

Backwoods Home Magazine

practical ideas for self-reliant living

A photograph of a rustic log cabin with a gabled roof and a chimney, nestled in a forest with large trees and vibrant autumn foliage. The cabin is surrounded by fallen leaves on the ground. A wooden fence is visible on the left side of the image.

**2018-2019
Media Kit**



A UNIQUE AND LOYAL MARKET

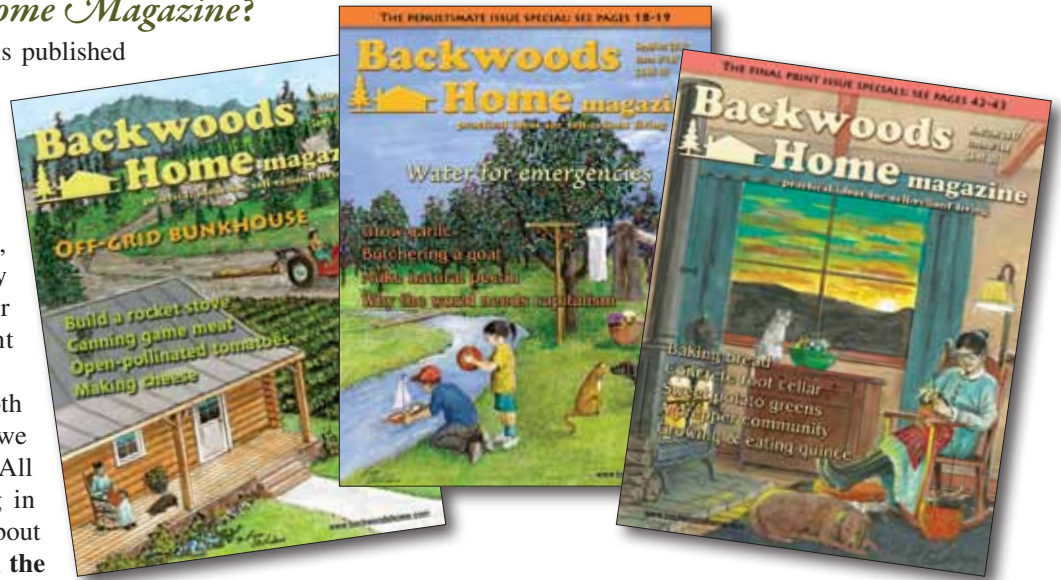
What is *Backwoods Home Magazine*?

Backwoods Home Magazine is published in Oregon and is written for people who have a desire to pursue personal independence and self-sufficiency. Since 1989, we have published articles on owner-built housing, independent energy, country living, gardening, and other topics related to a self-reliant lifestyle.

We are currently available both in print and on Kindle, where we have about 5,000 subscribers. All of our readers have one thing in common: They want to know about self-reliance, preparedness, **and the products and services that help them become self-reliant and prepared.**

Why advertise with us?

Over the last 28 years, we have attained thousands of loyal subscribers who view us as an extension of their family. They look to us for products and services that will make their journey to independence an easier one.



Backwoods Home online

In addition to display ads within our magazine, we offer website ads separately. Our 200,000 monthly pageviews make it easy for website ads to be seen by customers. You can view select articles from our current issue on our website at www.backwoodshome.com.



@backwoodshome





IN EACH ISSUE



What makes *Backwoods Home Magazine* crucial reading for down-to-earth consumers? We deliver reliable information that helps them make the decision to buy non-perishable food products, farming equipment, building tools and supplies, canning equipment, preparedness gear, and other items to help them achieve their goals.

Check out some of our regular features:

- PREPAREDNESS:** Advice on being prepared for anything from a bad year in the garden, to natural or man-made disasters.
- SELF-RELIANCE:** We are one of the country's leaders in promoting a self-sufficient lifestyle. Articles cover topics such as food preservation, starting your own business, harvesting wild foods and game, and protecting your family with firearms in times of trouble.
- HOMESTEADING:** Skills for both urban and rural homesteaders, including developing water sources, using and cooking with wood stoves, building homes and out-buildings, caring for livestock, and living off the grid.
- CANNING & GARDENING:** Articles on the many benefits of growing and canning fruits and vegetables. Plus, information on how to compost, make organic fertilizers, and protect your garden from pests and predators.
- WHOLE FOODS & COOKING:** A tried and true source for recipes that stand the test of time.
- ALTERNATIVE ENERGY:** Extensive coverage of the latest information on solar power for your home and everyday use, wood heat, wind power, biodiesel, and other renewable energy options.
- BUILDING:** How-to instructions on natural building including log, timber frame, straw bale, adobe, earth-sheltered, and cordwood homes; solar designs; energy-efficient appliances, and more.
- HEALTH:** Expert advice on emergency and do-it-yourself healthcare — from using herbal remedies to creating a custom medical kit.
- COUNTRY LIVING:** Inspiring articles that remind our readers of the simplicity and enjoyment that comes with living a country life.





ADVERTISER RATES

General Information

Mechanical Requirements

Rates are for print-ready ads (300 dpi, CMYK color)

Full Bleed size 9" x 11½"

Trim size 8 ¾" x 10 7/8"

Please submit ads as a .tif, .jpeg, or .pdf

Policy

All advertisers must prepay ads placed with us. If ad is received too late for the current issue, ad will automatically be placed in the next issue unless specified.

Cancellations/Changes

Cancellations or copy changes will not be accepted past the deadline and must be received prior to closing date.

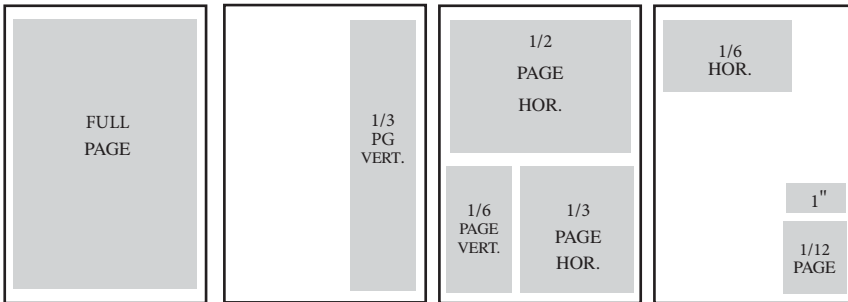
Circulation

Backwoods Home Magazine is published quarterly (four times a year) on both the Kindle platform and in print. We currently have 5,000 paid Kindle subscribers.

Issues & closing dates

Issue	Ad Copy Due
Issue #175 (Jan/Feb/Mar 2019)	Nov 20, 2018
Issue #176 (Apr/May/June 2019) ...	Feb 20, 2019
Issue #177 (July/Aug/Sept 2019) ..	May 20, 2019
Issue #178 (Oct/Nov/Dec 2019) ...	Aug 20, 2019

Display Ad Dimensions



Ad Type

Size

Rates

Full page	7" W x 9-1/4"H	\$600
Half-page (hor.)	7"W x 4-5/8"H	\$300
One-third page (hor.)	4-1/2"W x 4-5/8"H	\$250
One-third page (vert.)	2-1/4"W x 9-1/4"H	\$250
One-sixth page (hor.)	4-1/2"W x 2-5/16"H	\$150
One-sixth page (vert.)	2-1/4"W x 4-5/8"H	\$150
One-twelfth page	2-1/4"W x 2-5/16"H	\$100
One-inch	2-1/4"W x 1"H	\$50

Multiple Insertion Discounts

Run ad for a full year (4 issues) — 10% discount

Web Ads

We sell right-column banners that appear on www.backwoodshome.com, in random order. We get 200,000 unique visitors per month to our site.

300 x 100 pixels

\$200/month

Banners must be in gif, jpg, or png format. No animated banners. Multiple banners per slot not supported. Click-tracking not currently available. Clicks must be tracked from your server. A dedicated landing page (<http://yoursite.com/bhmad.html>) or tracking code (<http://yoursite.com?ref=bhm>) is allowed.

Contact Information

Lisa Nourse

advertising@backwoodshome.com



CLASSIFIED AD RATES

RATES: \$1.00 per word. **Minimum: \$20.** Write or fax your ad in the form below. We'll print up to the first four words in bold capital letters. Additional capitalized words cost \$1 each. Payment (check, M.O., cash in U.S. funds only) must accompany ad.

DISCOUNTS: Run your ad in four consecutive issues (1 full year) and receive a 10% discount when you prepay.

SPECIAL RATE FOR PERSONALS: To encourage those seeking mates or jobs, individuals (as opposed to companies) advertising under the "PERSONALS" category will be charged half price.

CLOSING DATES: Contact advertising@backwoodshome.com for closing dates.

Order online at: www.backwoodshome.com/shop/product/classified-ads

HEADINGS:

(Circle one)

ALTERNATIVE ENERGY
BEEKEEPING
BEER/WINEMAKING

BOOKS/MAGAZINES/CDS
BUILDING/SUPPLIES
BUSINESS OPPORTUNITIES
DO-IT-YOURSELF
DOMES AND TIPIS
FOOD

GARDEN/FARM
HERBS
LIVESTOCK
MISCELLANEOUS
PERSONALS (special rate)
POULTRY

REAL ESTATE
SURVIVAL GEAR
WANTED
WATER

YOU CHOOSE HEADING: _____

(add more words as needed)

Insert this ad in the next _____ issues (10% discount if run for full year — 4 consecutive issues).
Enclosed is my check or money order for \$ _____

Card No. _____ Exp. Date _____ Security code _____

Visa Name _____
 Discover Address _____
 MasterCard City, State, Zip _____
 American Express Phone _____
Email _____

