

FARM COLLECTOR

2026 MEDIA KIT





EDITORIAL MISSION

Farm Collector is the only magazine devoted to the entire universe of antique farm equipment. Tractors, implements, steam engines, gas engines, windmills, memorabilia, scale models, corn collectibles, garden tractors, tools, cream separators, implements, and more: We cover it all in *Farm Collector*.

A UNIQUE AND POWERFUL MARKET

REACH ANTIQUE FARM EQUIPMENT ENTHUSIASTS

Thousands of antique farm equipment enthusiasts aren't afraid to spend time and money on their passion. This market consists of buyers who are determined to make old iron new again. Not only do they spend lots of money on their collections, but they also heavily invest in restorations, trucks, trailers, tools, and travel. These active collectors are looking for products, services, resource materials, and social events to help them preserve and restore their antique farm equipment.

96% male / **4%** female

Average age: **51**

Average HHI: **\$96,000**

Average acres owned: **60**

Average value of home: **\$408,200**

89% live in C & D counties

77% collect antique tractors

52% have attended an auction in the last 12 months

88% perform their own repairs and restorations

Source: 2025 custom study and Google analytics



REACH YOUR TARGET AUDIENCE AND ACHIEVE REAL RESULTS

CONTENT THAT LEADS TO COMMERCE

Stay relevant and visible by showcasing your products and services in the world of *Farm Collector*. We are more than just a magazine. We are an authoritative go-to resource for like-minded people who share a passion and are dedicated to the preservation of antique farm equipment. This is your opportunity to connect with our devoted community ... on the go, online, and wherever life takes them.

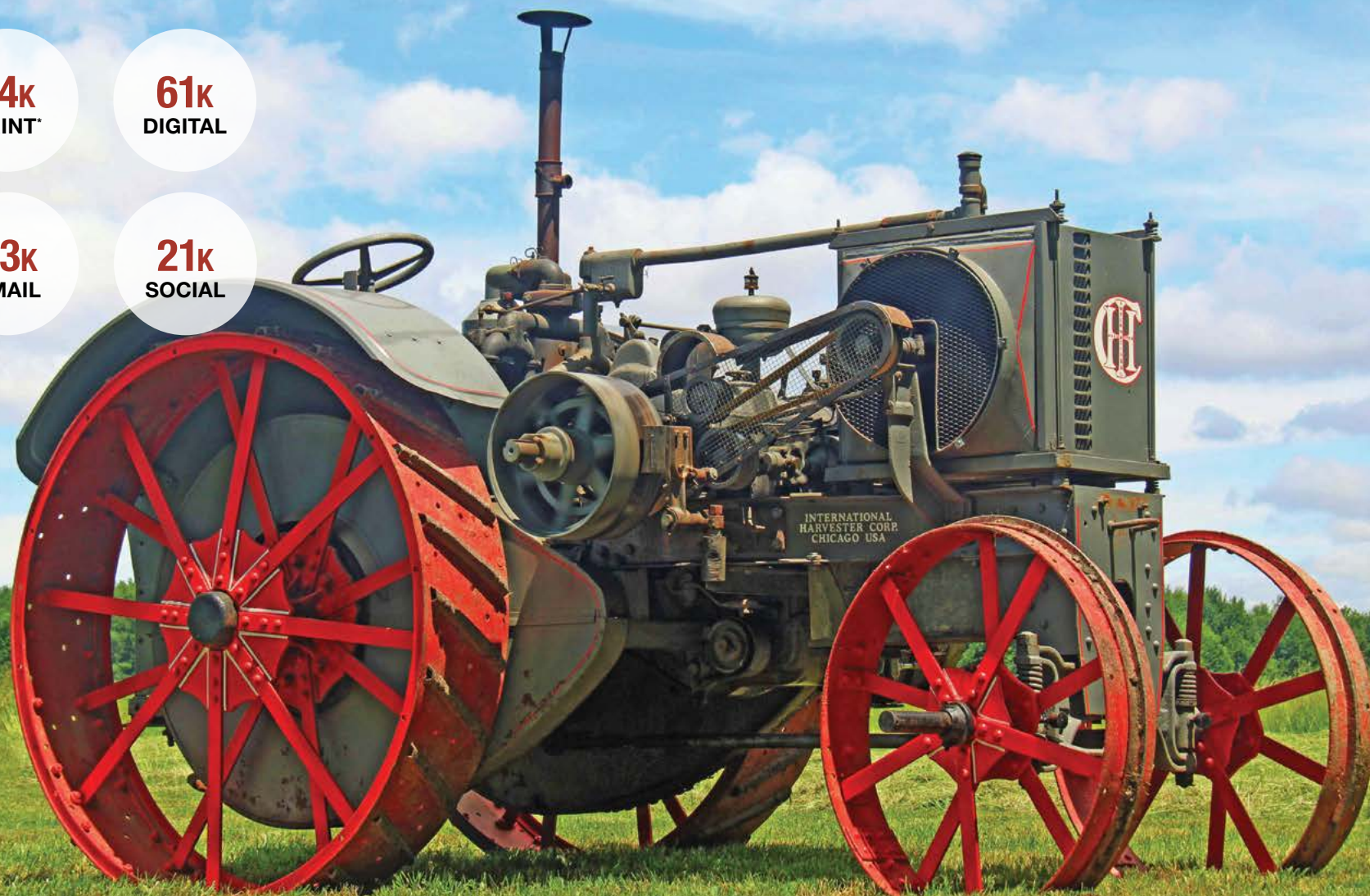
74k
PRINT*

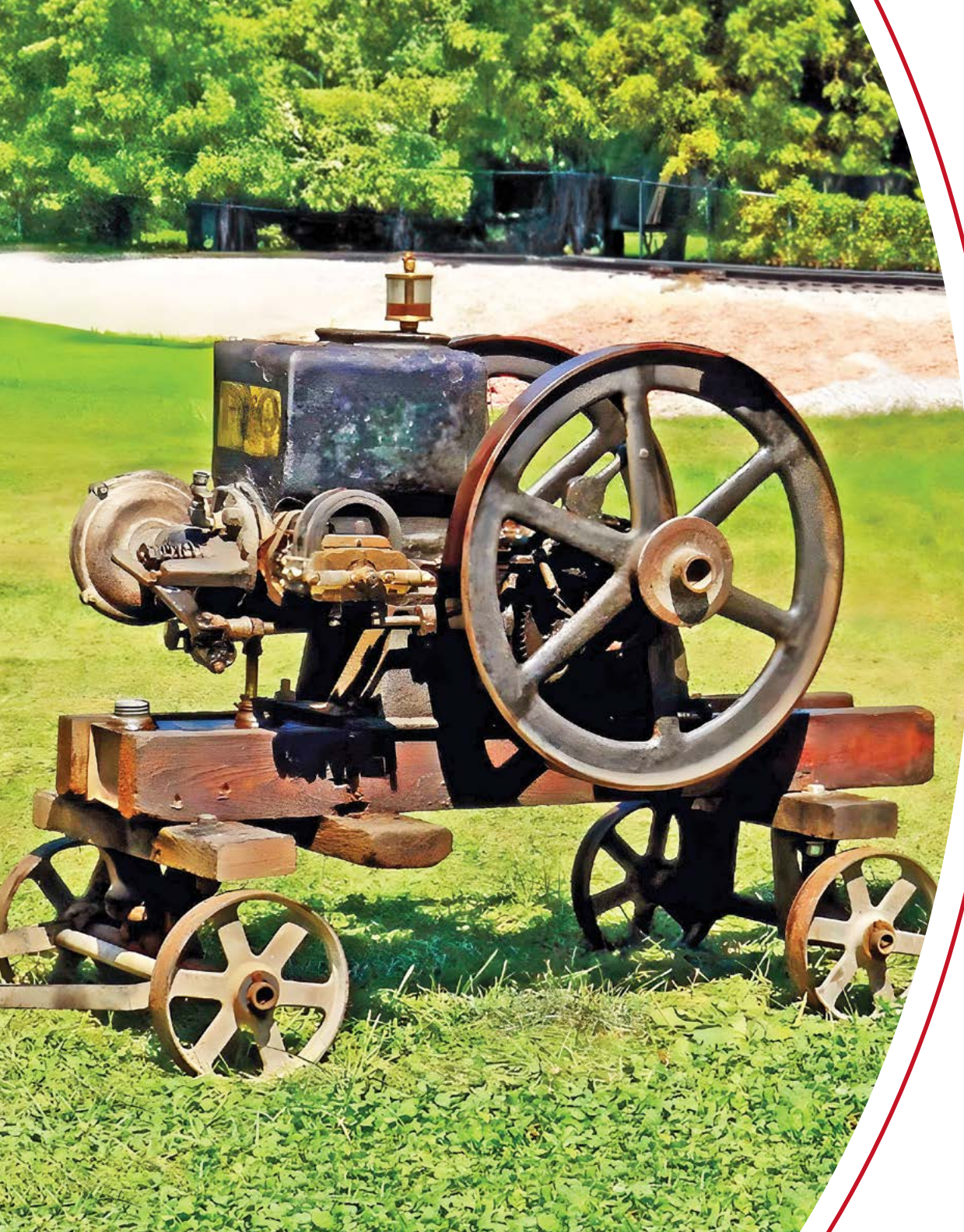
61k
DIGITAL

53k
EMAIL

21k
SOCIAL

*Includes total
circulation and
pass-along
audience.
Source: 2025
reader survey





MAKE REGULAR AND RELIABLE CONNECTIONS

GET IN FRONT OF AN AUDIENCE THAT'S
LOOKING FOR YOUR PRODUCTS AND SERVICES

Farm Collector provides you with multiple channels to reach our unique audience of passionate vintage farm equipment and stationary engine collectors and restorers. In addition to traditional print and digital advertising, connect 24/7 via social media platforms, video and webinar sponsorships, online events, and more! We also have in-house talent available to collaborate on projects that naturally complement and run alongside our exceptional content to seamlessly spotlight your message.

Digital, video, & social packages

Native solutions

Custom content

Contests

Sweepstakes

Virtual events

Podcasts

Featured products/gift guides

Dedicated emails

eNewsletters

Farm Collector Show Directory

Advertising in the *Farm Collector Show Directory* is the No. 1 way to reach farm show enthusiasts. Each year, the *Farm Collector Show Directory* reaches nearly 20,000 hobbyists worldwide.



2026 PRODUCTION SCHEDULE

February/March

Ad close: 12/1/25
Materials due: 12/3/25
Subscrip ship: 1/6/26

April/May

Ad close: 1/30/26
Materials due: 2/4/26
Subscrip ship: 3/3/26

June/July

Ad close: 3/30/26
Materials due: 4/1/26
Subscrip ship: 4/28/26

August/September

Ad close: 6/1/26
Materials due: 6/3/26
Subscrip ship: 6/30/26

October/November

Ad close: 7/31/26
Materials due: 8/5/26
Subscrip ship: 9/1/26

December/January

Ad close: 10/1/26
Materials due: 10/7/26
Subscrip ship: 11/3/26

For specs, visit www.OgdenPubs.com/Marketing-Solutions

FARM COLLECTOR SHOW DIRECTORY

Listing and Advertising Deadline: 11/4/26

FARM COLLECTOR

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