## **PRODUCTION SCHEDULE**

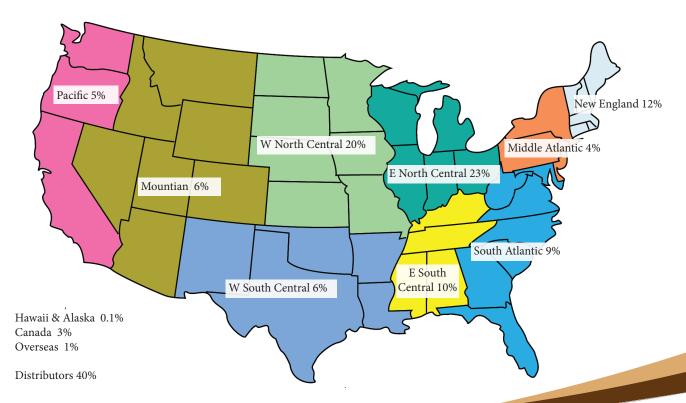
Rural Heritage is published bimonthly. It is printed around the 15th of every month beginning in January.

To ensure your ad is seen by our many thousands of loyal subscribers, please be sure to have it to us by the 10th of the previous month.

Call (319) 362-3027 or email ad@ruralheritage.com for advertising details and requirements.

Issue	Ad Deadline	On Press	
Feb/Mar	December 20 Mid January		
Apr/May	February 20	Mid March	
Jun/Jul	April 20	Mid May	
Aug/Sep	June 20	Mid July	
Oct/Nov	August 20 Mid September		
Dec/Jan	October 20	Mid November	

### **DEMOGRAPHICS OF DISTRIBUTION**





### 2019 Draft Animal Powered Field Days - Shelburne Farm A Hands-On Approach





### **Woodlot to Landing**





### DIGITAL EDITIONS ONLINE



# You get added exposure with our digital edition!

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!



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 sat-



& Website Links!

Shop anytime at LEHMANS.COM

800-438-5346 | Open every day except Sunday Let's be social! Follow us @lehmanshard

### **RURAL HERITAGE ON TV**



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

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

It only takes

Each Rural Heritage episode airs twice each week and typically repeat twice more during a 12-month period.					
Nielsen Ratings					
Show Days/times	Av. househols/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				

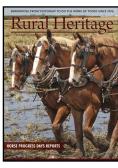
- Have an idea for an episode? A 22-minute show costs \$2,500 to produce and air, plus expenses.
- A ready-made 60 second TV spot costs \$500 to air.
- Need us to help produce an ad? \$500 to air. \$500 editing/production costs, plus expenses.

#### 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

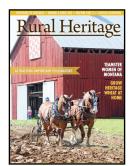
### **RURAL HERITAGE MAGAZINE**

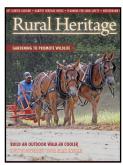












#### Borrowing from yesterday - to do the work of today.

Rural Heritage is a bimonthly magazine published since 1976 about sustainable farming & logging, draft animal power, self-sufficient living and other aspects of our rich American rural heritage so useful in today's modern world.

Each issue is packed with important information related to the season at hand. You are guaranteed a highly targeted market to ensure maximum effectiveness of your advertising dollar. Check out our competitive rates. We provide free layout for the best possible appearance of



your advertisement A Simple Seedbed Preparation Drag stable. This allows for a much easi ocess of adding the next two braces. In all cases, I lay the brace on top of the In all cases, I say the brace on cop or the 4-by-4s then draw a line on each side of the brace. Follow the line with the circular saw. Take a hatchet and hew the re a piece of equipment that I use for wood out from in-between the cuts. Be a little careful enare a piece or equipment that I use for reparation. It is a very simple, inexpensive, tool. Mine is about 6 feet, 6 inches wide as you go because this is your countersink notch.
Once the center brace is in place, it holds everything. the cool. Mine is about 6 reet, 6 inches wide thes deep, making it just right for a team Here in northeast Ohio, oak is a native Once the center trace is in place, it holds everything in place and makes the entire project much easier to nere in normeast Onio, oak is a native built my drag from oak. I would say that with three 4-by-4s placed parallel to each vou sort with once 4-by 4s placed parallel to each of the date of the spart. The width will be each of the date of the spart. The width will be each of the spart makes trus tool so effective is that the 4-by-4s are placed on their point. They resemble a diamond shape placed on their point. They resemble a diamond snape, not the square, flat part. A couple pieces of angle fron laid angle up on the floor will hold the 4-by-4 on its from 2-by-6s hold the whole thing nter placed perpendicular to

Crossroad Cultivators' Tydraulic Lift System

d Eric Nordell

to think that we follow the Rural Heritage
of Toornowing from yesterday to do
for foodsy. However, much of the time we
sterday, And sometimes, we borrow from
cady and today a owe can keep familiage
upple, the popular McCormiki-Dereting
the riding cultivator was manufactured and

100 years ago for cultivating row crops, such as corn, cotton, syobsan and tobacco. To take advantage of the efficiency and flessbillty of these two-horse implements in the market garden, we decided to plant all of the vegetables in widely-spaced single rows, even compact crops, file lettuce, spinach and carrots, often grown in multiple-row beds. Its order to the control of the control of the total plant and the control of the total plant and the total plant and plant pl

(igg) weig, tow displaying regreates and mater it into

The red frame for the solar ponel and bottery both to the sided-waser bracket on the left side of the cultivator. Or right side, the sydraulic pone peptices the long lift lever. The small, yellow box in the middle, dressless it is push botten without continuing the sylvation (syntem ross in size or lower the surface and the side of the cultivator to fine time detail.

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	wxh
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.

