

2015 Media Information & Marketing Guide



Recognized in 2014 by:



Solutions To Deliver The Entire Market To You:

Since 1981, *Lessiter Publications* has been a leader in delivering solutions to the North American Agriculture market. Through our award-winning magazines, innovative websites, timely e-mail newsletters and renowned conferences, we're able to connect your message to the entire supply chain in North American agriculture.

■ IN PRINT:

Farm Equipment: The leading communications vehicle to agricultural equipment dealers, wholesalers and distributors across North America.

Precision Farming Dealer: The only information source for dealers and resellers offering and servicing precision ag technologies to farmers.

Rural Lifestyle Dealer: The only media dedicated to retailers in the booming rural lifestyle, hobby farm and large property owner market.

Farm Catalog For Today's Top Farm Operator: An annual publication targeting 60,000 growers with \$500,000 or higher gross farm income **AND** 1,000 or more acres.

No-Till Farmer: A **paid-subscription** monthly publication that delivers cutting-edge information and techniques to guide farm operators engaged in no-tillage practices.

Conservation Tillage Guide: Quarterly publication serving a **paid-subscription** universe of producers engaged in conservation-tillage, strip-tillage and no-tillage practices.

Ag Equipment Intelligence: Monthly **paid-subscription** newsletter that provides equipment executives, marketers and dealer-principals with late-breaking news, analysis and viewpoints on the changing trends in the farm machinery marketplace.

■ INNOVATIVE, DYNAMIC WEBSITES:

- www.farm-equipment.com
- www.rurallifestyledealer.com
- www.precisionfarmingdealer.com
- www.no-tillfarmer.com
- www.striptillfarmer.com

Recognized in 2014 By:



American Agricultural Editors' Association



Your Lessiter Ag Media Division Team



In print, online, in person and now also via webinar, *Lessiter Publications* connects you to a qualified and highly targeted universe of buyers for your agricultural products.

■ INDUSTRY-LEADING LIVE EVENTS:

National No-Tillage Conference

Now in its 23rd year, the National No-Tillage Conference is the premier education event for leading producers engaged in no-till and strip-till farming and the dealers that serve them.



Dealership Minds Summit

This biennial event, held in 2015, is a unique conference and networking venue for farm equipment dealer managers and is planned and delivered by *Farm Equipment's* Dealership of the Year Alumni.



National Strip-Tillage Conference

This event is the only educational and networking event 100% dedicated to strip-tillage and its application.



■ E-MEDIA: CONSISTENT TOUCH POINTS TO THE MARKET

In addition to the every other week *On The Record* broadcast news program, *Lessiter Publications* produces regularly scheduled electronic newsletters for its opt-in subscribers. *Farm Equipment's* E-Watch, *Rural Lifestyle Dealer's* E-Brief, *No-Till Farmer's* E-Tip, *Strip-Till Strategies*, *Dryland No-Tiller* and *Precision Farming Dealer* serve as the informational clearing-house for each focused segment, and provide savvy marketers another means for quickly and effectively delivering their message to their target audience.

All New for 2015!

Reimagined. Redesigned. Remarkable.

Brand New E-Platform Optimized for Computer, Tablet & Mobile Devices.



Connecting You to Targeted Audiences in Every E-Media:

- Industry-Leading Websites
- Broadcast & Video
- News Alerts
- E-Newsletters
- Social Media
- Webinars

Farm-Equipment.com

PrecisionFarmingDealer.com

RuralLifestyleDealer.com

No-TillFarmer.com

StripTillFarmer.com

SMART MARKETING INCENTIVE FOR OPTIMUM MARKETING PLANS.

Marketers who participate in both e-media and print advertising for any title see an immediate multimedia discount on both!

Engaging Rural Dealers for Your Success

Rural Lifestyle Dealer is the only solution for reaching top equipment dealers to the diverse rural customer market.

Our dedication to quality, forward-thinking editorial with actionable strategies resonates with our readers and provides outstanding take-away value and an engaged audience for our advertising partners. Here's just a small sample of what our readers say about *Rural Lifestyle Dealer*:

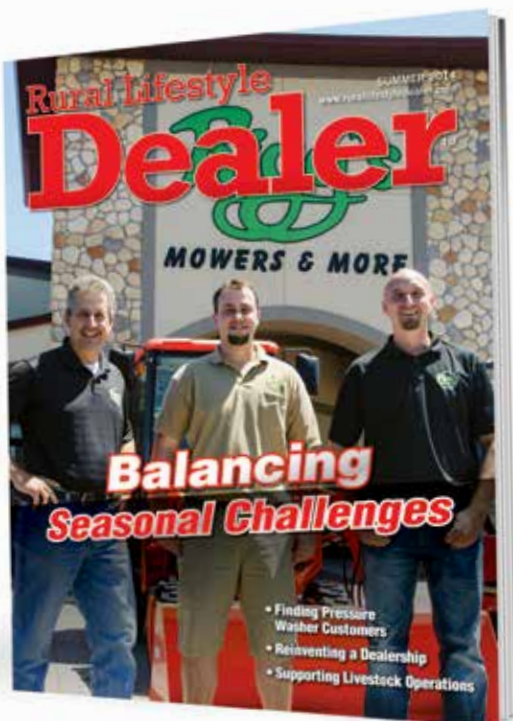
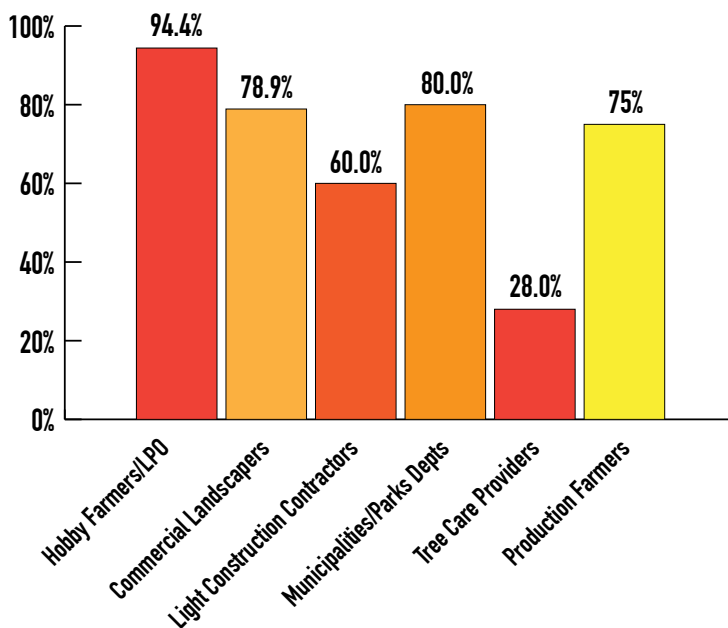
"I always look forward to gaining new insights with & from this publication."
Spring 2014

"Your publication is one of the only ones I read cover to cover, thanks."
Spring 2014

Dealers are the driving force in purchasing decisions in rural markets and *Rural Lifestyle Dealer* is the ideal platform for reaching some of the most successful and influential dealers with your marketing message.

Rural Lifestyle Dealer has a wide variety of platforms both in print and on-line to engage your message with an audience of dealers serving a diverse customer base:

Markets Served by RLD Readers

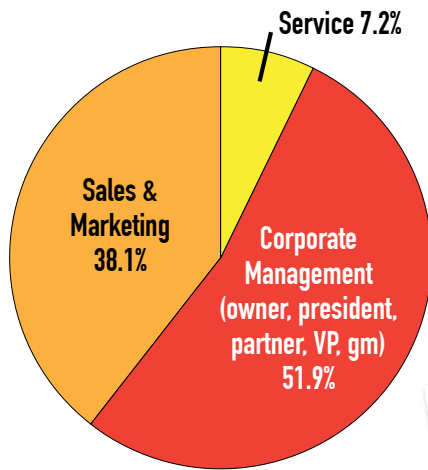


Products In Action

Digital Edition Complement

Rural Lifestyle Dealer readers are decision makers at successful, well-capitalized dealerships who value our content enough to share it with their entire team.

Job Titles & Decision-Making Authority

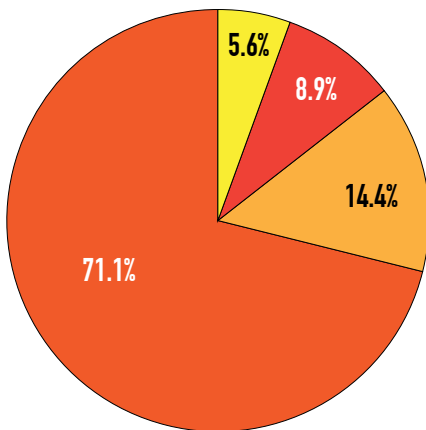


Multiple Platforms to Connect You with the Rural Dealer

Website



Email Newsletter

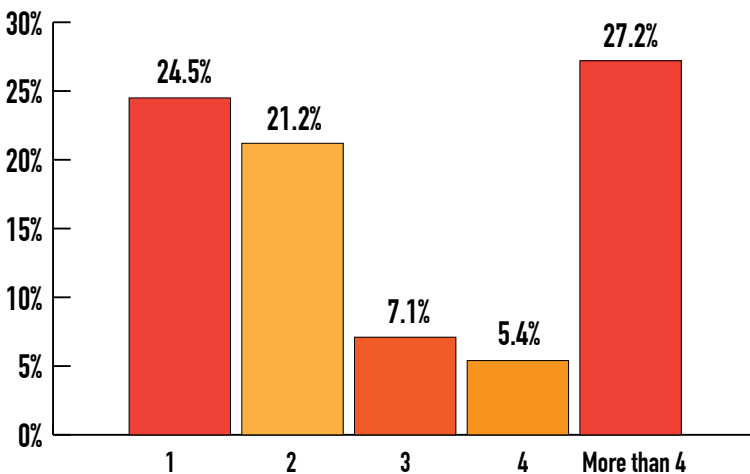


71.1% of subscribers' dealerships have annual revenues of \$2.5 million or more

Annual Revenue

- Less than \$500,00
- \$500,000 - \$999,999
- \$1,000,000 - \$2,499,999
- \$2.5 million or more

Percent of Subscribers Sharing Content with Their Teams



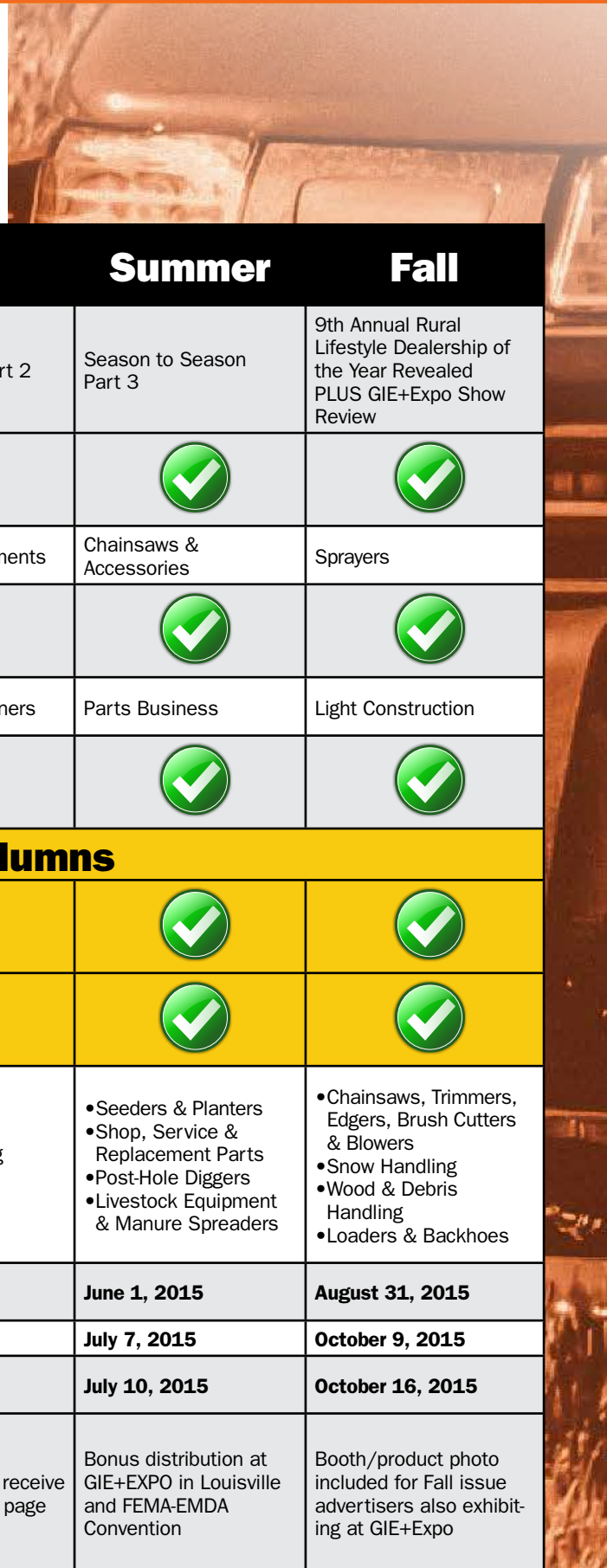
Daily Email Update



Social Media



2015 Rural Lifestyle Dealer Editorial Calendar



	Winter	Spring	Summer	Fall
Features	Annual Equipment Forecast & Business Outlook	Season to Season Part 2	Season to Season Part 3	9th Annual Rural Lifestyle Dealership of the Year Revealed PLUS GIE+Expo Show Review
Dealer Profile				
How to Sell	Wood Burning Stoves	Skid Steers & Attachments	Chainsaws & Accessories	Sprayers
What Rural Lifestylers Want From You!				
Market Opportunity	Best Prospects for 2015	Upselling Acreage Owners	Parts Business	Light Construction
Dealer Q&A				
Expert Columns				
Marketing Matters				
Industry Expert Insight				
Product Focus	<ul style="list-style-type: none"> • Dealer Business Operations • Lawn Tractors & Zero-Turn Mowers • Tractor and Skid Steer Attachments & Implements • Tillers 	<ul style="list-style-type: none"> • Hay Tools • Tractors • Fertilizing & Spraying • Rotary Cutters • Utility Vehicles & Attachments 	<ul style="list-style-type: none"> • Seeders & Planters • Shop, Service & Replacement Parts • Post-Hole Diggers • Livestock Equipment & Manure Spreaders 	<ul style="list-style-type: none"> • Chainsaws, Trimmers, Edgers, Brush Cutters & Blowers • Snow Handling • Wood & Debris Handling • Loaders & Backhoes
Product & Editorial Deadline	November 10, 2014	February 9, 2015	June 1, 2015	August 31, 2015
Ad Space Deadline	December 19, 2014	March 20, 2015	July 7, 2015	October 9, 2015
Ad Materials Deadline	January 5, 2015	March 27, 2015	July 10, 2015	October 16, 2015
Extras	Advertisers receive a FREE copy of the Full Results and Analysis of 2015 Equipment Forecast & Business Outlook	Qualifying advertisers receive FREE company profile page	Bonus distribution at GIE+EXPO in Louisville and FEMA-EMDA Convention	Booth/product photo included for Fall issue advertisers also exhibiting at GIE+Expo

Investment Information

Rural Lifestyle Dealer 2015 Rates (Gross 4-Color Rates)

SIZE	1x	2x	3x	4x
Spread	7105	6755	6525	6360
Full page	4385	4170	4030	3920
2/3	3685	3505	3395	3310
1/2	3070	2915	2825	2745
1/3	2295	2175	2110	2050
1/4	1985	1885	1820	1775

RuralLifestyleDealer.com (Gross Ad Rates Per Month)

	1 Month	3 Months	6 Months	12 Months
Leaderboard Banner	660	630	610	590
Block 1	560	535	515	505
Block 2	555	530	510	500
Block 3	550	525	505	495
Block 4	545	520	500	490
Block 5	540	515	495	485
Block 6	535	510	490	480

Maximum number of 3 ads per month rotating through any single spot

eBrief Email Newsletter (2 Issues/Month)

	1 Month	3 Months	6 Months	12 Months
Block Ads	1045	995	795	695

ePack

(Block on eBrief + on RuralLifestyleDealer.com)

ePack	1505	1435	1225	1120
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Special Opportunities

Single-Sponsor Daily News E-mail Update: \$3,530 per quarter

Products In Action: \$5495 net

Sponsored Webinars: \$2495 net

Video Sponsorships (Call for details)

Social Network Ad Posts (Call for details)

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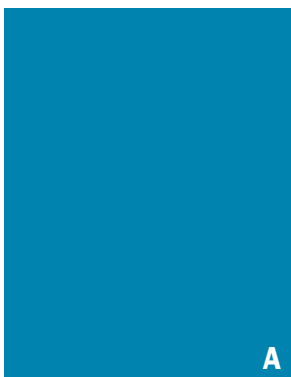
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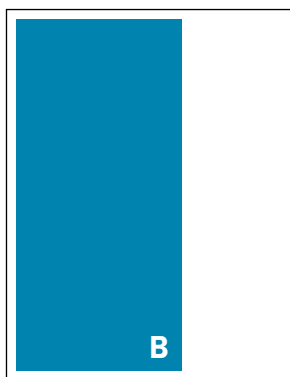
All rates are gross, assuming a 15% commission to recognized ad agencies. **Multi-Media** and **Multi-Publication Discounts** are also available for advertisers employing a comprehensive print and online marketing program with *Lessiter Publications*.

Advertising and Mechanical Specifications on back cover.

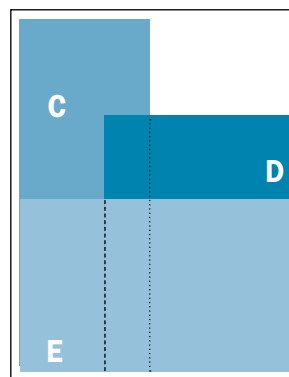
Advertisement Specifications



A: Full Page
 Bleed: 8 1/8" x 11"
 Trim: 7 7/8" x 10 3/4"
Spread
 Bleed: 16" x 11"
 Trim: 15 3/4" x 10 3/4"



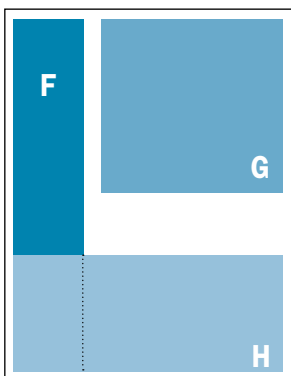
B: 2/3 Page Tall Vertical
 4 5/8" x 9 5/16"



C: 1/2 Page Tall Vertical
 3 3/8" x 9 5/16"

D: 1/2 Page Vertical
 4 5/8" x 7 3/8"

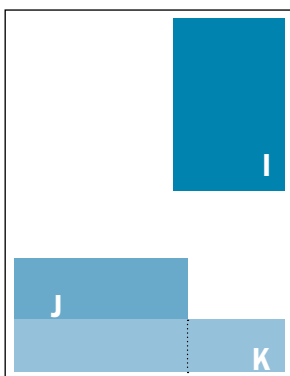
E: 1/2 Page Horizontal
 7" x 4 7/8"



F: 1/3 Page Tall Vertical
 2 3/16" x 9 5/16"

G: 1/3 Page Square
 4 5/8" x 4 7/8"

H: 1/3 Page Horizontal
 7" x 3 3/8"

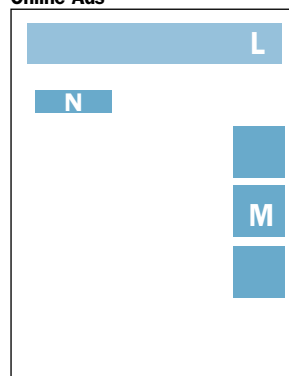


I: 1/4 Page Vertical
 3 3/8" x 4 1/2"

J: 1/4 Page Horizontal
 4 5/8" x 3 3/8"

K: 1/4 Page Wide Horizontal
 7" x 2 3/16"

Online Ads



L: Leaderboard Banner
 728 x 90 Pixels

M: Block Ad
 300 x 250 Pixels

N: Mobile Leaderboard
 320 x 50 Pixels

Lessiter Publications' agriculture media is 100% digitally produced. We only accept ads in a digital format. Accepted formats include: Hi-res PDF (preferred format), InDesign, Adobe Illustrator and Adobe Photoshop documents for the Macintosh.

Files sent in any other format will be subject to a conversion fee. Color and black & white photo images should be provided at 300 dpi and line art images at 600 dpi.

Full-page ads with bleeds require a minimum of 1/4-inch bleed.

When sending ads, please include a printout of the ad, copy of the ad file, ALL placed images (saved as TIFF, EPS or PICT) and ALL fonts (screen and printer fonts). True type fonts are not acceptable.

If you send an ad with color, please include a high-quality color output for color matching on press. All color must be in CMYK color. No PMS colors will be accepted. Color not provided as CMYK will be left to the discretion of the publisher.

Online ads should be under 100K in file size and submitted in one of the following file formats: jpg, gif, png or swf. Include original hi-res layered Photoshop/InDesign/Illustrator file and fonts. For swf files also include Flash file and click-tags.

Files larger than 20MB must be uploaded to our FTP site at <http://files.lesspub.com>. Contact farmart@lesspub.com for a username and password. If file is less than 20MB, it may be emailed to farmart@lesspub.com.

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