

PORCH + PRAIRIE

MAGAZINE

MEDIA KIT



OUR MISSION A CELEBRATION OF OUR AMERICAN LANDSCAPE

Inside our pages lies the stories of what makes our country tick and the great stories of not only how our nation was built, but also the tiny map dots expressing their roots, their beauty, and their great promise of the future. These towns are full of great businesses that we all rely on each day to get through our lives, and these towns are full of great people whose names have never appeared on the marquee signs but have helped mold our nation in the past, and provide the template for the incredible things to come.

Welcome to the celebration of the things we hold dear, the traditions we continue to honor that have been passed from generation to generation, and the people whose hard work has gifted us the things we enjoy most.



STORIES AND SCENES FROM THE HEART OF OUR AMERICAN HERITAGE

Our Magazine is devoted to those people and places with stories to tell, nestled between the map dots across our country.

They are those that have found their passions, chased their dreams, and are the very thread stitching together the patchwork of America.

For our Partners, Porch + Prairie provides the perfect meeting place between a highly-targeted high net worth readership and brands whose reputation, and product, live up to the highest of standards in quality, service, and heritage. And while others may offer to push their brand out to millions of readers, Porch + Prairie offers a much more targeted readership and with its Partner-first mantra, provides editorial exposure that many other titles simply can't offer, allowing our Partners to tell their stories how they want to tell it, told to the people who matter to them most.



Key Indicators:

P+P READER

40-61

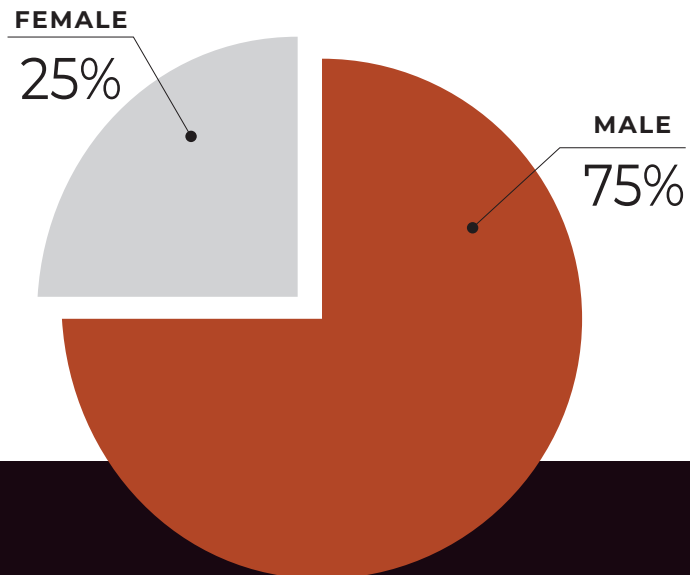
majority of readers' age

\$83,000

average spent on travel

\$741,000

average household income



Our readership, much like our country, is a diverse mix of our cultures, geographies, and backgrounds. They represent the roots of the stories we publish each quarter, and they represent a segment of our society that values the creativity of the brands we partner with and the stories of the people who helped build those brands. They travel, extensively, at a luxury level, and enjoy the finest of properties and pursuits. But above all, they provide the inspiration for what we do—the feedback, the ideas, the partners – all things that we take seriously and incorporate into every issue.



PASSION

In each issue, you will find carefully selected writings that speak to the passions of our readership. Those passions are as diverse as our landscape and they reflect the activities we engage in that put the land at the forefront. Majestic hikes in our National Parks, hunting excursions afield with friends, the long winding trail of a motorcycle on a long stretch of road, fishing along a babbling brook, and anywhere in between. With each issue introducing our readers to places from all corners of the country where they can enjoy their passions, P+P creates the bucket list for enthusiasts of all ages.



LIFESTYLE

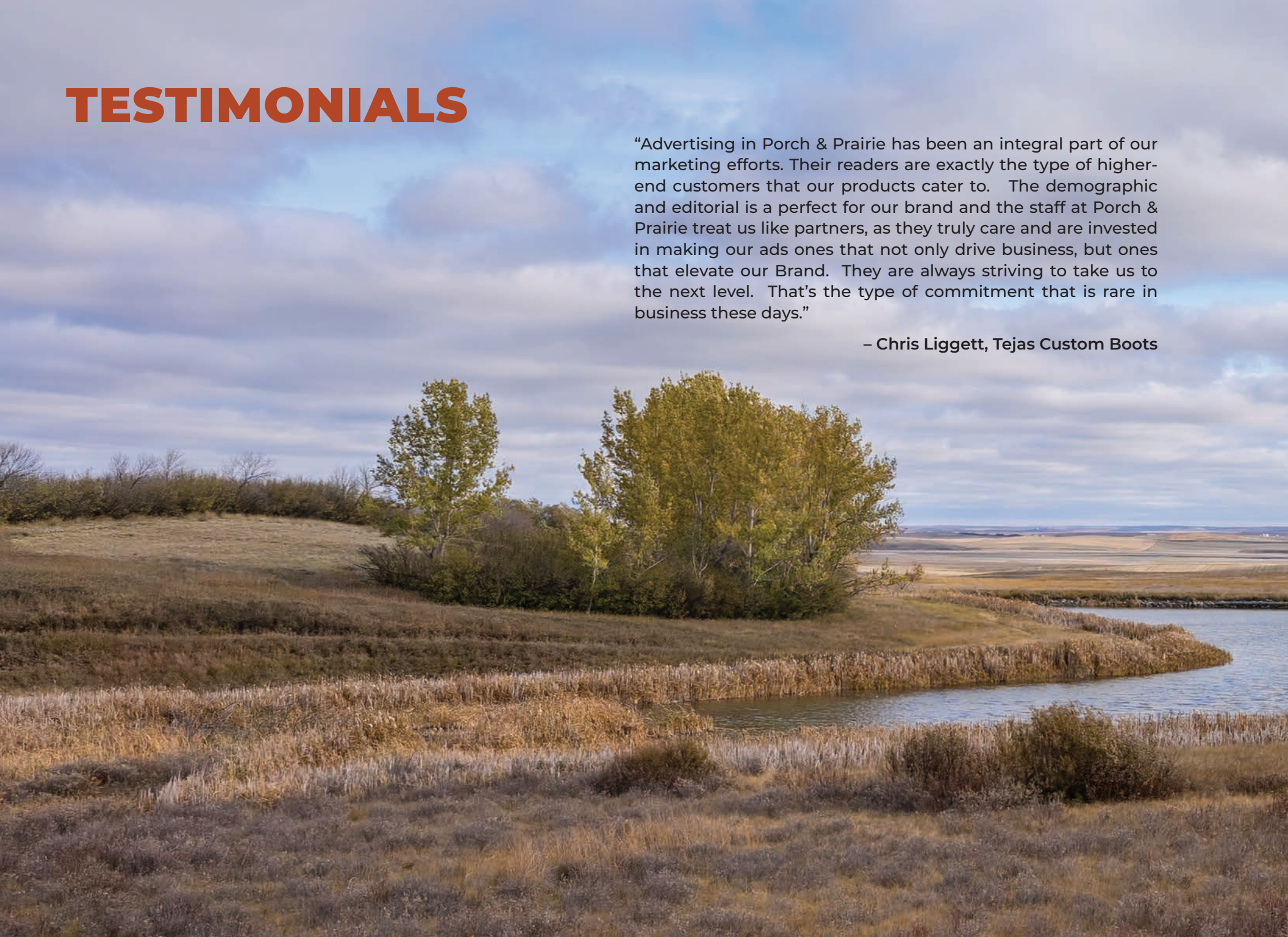
The American way of life needs to be celebrated loudly and screamed from the hills. With each issue, we focus on the different lifestyles that span the country. From laidback beach life to the rush of the stampedes on the open frontier, each taking their place in our pages. More than just capturing the scene of those lives, our pages capture the soul of that way of life and allow our readers to feel the pulse of the communities that support that American dream.

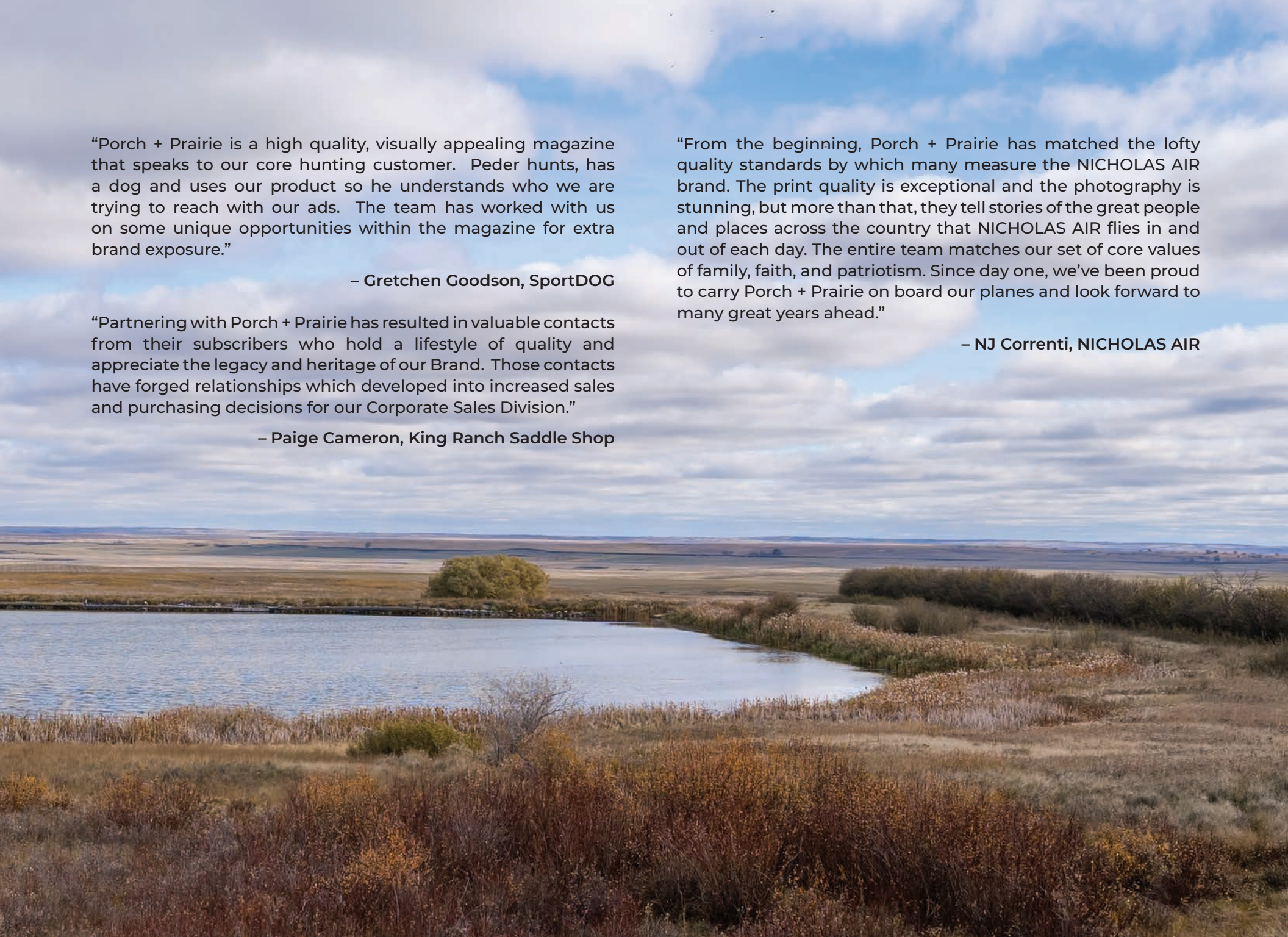


TESTIMONIALS

“Advertising in Porch & Prairie has been an integral part of our marketing efforts. Their readers are exactly the type of higher-end customers that our products cater to. The demographic and editorial is a perfect for our brand and the staff at Porch & Prairie treat us like partners, as they truly care and are invested in making our ads ones that not only drive business, but ones that elevate our Brand. They are always striving to take us to the next level. That’s the type of commitment that is rare in business these days.”

– Chris Liggett, Tejas Custom Boots





“Porch + Prairie is a high quality, visually appealing magazine that speaks to our core hunting customer. Peder hunts, has a dog and uses our product so he understands who we are trying to reach with our ads. The team has worked with us on some unique opportunities within the magazine for extra brand exposure.”

– **Gretchen Goodson, SportDOG**

“Partnering with Porch + Prairie has resulted in valuable contacts from their subscribers who hold a lifestyle of quality and appreciate the legacy and heritage of our Brand. Those contacts have forged relationships which developed into increased sales and purchasing decisions for our Corporate Sales Division.”

– **Paige Cameron, King Ranch Saddle Shop**

“From the beginning, Porch + Prairie has matched the lofty quality standards by which many measure the NICHOLAS AIR brand. The print quality is exceptional and the photography is stunning, but more than that, they tell stories of the great people and places across the country that NICHOLAS AIR flies in and out of each day. The entire team matches our set of core values of family, faith, and patriotism. Since day one, we’ve been proud to carry Porch + Prairie on board our planes and look forward to many great years ahead.”

– **NJ Correnti, NICHOLAS AIR**

MILITARY

We owe so much to our men and women in uniform. The very freedoms that we enjoy each day, the safety of the ground beneath our feet and the protection in the sky above have paved the way for us to enjoy the finest in life and live in the greatest nation on the globe. We owe a debt to these Americans, and with each issue, we tell their stories of heroism, of their calling to serve, of their pride for their nation, of their selfless sacrifice, and of their hopes and dreams as they return from abroad.



PURSUIITS

Our tribal nature, that sense of community, long ago started with our need to be social and to put food on the table. Over time, the need to chase game throughout the land may have softened a little, but our desire to go out and enjoy our pursuits and the camaraderie that comes along with it has never mellowed. With each issue, we showcase the places and the best kept secrets where life afield, chasing whatever game you desire, is best enjoyed. Yes, it is about the hunt and it is about the fly rod in the river, but more than that, it is about the feeling you get when it's just you, your closest of friends, in an idyllic setting somewhere in our fifty glorious states. We know the call of the pursuit burns inside us all and inside *Porch + Prairie*, we aim to introduce you to the places you've never been but once there, you'll never, ever forget.



ART

The arts make us feel. They draw a connection from what you see in the piece to a piece of your heart that moves you. Perhaps that painting or sculpture or photograph reminds you of a specific place and time. Perhaps you find yourself mesmerized by the subtle details of a brushstroke or color composition. Porch + Prairie connects our readers with the creators themselves and share in the opportunity to not only introduce the world to wonderful works of art, but to share the artists' motivation for creating. From the brush strokes to bronze, the art featured in Porch + Prairie is undeniably American and through that art, you see the passions, the scenes, and the heritage of our land and people.



FOOD

Food is fuel for our souls and is a mainstay on our minds as we move about our day, our seasons, and our country. With the change in the moon, a new harvest comes in. With each holiday comes the memory of sitting around with family enjoying a meal. With each region of the country, a different style enjoys the limelight, be it the barbecue of the South to the lobster of New England or the frontier influences across the northern plains. Food isn't just something we eat, it's something we enjoy and we look forward to throughout our lives. In our pages, food isn't just there to be seen or eaten, it is to be celebrated, along with the farmers, chefs, cooks, servers, and waitstaff that help bring it to our tables.



HOME

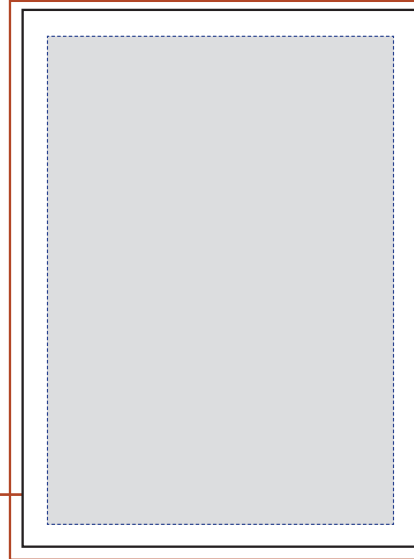
The homes scattered across our country come in all shapes and sizes. They come young and old. From modern to traditional to historic, we bring you inside the various types of homes across the landscape and help our reader understand their history and their architecture, while creating a look book and idea board to incorporate into their own homes. The ideal platform to showcase home products and décor, all delivered directly inside the doorstep of an affluent audience.



RATES & SIZES

RATE	4X	2X	OPEN
FULL PAGE	\$4,000	\$4,500	\$5,500
BACK COVER	\$4,650	\$5,200	\$6,500
INSIDE FC	\$4,400 (SOLD OUT)	\$4,950 (SOLD OUT)	\$6,500 (SOLD OUT)
INSIDE BC	\$4,400	\$4,950	\$5,900

*Invoicing will reflect above pricing plus tax



Specifications for ads:

FULL PAGE

trim size: 8.5 x 11 _____

bleed size: 8.75 x 11.25 _____

live area: 7.5 x 10 (dashed line)

resolution: 300 DPI

format: pdf or jpg

File Type & Specs:

- PDF- X1a preferred, most PDF's acceptable
- Embed all fonts and artwork
- Press Quality
- Convert all RGB's and Pantones to CMYK
- File name should include name of company
- Bleed ads extend to .125" beyond trim size
- Alert Designer: Headline should not go into the gutter on spreads.
- Four color text should not be used
- Free fonts or system fonts should not be used unless they are outlined.
- No fonts under 7 pt should be used.
- Avoid low resolution images

SPRING

Ad & Art Due:
January 10th

Release Date:
February 15th

SUMMER

Ad & Art Due:
April 10th

Release Date:
May 15th

FALL

Ad & Art Due:
July 10th

Release Date:
August 15th

WINTER

Ad & Art Due:
October 10th

Release Date:
November 15th



tonieellismedia@gmail.com
pvh@porchprairiemag.com • www.porchprairiemag.com