**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 available both in print and on Kindle, where we have about 5,000 subscribers for each. 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 57,000 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.
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.
**General Information**

*Mechanical Requirements*
Rates are for print-ready ads (300 dpi, CMYK color)
Full Bleed size 9" x 11 1/2"
Trim size 8 3/8" 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.

**Display Ad Dimensions**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7&quot; W x 9-1/4&quot;H</td>
<td>$600</td>
</tr>
<tr>
<td>Half-page (hor.)</td>
<td>7&quot;W x 4-5/8&quot;H</td>
<td>$300</td>
</tr>
<tr>
<td>One-third page (hor.)</td>
<td>4-1/2&quot;W x 4-5/8&quot;H</td>
<td>$250</td>
</tr>
<tr>
<td>One-third page (vert.)</td>
<td>2-1/4&quot;W x 9-1/4&quot;H</td>
<td>$250</td>
</tr>
<tr>
<td>One-sixth page (hor.)</td>
<td>4-1/2&quot;W x 2-5/16&quot;H</td>
<td>$150</td>
</tr>
<tr>
<td>One-sixth page (vert.)</td>
<td>2-1/4&quot;W x 4-5/8&quot;H</td>
<td>$150</td>
</tr>
<tr>
<td>One-twelfth page</td>
<td>2-1/4&quot;W x 2-5/16&quot;H</td>
<td>$100</td>
</tr>
<tr>
<td>One-inch</td>
<td>2-1/4&quot;W x 1&quot;H</td>
<td>$50</td>
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**Web Ads**

We sell right-column banners that appear on www.backwoodshome.com, in random order. We get 57,000 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

**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**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Copy Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue #175 (Jan/Feb/Mar 2019)</td>
<td>Nov 12, 2018</td>
</tr>
<tr>
<td>Issue #176 (Apr/May/June 2019)</td>
<td>Feb 25, 2019</td>
</tr>
<tr>
<td>Issue #177 (July/Aug/Sept 2019)</td>
<td>May 28, 2019</td>
</tr>
<tr>
<td>Issue #178 (Oct/Nov/Dec 2019)</td>
<td>Aug 19, 2019</td>
</tr>
</tbody>
</table>
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

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**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:**

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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 $_________

(Email address: classified-ad@backwoodshome.com)

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Card No.______________________________ Exp. Date _________Security code_________

- □ Visa
- □ Discover
- □ MasterCard
- □ American Express

Name_________________________________________________________________________

Address_______________________________________________________________

City, State, Zip__________________________________________________________

Phone_____________________________________________________________________

Email____________________________________________________________________

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