, warping, or both. The following is a method I have used to make grain cradles. If you have access to a table saw, wood glue and a few clamps, it's a pretty easy project.

The most intimidating part of a cradle is the fingers, which need to be long, strong and curved. Historically, the fingers were steam bent, but going to use the technique of wood laminating to make the fingers, you'll need a piece of at least 3 inches thick and clear of knots. Also, a kind of wood will work. On the table saw, I