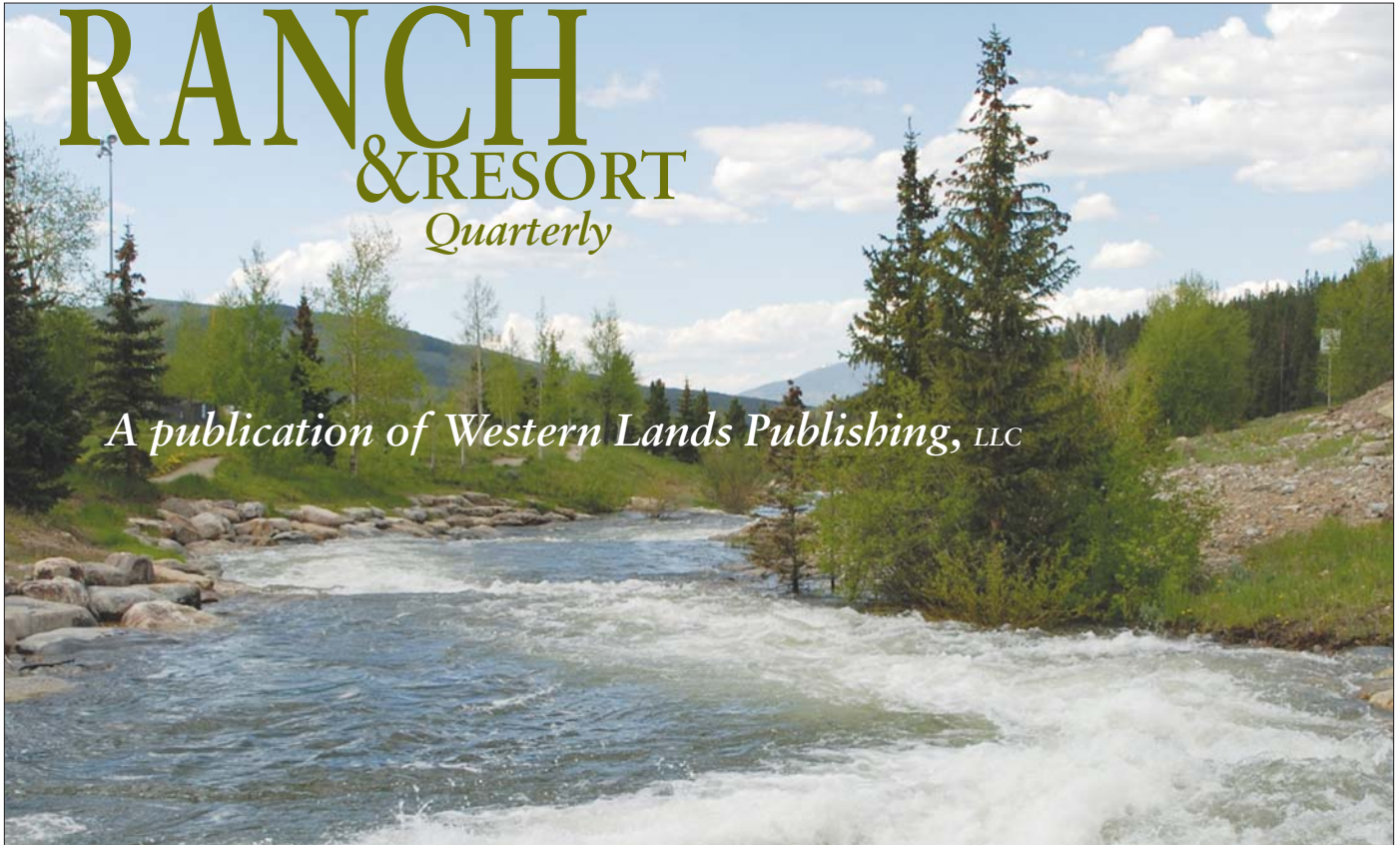


# Advertisers Media Kit 2009



## Targeting the Exceptional Buyer of Exceptional Lifestyle Properties

Ranch & Resort Quarterly is a real estate advertising magazine that showcases the finest of Colorado and western properties. From architecturally exquisite ski-side homes to the plowed fields of the verdant lowland valleys, from awe-inspiring ranch estates to recreational mountain cabins, orchards and vineyards, golf and equestrian communities, city centers and quaint resort towns -- these are the properties that exemplify the Colorado lifestyle and all its diversity.

On these full color, glossy pages your distinctive properties are promoted throughout the seasons to selective buyers across Western Colorado and beyond.

Strengthen your name or office brand, satisfy your clients, and reach a wide range of qualified buyers with consistent, repeat advertising in Ranch & Resort Quarterly.

- **Ranch Estates**
- **Ski-in/Ski-out Homes**
- **Mountain Cabins**
- **Vacation Rentals**
- **Recreational Lands**
- **Equestrian Centers**
- **Golf Communities**
- **Hunting & Fishing Retreats**
- **Farms**
- **Orchards**
- **Vineyards**
- **Acresage**
- **Commercial & Investment Opportunities**



**Western Lands Publishing, LLC**

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# RANCH & RESORT

ADVERTISERS MEDIA KIT 2009 • CONTACT (970) 872-3895

## RESERVE YOUR SPACE TODAY!

We invite you to join us in the Ranch & Resort magazine, scheduled for publication in May, August, November and February. With your full-color ad in one or more issues, you can target affluent, discriminating seekers of unique lifestyle properties throughout resort communities and the most active real estate markets in Colorado.

## CHARM OF COLORADO DEFINED

Steeped in history, Colorado has a heritage as rich as the natural resources that once attracted only the most daring of prospectors and adventurers, extraordinary people who worked side-by-side to create a new life for themselves and their families.

Throughout the world, people continue to be drawn to Colorado for its scenic beauty and myriad recreational and investment opportunities. From the rugged 14,000-foot peaks to the finely-tilled farms and elegant equestrian estates, these time-honored western lands are as diverse as the people who choose to call them home.

Join us for the **Winter issue resort homes special**, when snow-covered mountains are packed with local and visiting ski lovers, or the early **Summer issue featuring ranch estates, equestrian and golf communities** as the Aspen leaves begin to shimmy, locals renew their summer sports and visitors flock from afar for the world-renowned wine tastings, art and music festivals, sheep dog trials, rodeos and marathons. Later we celebrate the **Autumn** season of fishing, hunting and outdoors activities with a **special feature on recreational properties**.

*Showcase your portfolio throughout the year with Ranch & Resort and be sure to highlight your special lifestyle properties during these targeted seasonal promotions.*

**Give us a call for affordable advertising in our magazine and on our website:  
[www.ColoradoRanchandResort.com](http://www.ColoradoRanchandResort.com)**

## SPECIAL SEASONAL FEATURES

With each issue we feature a seasonal selection of lifestyle properties including:

- Resort, vacation & ski/in-ski/out homes
- Golf & equestrian communities
- Ranch estates, farms, orchards, vineyards
- Recreational, mountain & exceptional acreage
- Commercial & other investment properties

Call ahead to be included in our upcoming feature sections.

Frequency: Three to Four issues per year

Distribution: More than 1000 key display points covering all of Western Colorado and parts of the Front Range. Mailings to key real estate offices in California, Texas, Utah, Arizona, Wyoming and Montana.

## Ranch & Resort Quarterly Reaches Prospective Buyers throughout the Western Slope in:

Aspen & the Roaring Fork Valley · Snowmass · Basalt ·  
Carbondale · El Jebel · Carbondale · Glenwood  
Springs · Vail Valley · Avon/Beaver Creek · Eagle ·  
Edwards · Minturn · Vail · Summit County & All the  
I-70 Corridor Ski Areas · Breckenridge · Copper  
Mountain · Dillon · Frisco · Keystone · Silverthorne ·  
Steamboat Springs · Gunnison · Crested Butte ·  
Durango Area · Bayfield · Delores · Vallecito · Pagosa  
Springs · Cortez · Telluride · Norwood · Ouray ·  
Ridgway · Colonna · Montrose · Delta County &  
North Fork Valley · Hotchkiss · Paonia · Crawford ·  
Cedaredge · Grand Junction to Glenwood Springs ·  
And more...

Copies are also mailed to hundreds of key real estate offices & subscribers in Colorado's Front Range ·  
California · Texas · Utah  
· Arizona · Wyoming · Montana





## PUBLISHING SCHEDULE

Ranch & Resort Quarterly is published four times each year. Each issue is published by season: Spring, Summer, Fall & Winter.

Please call for publication dates and deadlines.

## ADVERTISING RATES

SIZE	PRICE	SIZE	PRICE
COVER (INCLUDES 1/2 PAGE INSIDE)	\$1,500	SPREAD (2 PAGES)	\$1,500
COVER + INSIDE FULL PAGE	\$1,850	INSIDE COVER	\$1000
FULL PAGE	\$850	INSIDE BACK	\$1000
1/2 PAGE	\$450	BACK PAGE	\$1150
1/4 PAGE	\$250	POSTCARD INSERT	INQUIRE ABOUT PRICE

Contract discounts: 2x =5%, 3x =10% Annual =15%

- Cover includes an inside half-page
- 15% premium charge for guaranteed pages
- Space reservation with 50% advance payment

## FRONT COVER

Offices and agents may purchase the cover for \$1,500 to promote their featured property. Included with the cover package is a half-page inside feature article or property description provided by the advertiser. An optional additional half-page may be reserved for \$350 to enable the advertiser to showcase other properties in the office portfolio.

Ranch & Resort will work with cover advertisers to ensure that the featured property receives optimum exposure, but retains control of the final design and image to be used.

## HOW IS RANCH & RESORT DIFFERENT FROM OTHER REAL ESTATE MAGAZINES

### *Distinguishing Features & Benefits*

- Sharply-focused publication showcasing western lifestyle and investment properties
- Full Western Slope intensive distribution
- Concentration in resort communities and prime real estate markets of Colorado
- Mailings to leading real estate office in California, Texas, Arizona, Utah, Wyoming & Montana for nationwide referrals
- Clean, easy-to-navigate layout
- Full-size, full-color glossy magazine
- 3-month shelf-life offers greater value and less work
- Personalized services with extensive marketing and publishing know-how

### *Additional Benefits*

- Expanded exposure through the ColoradoRanchandResort.com website
- Discounts on New Property Listing Alert service
- Discounts on Featured broker and agent online listings

### *Advertising Opportunities*

- Place an ad in the Ranch & Resort Quarterly magazine.
- Got a new listing? Don't wait for the next magazine. Get immediate coverage through our web-based New Property Alert
- Enhance your exposure by joining our our web-based Featured Brokers & Agents page

To discuss how Ranch & Resort Quarterly can contribute to your advertising success, call us at (970) 872-3895 or write ranchandresort@tds.net.



# RANCH & RESORT QUARTERLY

ADVERTISERS MEDIA KIT 2009

## WHY ADVERTISE IN RANCH & RESORT?

On the pages of Ranch & Resort Quarterly, your special properties are defined by more than acres and square feet. They speak to a longing for a richer lifestyle, whether it be cattle-breeding in the northwest, hunting and fishing on the Grand Mesa, skiing the slopes of Aspen and Vail or running a quaint bed and breakfast in Telluride or the San Juan Mountains.

Like most professionals, our clients are besieged with choices for advertising and marketing their properties. They're looking for a well-rounded marketing strategy that maximizes their market exposure and minimizes financial output.

Advertisers choose Ranch & Resort Quarterly because it offers a cost-effective, efficient tool for reaching large volumes of qualified prospective buyers in a high-quality, attractive format.

Presented by Western Lands Publishing, LLC, the Quarterly is a spin-off from our monthly Real Estate Today and reflects our belief that ranch, recreational and resort estates and other lifestyle properties are unique both in their appeal to certain buyers and the marketing strategy they require.

Our magazine has been carefully designed to catch the attention of this distinctive market niche – that unique group of people looking to invest in western lands and opportunities. Whether you have one special property to showcase or have long specialized in Colorado lifestyle properties you can directly reach these selective buyers through the pages of Ranch & Resort Quarterly.

## WHO BUYS PROPERTIES FEATURED IN RANCH & RESORT?

Buyers of properties featured in the Quarterly include East Coast executives and their families planning to retire in the Colorado West, California ski lovers looking for a convenient second home to enjoy and entertain, city dwellers seeking a more rural lifestyle, sports enthusiasts longing for easy access to skiing, biking or mountain climbing, generations-old ranching families quietly continuing their historic profession, lovers of the wild and wide-open spaces, hunters, fishing devotees, and outdoorsmen, investors and venture capitalists exploring new opportunities for creative development.



*Don't miss this opportunity to promote your specialty properties in the new Colorado lifestyle real estate magazine!*

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