THE WORLD'S FINEST FARM TOY MAGAZINE

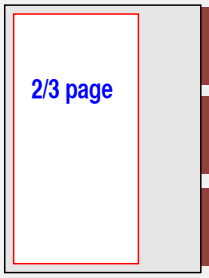
TOY FARMER®

Advertising

MEDIA KIT 2026

FARM TOYS ARE OUR BUSINESS!

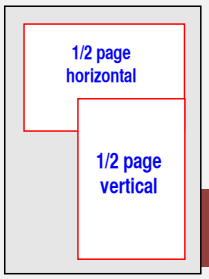
Print Ad Rates - ALL DISPLAY ADS ARE FULL COLOR



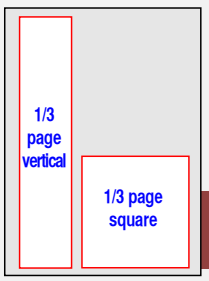
2-page spread $1,425
(17 1/4" x 11 1/4" - bleed size)

Full page $790
(7 5/16" x 9 3/4")

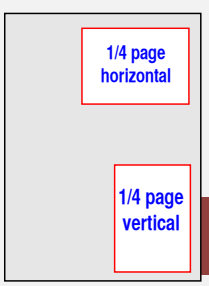
2/3 page $615
(4 7/8" x 9 3/4")



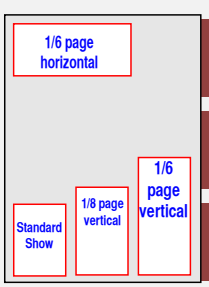
1/2 page $505
(4 7/8" x 7 5/16" or 7 5/16" x 4 7/8")



1/3 page $385
(2 5/16" x 9 3/4" or 4 7/8" x 4 7/8")



1/4 page $325
(4 7/8" x 3 9/16" or 3 9/16" x 4 7/8")



1/6 page $245
(4 7/8" x 2 5/16" or 2 5/16" x 4 7/8")

1/8 page $225
(2 5/16" x 3 1/2")

Standard Show $90
(2 5/16" x 3")

Set-up Fees (Camera Ready ads do not have set-up fees.)

Full-sized ad: - $50
2/3 sized ad: - $40
1/2 sized ad: - $35
1/3 sized ad: - $30
1/4 sized ad: - $20
1/6 sized ad: - $15
1/8 sized ad: - $15
First photo: - FREE
Additional: - $10 each

TOY FARMER
Serving Collectors Worldwide

PRIME PLACEMENT (Camera Ready)

	1x	3x	6x	12x
CENTER SPREAD	$1,820	$1,725	$1,640	$1,455
BACK COVER	$1,105	$1,050	$1,000	$885
INSIDE FRONT COVER	$1,030	$980	$925	$820
INSIDE BACK COVER	$950	$905	$860	$760
PAGE 3	$870	$825	$780	$695

STANDARD PLACEMENT (Camera Ready)

	1x	3x	6x	12x
2-page spread	$1,425	$1,350	$1,285	$1,140
Full page	$790	$750	$715	$635
2/3 page	$615	$580	$550	$490
1/2 page	$505	$480	$450	$405
1/3 page	$385	$365	$350	$305
1/4 page	$325	$310	$295	$260
1/6 page	$245	$235	$220	$195
1/8 page	$225	$215	$205	$175

Magazine Ads

CROSS-OVER PACKAGE - $1,250
OVER $1,500 worth of advertising!
- 2 - 1/2 pages in *Toy Farmer*.
- 2 - 1/4 pages in *Toy Trucker & Contractor*.
- FREE link to your website for each ad.
- FREE URL listed in Toy Farmer & Toy Trucker & Contractor's website addresses page.

PRIME SHOW PACKAGE - $810
OVER $1,200 worth of advertising!
- 2 - 1/4 pages, 1 - 1/2 page.
- Star listing in Coming Shows section of Toy Farmer.
- Listed on Toy Farmer's website.

STANDARD SHOW PACKAGE - $90
BIG advertising for a small price!
- 1 - 2 5/16" x 3" ad.
- Star listing in Coming Shows section of Toy Farmer.
- FREE listing on Toy Farmer's website.

WEBSITE LISTING - $150 for 12 issues
- Website listing in Toy Farmer.
- Link this listing directly to your website - $10 per month

COLLECTOR'S DIRECTORY
Place your business card for more customers!
- $400 - 2-inch ad for 12 issues
- $345 - 1 1/2-inch ad for 12 issues
- $230 - 1-inch ad for 12 issues
- $220 - 2-inch ad for 6 issues
- $185 - 1 1/2-inch ad for 6 issues
- $125 - 1-inch ad for 6 issues

CLASSIFIEDS
40 cents a word ($5 minimum), 50 cents each bold word, $10 all bold and $10 for box.

MULTIMEDIA ADVERTISING

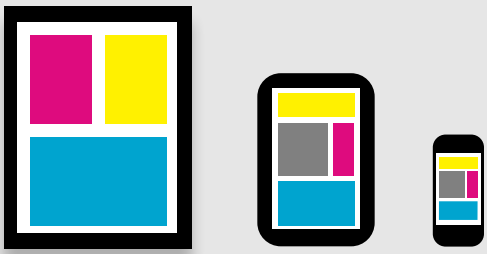
Perfect for Auctions!

Multimedia Package

Thousands of viewers through our magazine, website and social media!

$450

- Print ad - 1/4 page
- Display ad on our website - 1 month
- Facebook blast - **INSTANTLY** promote your advertisement throughout your region
- Digital Issue - link to your website from our Digital Issue



Website Advertising

BANNER AD -
(8 1/2" x 2")

- Link a large display ad to your website or shopping cart
- 1 month **$300**
- 2 weeks for **$225**

VERTICAL DISPLAY AD -
(3" x 2")

- 1 month **$200**
- 2 weeks for **$125**

BUTTON DISPLAY AD -
(1 1/2" x 2")

- 1 month **$100**
- 2 weeks for **$75**

WEBSITE EVENT LISTING - $150

- 1 month listing for a toy show or auction on our Coming Shows/Auctions page

SPARK INTEREST BY LINKING YOUR AD TO YOUR WEBSITE!

E-Pub Advertising

Link directly to your website or shopping cart from our digital publication!

COVER PAGE AD - $250

- The first page of our e-pub can be viewed by anyone!
- This is the page **BEFORE** our cover.

DISPLAY ADS - Link your display ads to your website

- Highlight and link web address
  - $25 all sizes
  - $40 if both publications
- Highlight and link your whole ad
  - $50 - full page
  - $40 - 1/2 page
  - $35 - 1/3 page
  - $30 - 1/4 page or 1/6 page or 1/8 page
- Multiple listings:
  - $50 Display Ad, Collectors Directory, Web Listing and Classified.
  - $40 - Display ad and two other listings.

COLLECTORS DIRECTORY

- Link whole ad - $10

CLASSIFIED ADS

Highlight your ad!

- Link whole ad - $10

LINK PICTURES TO YOUR SHOPPING CART

Great for direct online sales!

- 1 or 2 - $25 each
- 3 or 4 - $20 each
- 5 to 9 - $15 each
- 10 or more - $10 each

YOUTUBE VIDEO AD

- $500

MORE VISITORS AND BUYERS

SOMETHING FOR EVERY BUDGET

PRODUCTION REQUIREMENTS

Toy Farmer and **Toy Trucker & Contractor** is printed using the computer-to-plate method. We will not accept negatives. A hard copy of your ad should be sent along with any electronic file.

Placeable ad formats include:

PDF (Portable Document Format)
Checklist before creating PDF:
• All color graphics in CMYK mode?
• Distiller setting set to "Press Optimized?" Note: "Screen Optimized" will only print at low-res. or dpi resolution.
• All editing and changes have been made and ad is print ready? (PDF files are not editable.)
• All fonts must be embedded.

EPS (Encapsulated Postscript)
Checklist before saving your final EPS:
• All placed color graphics in CMYK mode?
• All graphics embedded in file?
• No font dependencies (i.e. create outlines in Illustrator)?
Note: Fonts not turned to curves or outlines and otherwise not included with your file may not print properly.

TIF
Checklist before saving your final TIF:
• File is in grayscale, CMYK?
• IMAGE SIZE of your TIF has to be at least 300 pixels/inch at the size of use?

If you are able to create a "Placeable" file (PDF, ESP or TIF):
Toy Farmer is produced in Adobe InDesign 2025 for Macintosh. We prefer ads in that format. Save ads on CDs or 100 mg zip disks/flash drives.
• Files created in other programs or PC platform files may be accepted but not preferred.
• Include all fonts and graphic links with your file (even if embedded).

We can design and build your ad for you!
Call now about your production needs and rates.

FIVE EASY WAYS TO ORDER YOUR DISPLAY AD...
1. **CALL 1-800-533-8293** or (701) 883-5206.
2. **E-MAIL** your ad to abauer@toyfarmer.com.
3. **MAIL** your ad to: 7496 106 Ave SE, LaMoure ND 58458-9404.
4. **FAX** your ad to: (701) 883-5209.
5. Our sales team will help you create the perfect presence in the ***Toy Farmer*** or ***Toy Trucker & Contractor.***

Call us today!

All Rates Are Net
• A 1.5 percent late charge will be assessed monthly on the unpaid balance of past due accounts, beginning on the 31st day.
• Changes of reasonable length in subsequent runs are $10.

Discounts
• Frequency discounts are based on number of insertions run within a 12-month period.
• Advertisers will be short-rated if, within a 12-month period from date of first insertion, they do not fulfill their contract.
• Advertisers will earn a rebate if, within the 12-month period, they acheive a higher frequency level than contracted.

Closing Dates

Issue	Space Reservation	Materials Due
January	November 15	November 20
February	December 15	December 20
March	January 15	January 20
April	February 15	February 20
May	March 15	March 20
June	April 15	April 20
July	May 15	May 20
August	June 15	June 20
September	July 15	July 20
October	August 15	August 20
November	September 15	September 20
December	October 15	October 20

If the deadlines for space reservation or materials due fall on a weekend, the following Monday will serve as the deadline.

Cancellations are not accepted beyond the space reservation closing date.

Specifications
Production: Web printing. Saddlestitch binding.

Trim Size: 8 3/8" x 10 3/4"
Bleed Size: Full page - 10" x 12"
Spread - 17 1/4" x 11 /4"
Live Copy Area: 7 /4" x 9 3/4"

Advertising Office
Angela Bauer

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