

Backwoods Home Magazine

practical ideas for self-reliant living

A photograph of a rustic log cabin nestled in a forest. The cabin is made of horizontal logs and has a gabled roof with a chimney. It is surrounded by large trees with vibrant autumn foliage in shades of orange, yellow, and green. A wooden fence is visible on the left, and a path covered in fallen leaves leads towards the cabin. The scene is peaceful and evokes a sense of self-reliance and connection to nature.

**2018-2019
Media Kit**

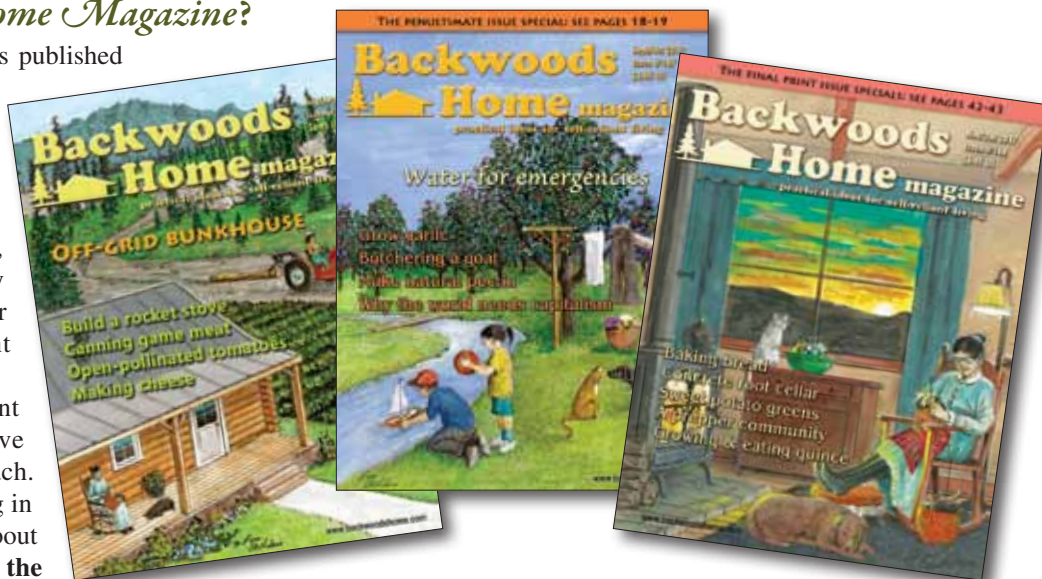


A UNIQUE AND LOYAL MARKET

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 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.**

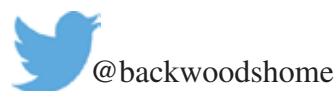


Why advertise with us?

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.





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 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.

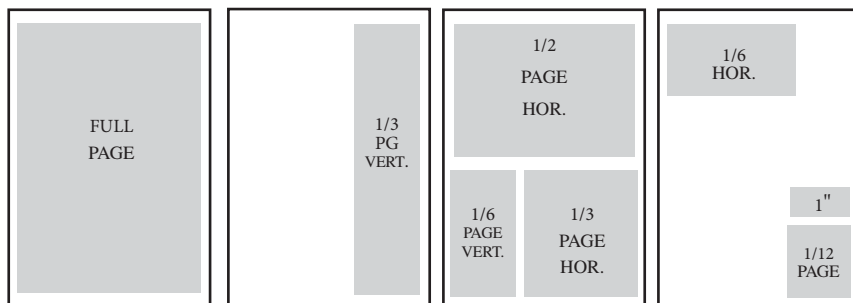
Circulation

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 12, 2018
Issue #176 (Apr/May/June 2019) ...	Feb 25, 2019
Issue #177 (July/Aug/Sept 2019) ..	May 28, 2019
Issue #178 (Oct/Nov/Dec 2019) ...	Aug 19, 2019

Display Ad Dimensions



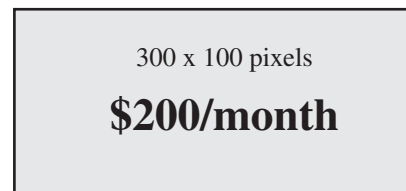
Ad Type	Size	Rates
Full page	7" W x 9-1/4"H	\$600
Half-page (hor.)	7"W x 4-5/8"H	\$300
One-third page (hor.)	4-1/2"W x 4-5/8"H	\$250
One-third page (vert.)	2-1/4"W x 9-1/4"H	\$250
One-sixth page (hor.)	4-1/2"W x 2-5/16"H	\$150
One-sixth page (vert.)	2-1/4"W x 4-5/8"H	\$150
One-twelfth page	2-1/4"W x 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 57,000 unique visitors per month to our site.



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

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