

# Pink Tractor is The Community Resource for Females in Agriculture

In 2014, [PinkTractor.com](http://PinkTractor.com) was launched as an online community to support and encourage American women in agriculture. With the motto **Farm strong. Woman smart.**, the brand has developed a robust and engaged **social media** following of farming women across the United States. These ladies turn to Pink Tractor for equipment smarts, tips on succession, advocacy ideas, family fun, farm safety articles, shopping and more.

The following year, **Pink Tractor magazine** began. With an editorial focus, the publication spotlights women in all segments of the ag industry and provides information, advice, resources and more with a **nationwide distribution of 30,000**. Since its inception, the magazine has profiled more than 90 women from 30 states and across all sectors of the agriculture industry.

**Distributed every other month**, the magazine is a glossy, 48+ page, magazine dedicated to sharing women's stories, providing encouragement and resources, and creating community, on and off the farm.

*Put your brand in front of these powerful decision makers.*



# 2018

## Print & Digital

# Solutions

FOR MORE INFORMATION  
CONTACT JUDY ROYCE  
SALES & MARKETING REPRESENTATIVE  
[JUDY.ROYCE@PINKTRACTOR.COM](mailto:JUDY.ROYCE@PINKTRACTOR.COM)  
888-681-8525



**Pink Tractor**  
Farm strong. Woman smart.

# RATES

	1X	6X	12X
<b>Print</b> – 30,000 Audience Impressions Per Issue			
2 Page Spread	\$3,210	\$2,675	\$2,140
Back Cover	\$2,150	\$1,795	\$1,450
1 Page	\$1,510	\$1,260	\$1,010
1/2 Page Horizontal	\$985	\$820	\$650
1/3 Page Vertical	\$600	\$500	\$400
<b>Digital</b>			
Leaderboard – 12,000 Audience Impression Per Issue	\$325	\$260	\$195
Medium Rectangle – 6,000 Audience Impressions Per Issue	\$165	\$132	\$99
Social Media Package – 20,000 to 30,000 Audience Impressions Per Issue	\$950	n/a	n/a
<b>Add-Ons</b>			
Specified Position (IFC, IBC, Center Spread, Other)	Add 10%	Add 10%	Add 10%

## EVERY ISSUE

A round-up style article is the focal point of each issue of Pink Tractor, spotlighting one or more women in a particular sector of the ag industry. Typically crop or livestock farmers of various experience levels and operation sizes.

In addition to the feature article, three to four shorter farmer profiles appear in each issue. These profiles focus on professional women paving the way in many sectors of ag industry and beyond the farm. In keeping with its **Farm Strong. Woman Smart.** motto, each issue of the magazine includes informative articles empowering women in the areas of education, technology, equipment and farm life.

## Editorial Calendar

	January/February	March/April	May/June
<b>Space and Materials Deadline</b>	12/8/2017	1/31/2018	4/11/2018
<b>Mail Date</b>	12/19/2017	2/9/2018	4/20/2018
<b>Additional Distribution</b>	2,500	6,700	
<b>Feature Round-Up</b>	Row/cover crops	Root vegetables and tubers	Beef
<b>Education</b>	FFA/4-H	Professional Women in Ag Organizations	Ag in the Classroom/ Higher Education in Ag
<b>Technology/Equipment</b>	Equipment Know How	Precision Ag	Drones
<b>Farm Life</b>	Running a CSA	Ag Camps	Ranch Life

*Editorial and dates are subject to change.*

Updated: 1/2018

# PACKAGES

## LEADERBOARD PACKAGE

Print: 1 Page  
Digital: Leaderboard  
Social Media Package



RETAIL PRICE  
**PACKAGE PRICE**

TOTAL AUDIENCE IMPRESSIONS

1 YEAR

\$14,820  
**\$12,595**

372,000

2 YEARS

\$25,860  
**\$21,980**

552,000

## RECTANGLE PACKAGE

Print: 1 Page  
Digital: Medium Rectangle  
Social Media Package



RETAIL PRICE  
**PACKAGE PRICE**

TOTAL AUDIENCE IMPRESSIONS

\$14,052  
**\$11,945**

336,000

\$24,708  
**\$21,000**

516,000

## FULL PAGE PACKAGE

Print: 1 Page  
Social Media Package



RETAIL PRICE  
**PACKAGE PRICE**

TOTAL AUDIENCE IMPRESSIONS

\$13,260  
**\$11,270**

300,000

\$23,520  
**\$19,990**

480,000

## HALF PAGE PACKAGE

Print: 1/2 Page  
Social Media Package



RETAIL PRICE  
**PACKAGE PRICE**

TOTAL AUDIENCE IMPRESSIONS

\$10,620  
**\$9,025**

300,000

\$19,200  
**\$16,320**

480,000

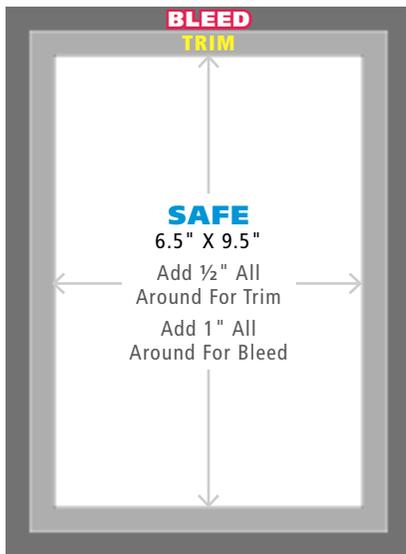
July/August	September/October	November/December
6/13/2018	8/15/2018	10/12/2018
6/22/2018	8/24/2018	10/23/2018
900	4,600	2,600
Legumes	Goats	Pork
Extension Offices	Ag Sorority	2018 Women In Ag Conferences
Equipment Know How	Restoring a Tractor	Agronomy
Starting a Ladies Ag Group	Spanning Generations	Women Veteran/ Military Farmers

## ***SEASONAL TOPICS***

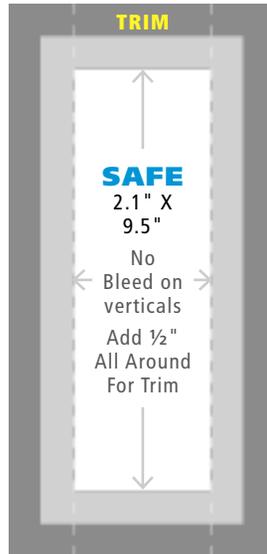
### ***MAY INCLUDE:***

- Agritourism
- Community conversations
- Finances
- Guest bloggers
- Health and safety
- Specialty crops
- Special interest
- Upcoming events
- Cooking/recipes
- Volunteerism
- Yard and garden

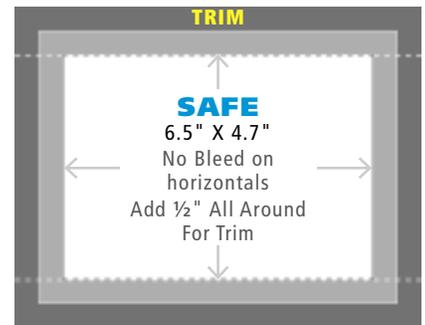
# PRINT SPECIFICATIONS



FULL PAGE



1/3 PAGE VERTICAL



1/2 PAGE HORIZONTAL

**Trim Size:** 7.5" x 10.5" (45p x 63p)

**Bleed Size:** 8.5" x 11.5" (51p x 69p)

**Safe Area (Full Page):**  
6.5" x 9.5" (39p x 57p)

### Acceptable artwork

- CMYK process
- Adobe creative suite: InDesign, Illustrator, Photoshop
- PDFs

Specified positions are offered on a space available basis. An additional charge per page will be applied.

### When submitting artwork, please include:

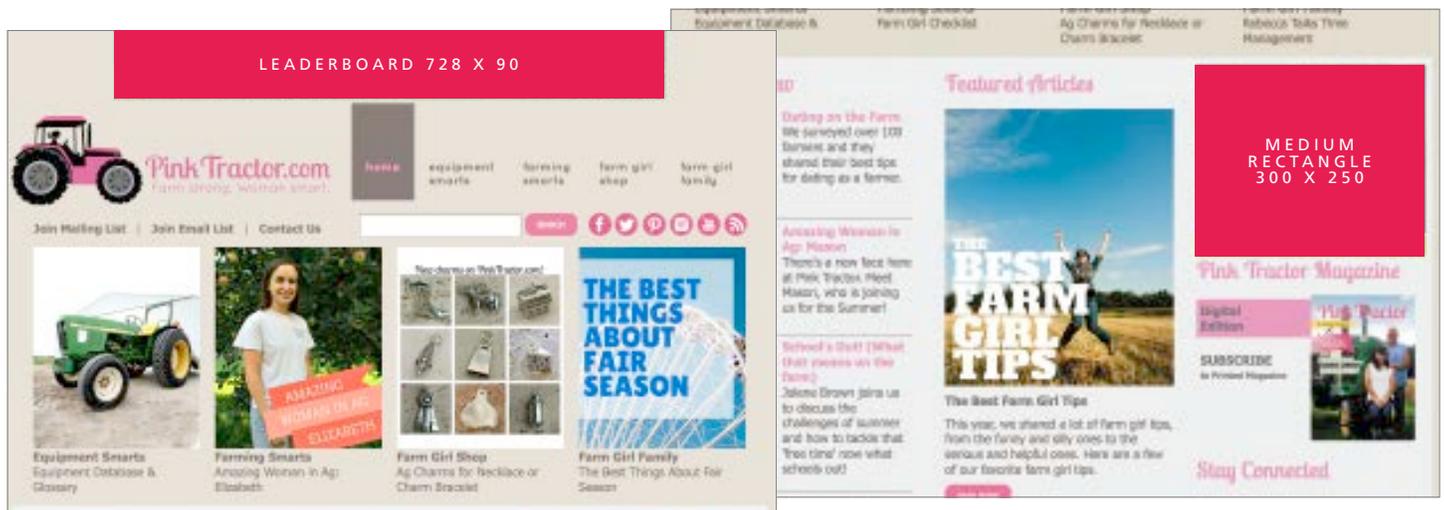
- Company name
- Phone number
- Ad size
- Catalog and edition where ad is to be placed

### Ad Submission:

Email files to [submitad@fastline.com](mailto:submitad@fastline.com)

**Questions:** 800-626-6409

# DIGITAL SPECIFICATIONS



Specs

- Minimal creation fee applied for artwork created by Fastline Media Group

We suggest keeping file sizes around 35K or so.

Banners can be any of the following formats:

- GIF
- JPEG
- HTML
- Flash\*

\* Keep in mind Flash banners may not be viewable on some mobile devices. Flash Banner Tracking Directions: Follow the instructions at <http://admin.adbutler.com/flash.spark> (minus the "Adding a flash banner in AdButler" section) or send us the original .fla file so that we can take the necessary steps to allow banner tracking in our banner management software.