

Backwoods **Home** magazine

practical ideas for self-reliant living

Media Kit



DON CHILDERS

Backwoods Home magazine

A UNIQUE AND LOYAL AUDIENCE

What is *Backwoods Home Magazine*?

Backwoods Home Magazine (BHM) is a print magazine published in Corvallis, Oregon and is made for people who have a desire to pursue a self-reliant lifestyle. As a quarterly 116-page homesteading magazine, *BHM* has seasonal articles on building, gardening, canning, cooking, alternative energy, livestock, foraging, and preparedness. In nearly every issue of *BHM*, there is one article on firearms and one on politics.

We are currently available both in print and on Kindle. 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 32+ years, we have attained tens of 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 self-sufficiency an easier one.

Backwoods Home online

In addition to display ads within our magazine, we offer website ads separately. Our 200,000 monthly users make it easy for website ads to be seen by customers.

Audience Interests

- Do-it-yourself projects
- Raising animals
- Cooking from scratch
- Growing and preserving food
- Independent and self-sufficient
- Preparing for natural and man made disasters

Audience Insights

- 70% of readers are over the age of 45
- Readers are evenly split between Male/Female
- Nearly all our readers are homeowners
- Subscribers are spread all through the U.S.
- Vast majority of readers live outside cities



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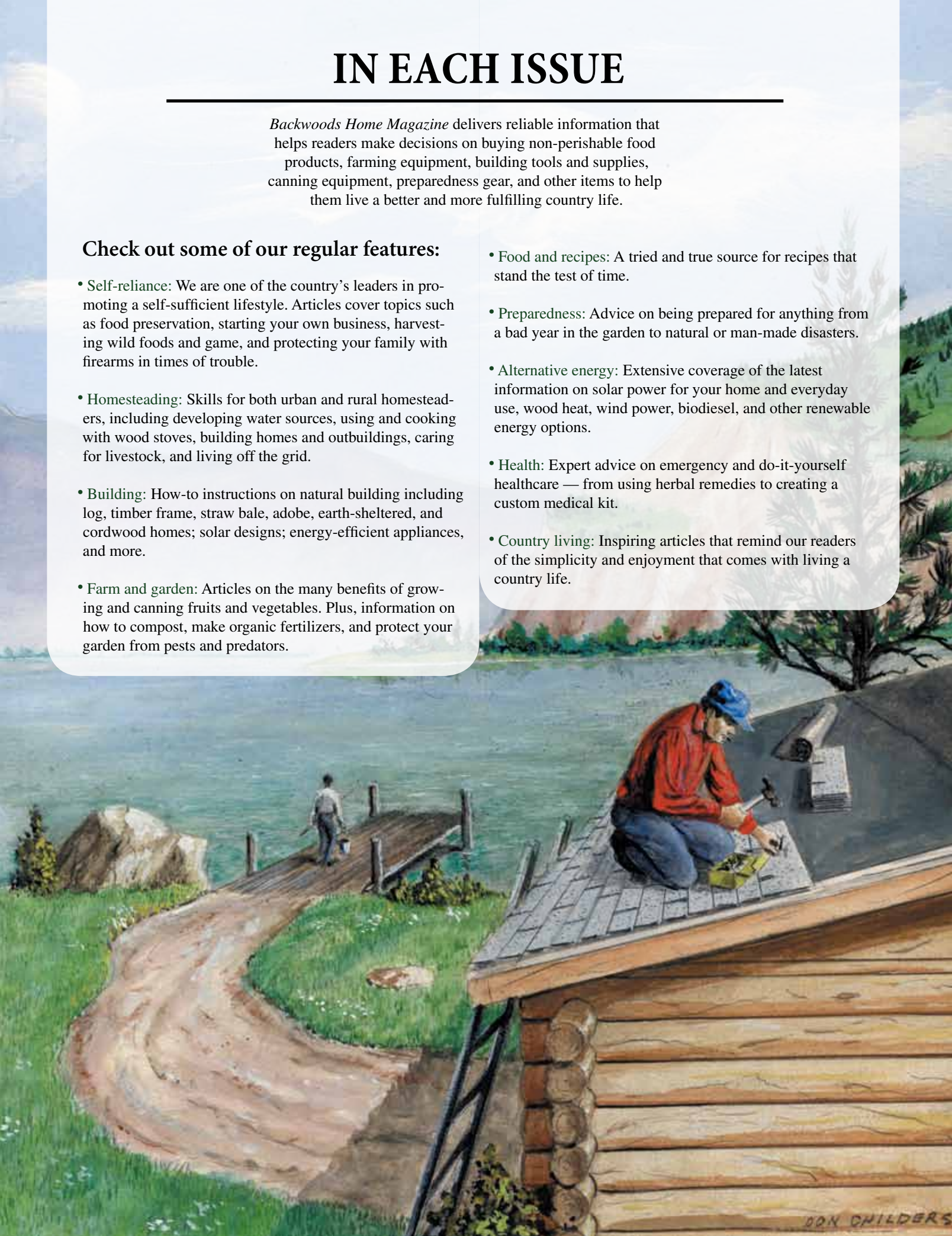
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IN EACH ISSUE

Backwoods Home Magazine delivers reliable information that helps readers make decisions on buying non-perishable food products, farming equipment, building tools and supplies, canning equipment, preparedness gear, and other items to help them live a better and more fulfilling country life.

Check out some of our regular features:

- **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 outbuildings, caring for livestock, and living off the grid.
- **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.
- **Farm and garden:** 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.
- **Food and recipes:** A tried and true source for recipes that stand the test of time.
- **Preparedness:** Advice on being prepared for anything from a bad year in the garden to natural or man-made disasters.
- **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.
- **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.



CIRCULATION • REQUIREMENTS • AND CALENDAR

General Information

Technical Requirements

- Minimum of 300 dpi CMYK color
- Full Bleed size 9" x 11½"
- Trim size 8-3/8" x 10-7/8"
- Submit ads as a .tif, .jpeg, or .pdf
- See bleed and trim details on the next page.

Policy

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

Cancellations/Changes

Cancellations or copy changes will not be accepted past the ad copy due date.

Issues & closing dates

Issue

Ad Copy Due

Issue #192 (Apr/May/June 2023)	Feb 25, 2023
Issue #193 (July/Aug/Sept 2023)	May 28, 2023
Issue #194 (Oct/Nov/Dec 2023)	Aug 19, 2023
Issue #191 (Jan/Feb/Mar 2024)	Nov 10, 2023

Contact Information

To place an ad or ask a question, please contact:

Lisa Nourse

advertising@backwoodshome.com

Paid Circulation Per Issue

- Print Subscribers: 145,000
- Kindle Subscribers: 5,000
- Newsstand Copies Sold: 2,500

Magazine Specs

- 116 pages per issue
- Cover Stock: 80 lb. #2 Gloss Text wt
- Text Stock: 42.50 lb. Offset (*Text stock may vary due to supply chain issues*)

Web Ads

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

300 x 100 pixels

\$300/month

Ads 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.



DISPLAY AD RATES

Size	Rates		
	1x	2x	4x
Full page	\$2,400	\$2,160	\$1,900
Half-page (hor.)	\$1,200	\$1,080	\$960
One-third page (hor.)	\$1,000	\$900	\$800
One-sixth page (vert.)	\$600	\$540	\$480
One-twelfth page	\$400	\$360	\$320
One-inch	\$200	\$180	\$160

AD DIMENSIONS

Size	Dimensions		
	Without Bleed	With Bleed	Trim Size
Full Page.....	7"W x 9-1/4"H	8-7/8"W x 11-3/8"H	8-3/8"W x 10-7/8"H
Half-page (hor.)	7"W x 4-5/8"H	8-7/8"W x 5-1/2"H	8-3/8"W x 5-1/4"H
One-third page (hor.)	4-1/2"W x 4-5/8"H		
One-third page (vert.)	2-1/4"W x 9-1/4"H		
One-sixth page (hor.)	4-1/2"W x 2-5/16"H		
One-sixth page (vert.)	2-1/4"W x 4-5/8"H		
One-twelfth page	2-1/4"W x 2-5/16"H		
One-inch	2-1/4"W x 1"H		

Add 1/4" beyond the trim for ads that include a bleed.

