

2025

SPONSORSHIP GUIDE

WESTERN THE VOICE OF STEWARDSHIP IN THE
ON
LAND

Farmer Kacy Altman harvests onions near Livingston, Montana.
Photo by Zach Altman from On Land Volume 9.

 WESTERN
LANDOWNERS
ALLIANCE

OVERVIEW

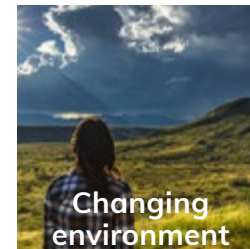
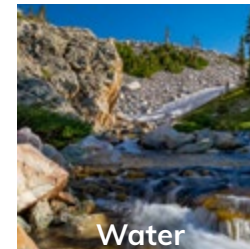
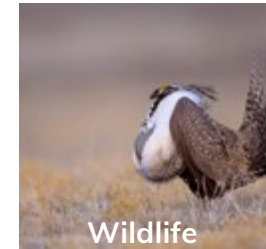
ON LAND IS THE MEDIA BRAND OF THE WESTERN LANDOWNERS ALLIANCE. WE ARE A NON-PROFIT COMMITTED TO TELLING A NEW STORY OF LAND STEWARDSHIP IN THE WEST.

Wise stewardship of our lands and natural resources is the fundamental challenge of our time. If we are to recover the American West to health, abundance, and justice, we need a new story about our relationship to land, rooted in an ethic of stewardship. **On Land** brings forth that story clearly and beautifully, in the voices of the people who are living it, at the bleeding edge of a future that puts people and nature together again for the benefit of both.

We raise the voices of those who tend land on a daily basis, sharing their experiences, successes, challenges and perspectives in the interest of shaping a better world for current and future generations. We explore public policies, share knowledge and information on land stewardship, and highlight people and ideas making a difference in the West and beyond.

Help us tell that story. Your sponsorship supports storytelling critical to the future of the West.

Coverage Areas



New Mexico rancher Betty Shahan talks about her passion for the watershed she stewards.



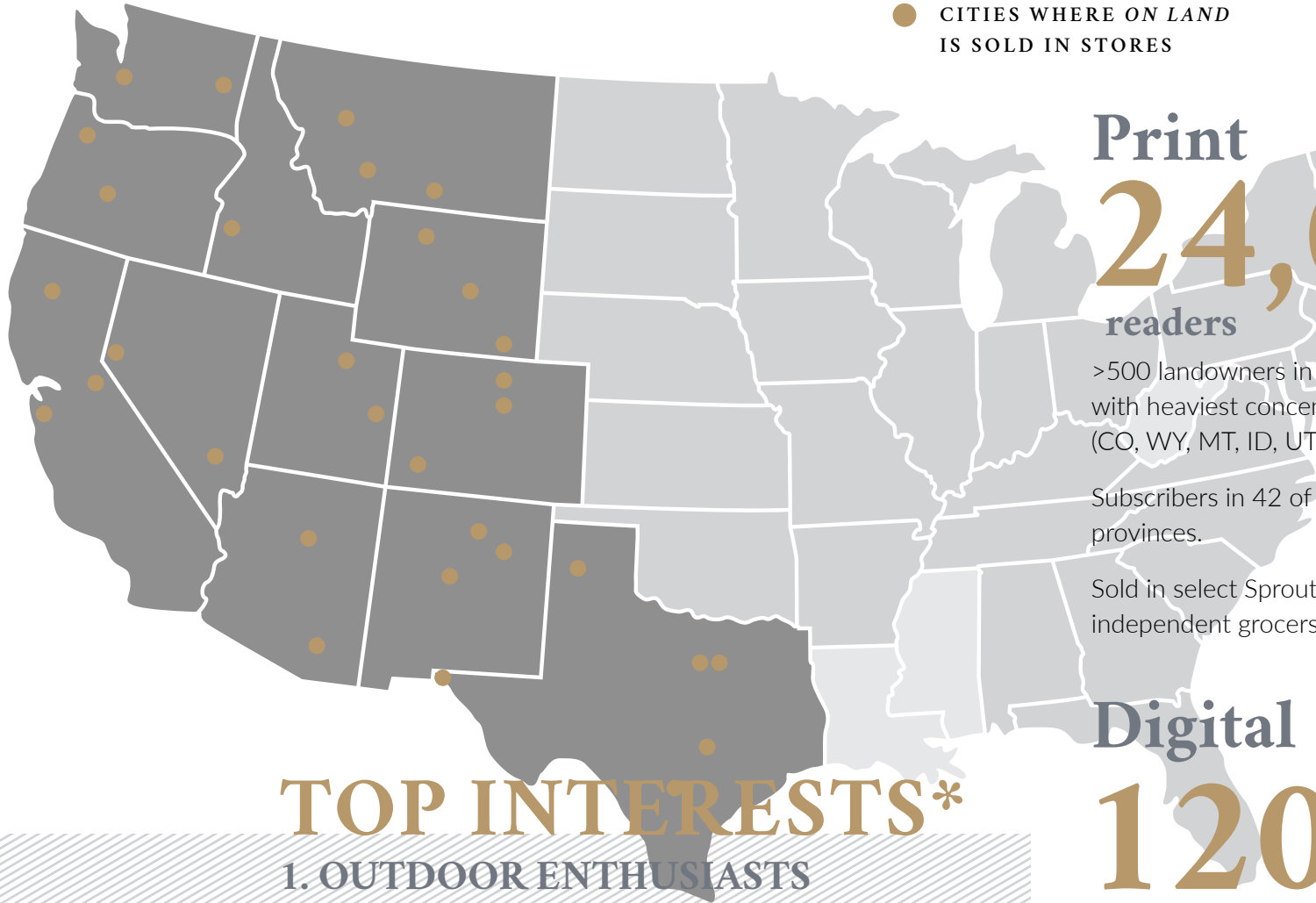
MEMBERS OF THE WESTERN
LANDOWNERS ALLIANCE STEWARD
OVER 16 MILLION ACRES OF LAND IN
THE AMERICAN WEST.



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AUDIENCE

● CITIES WHERE ON LAND
IS SOLD IN STORES



Print
24,000
readers

>500 landowners in each of the 11 western states, with heaviest concentrations in the Mountain West (CO, WY, MT, ID, UT).

Subscribers in 42 of 50 US states and 3 Canadian provinces.

Sold in select Sprouts, Natural Grocers, Whole Foods and independent grocers around the West.

Digital
1200+
monthly unique users



Cheyenne, Denver, Phoenix, Seattle, Los Angeles are top cities for user location.

35% of online readers are 18-34

35% are 35-54

30% are 55+

TOP INTERESTS*

1. OUTDOOR ENTHUSIASTS
2. AVID INVESTORS
3. COOKING ENTHUSIASTS
4. DO-IT-YOURSELFERS
5. AVID NEWS READERS
6. GREEN LIVING ENTHUSIASTS

*affinity categories of users per google analytics

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AUDIENCE MEMBERS

On Land is a key membership benefit of joining the Alliance. Associated your support with our growing membership passion about our mission! Membership has grown 5x in the past two years!

Partnerships REACH KEY SEGMENTS

OFFER THE MAGAZINE TO YOUR CLIENTS,
PROSPECTS, OR EVENT ATTENDEES.

REACH HIGH-VALUE PROSPECTS

Partnerships with organizations and events like *Hall and Hall Realty*, *Red Ants Pants Music Festival*, *Old Salt Festival* and *Regenerate Conference* and world-renowned luxury guest ranches distribute more than 1000 copies of the magazine directly to high-value audience segments.

**DISTRIBUTION PARTNERSHIPS HELP US REACH
MORE PEOPLE WHO NEED TO READ ON LAND.**

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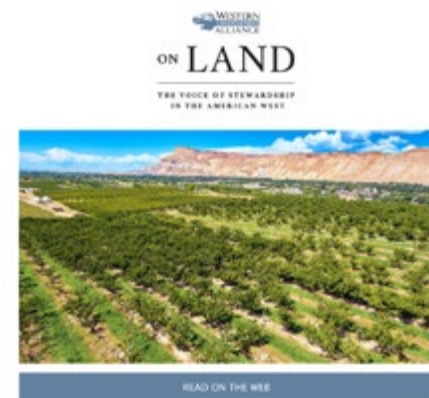
OUR NEWSLETTER OPEN RATES ABOVE
40% ARE DOUBLE INDUSTRY AVERAGES.



OPEN RATES FOR OUR WESTERN DIGEST,
LEADERSHIP FROM THE LAND, WESTERN WATER
AND NEW FROM ON LAND EMAILS AVERAGE 40-
50%! - UNHEARD OF IN THE INDUSTRY.

Newsletter sponsors like
LOR Foundation, *Rare Waters*
and *Western Gallery* get
high exposure and brand
association with highly-
desirable content.

**NEWSLETTER
SPONSORSHIP SUPPORTS
TIMELY, USEFUL
INFORMATION SHARING
WITH WESTERN LAND
STEWARDS.**



**WATER WEEKLY: "I WANT TO DO THIS,
BUT 1,000 TIMES BIGGER."**

ONE LONG AND USEFUL RECAP OF WATER LEGISLATION, OR LACK
THEREOF, IN COLORADO IN 2023.

SPECIAL OPPORTUNITIES

Sponsor special Sections



EATING ON LAND

Recipes and stories that connect good land stewardship with healthy and delicious food.

ON WATER

Coverage of the most pressing and talked about issue in the West today.



STEWARD TIPS

Practical tips for ranchers, farmers and land managers, from DIY stock-watering solutions to the best fence-repair tools.



COUNTRY BOOKSHELF

Book and media reviews for the busy land manager. What to shelve for winter reading or download for truck time.

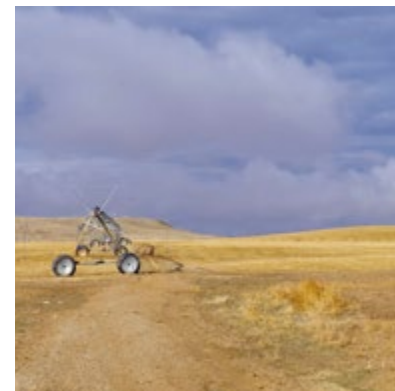
SPONSOR THE FLAGSHIP POD

Ever wanted a professional radio ad recorded for you? This is your chance. Our flagship interview show with some of the West's most interesting and knowledgeable characters reaches thousands with each episode, and growing.

Contact us for details.



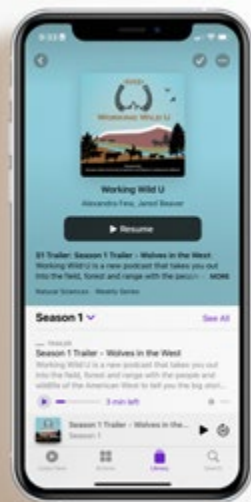
Get social
7,000+
FOLLOWERS



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SPECIAL OPPORTUNITIES

Sponsor our award-winning **Audio Doc**



WORKING WILD UNIVERSITY

Working Wild U is an award-winning podcast that immerses the listener in the action with the people and wildlife of the American West. We bring you the big stories at the heart of the struggle to sustain productive, resilient and connected rural landscapes and communities.

Each episode is centered at the intersection of cultural knowledge and science, exploring the challenges and successes of sharing and managing working landscapes that support both people and wildlife. Season 2, due out in fall 2023, will share stories of threatened and endangered species recovery on private and working lands in the West.

If you are passionate about stunning stories, open spaces, wild places and healthy communities, you'll love listening to WWU.

LEARN MORE AT

workingwild.us

Contact info@westernlandowners.org to talk about sponsorship.

Produced in partnership with



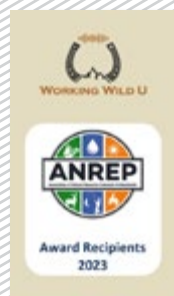
JOIN THESE GENEROUS SUPPORTERS

Your support will help us reach more people, tell more engaging stories that bring nuance to polarizing wildlife issues, and find the common ground that can help heal the rural and urban divide.



THE ARTHUR M. BLANK
FAMILY FOUNDATION

*Association
of Natural
Resource
Extension
Professionals
Gold Award*



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PRICING & OPTIONS

Digital

RESPONSIVE DESIGN
LOOKS GREAT
ON DESKTOP, TABLETS AND
SMARTPHONES

All onland.westernlandowners.org digital display ad packages include logo placement in our sponsors section and unlimited impressions and clickthroughs. Contact us about small business or non-profit pricing.

SIDEBAR package - \$1000/year

- 300X300 pixel jpeg or png file required.
- Displayed on all article pages as one of max 8 rotating sponsors

Banner package - \$1500/year

- 720x60 pixel jpeg or png file required.
- Displayed on all articles and feature pages

Banner+ package - \$1800/year

- 720x60 and 1080x108 pixel jpeg or png files required
- Add your larger format banner ad to the bottom of article pages

COMPLETE package - \$2500/year

- 300x300, 720x60 and 1080x108 pixel jpeg or png files required
- All possible placements.

Newsletter Sponsor package - \$2500/qtr

- 300x300, 720x60 and 1080x108 pixel jpeg or png files required
- Banner placement at conclusion of newsletter and square ad in sidebar of all associated articles.
- All possible placements elsewhere.

Podcast Sponsor

- Fully customizable
- Audio and visual ads
- Let's talk!

Newsletters

13,000+
TOTAL SUBSCRIBERS

Contact us about sponsoring our
**WESTERN DIGEST, LEADERSHIP FROM
THE LAND, WATER WEEKLY, or NEW
FROM ON LAND** emails.

Newsletters have open rates above 30%!

SUBMIT ADS VIA EMAIL

Please include:

- All file sizes required
- Contact information of the person responsible for the ad.
- URL destination for each ad file.
- Send final files by email to:
info@westernlandowners.org

DIGITAL AD POLICY

On Land reserves the right to refuse advertisements if the publisher deems them unacceptable or not in keeping with the tone of the publication. Digital ads cannot be swapped during each 30 day period. Advertiser is responsible for tracking ad clickthroughs/conversions. We recommend using unique tracking urls for each ad.



PRICING & OPTIONS

PRINT AD RATES

FULL COLOR PRINT ADS - 2025

Size	1x	2x	3x
2pg spread	\$6600	\$6000	N/A
Full pg	\$3750	\$3300	\$3000/each
1/2 pg	\$2200	\$2000	\$1750/each
1/4 pg	\$1400	\$1250	\$1000/each
Biz card	\$500	\$400	\$300/each

SPECIAL POSITIONS

Inside Front or Back Cover - \$5000
Inside Front or Back first 2 pg Spread - \$8000
Back Cover 1/2 page - \$4500

If *On Land* produces final artwork, charges will be cost plus 25%.
Ad submission via email. Final artwork per ad contract specifications.

FULL PAGE

Bleed: 9.125" x 11.125"
Trim size: 9" x 11"
Safe area: 8.5"x10.5"

1/2 PAGE HORIZONTAL

Size: 8" x 4.75"

1/2 PAGE VERTICAL

Size: 3.875" x 9.875"

2-PAGE SPREAD

Bleed: 18.25" x 11.125"
Trim size: 18" x 11"
Safe inset: 17"x10"

1/4 PAGE

Size: 3.875" x 4.75"

BIZ CARD

Size: 3.875" x 2.25"

CONTACT

MKUEHN@WESTERNLANDOWNERS.ORG

TO DISCUSS MULTIMEDIA PACKAGES.

Non-profit discounts and partnerships-in-trade are also available.



DUE DATES

SPRING/SUMMER

Ad Deadline - March 15
Publication Date - April 15

FALL/WINTER

Ad Deadline - August 15
Publication Date - September 15

PRICING & OPTIONS

Sample packages

**CUSTOMIZE YOUR SUPPORT
TO ASSOCIATE YOUR
BRAND WITH THE
RIGHT CONTENT.**

SPONSOR 'ON WATER'

DIGITAL SECTION + PRINT DEPARTMENT +
WEEKLY NEWSLETTER + PODCAST EPISODES

INCLUDES	Individual costs
2pg print magazine spread before water feature story + Western resources section advertisement	\$6000/issue
Exclusive sponsorship of the Water Weekly newsletter	\$5000/yr
Premium placement banner on On Water section page and On Water articles online	\$3000/yr
Professionally produced podcast sponsor ad airing in 6 water-focused On Land Podcast episodes	\$3000/yr
Sponsored content (informational article featuring your brand or leadership) in On Water, online.	\$500/article

SUGGESTED PACKAGE PRICE: \$10,000*

SPONSOR STEWARD TIPS

DIGITAL SECTION + PRINT DEPARTMENT +
MONTHLY NEWSLETTER + WEBINAR RECORDINGS ON
YOUTUBE

INCLUDES	Individual costs
Full page print magazine ad before On Water feature story + Western resources section biz card advertisement	\$4000/issue
Premium placement banner on Steward Tips section page and Steward Tips articles online	\$3000/yr
Sponsored content in monthly Leadership from the Land newsletter sent to 9,000 subscribers	\$750/edition
Sponsor stewardship practice webinars (inclusion in all marketing, video sponsor acknowledgement added to recording and thanked 2x live by WLA host).	\$1000/webinar

SUGGESTED PACKAGE PRICE: \$7,000*

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*Packages assume multiple sponsored content, episode, issue or webinar opportunities will be included. These must be specified at the time of sponsorship agreement. Other considerations affecting value include referral bonuses, sponsored content trades, and more. Let's get creative.

**CONTACT INFO@WESTERNLANDOWNERS.ORG
TO CUSTOMIZE YOUR OWN PACKAGE & PRICING.
LIMITED OPPORTUNITIES. ACT NOW!**