

500K+
FOLLOWERS

300K+
ENGAGEMENT
RATE

13M
WEEKLY
REACH

2M+
HOURS/WEEK
WATCHED



YouTube
Subscribers

90,000

Facebook
Followers

300,000

Tik Tok
Followers

50,000

Instagram
Followers

40,000

Television
Households

80,000

ALL-ORGANIC
ENGAGEMENT

Rural Heritage

"Borrowing from yesterday to do the work of today."

- Publish a bimonthly magazine since 2007 about draft animal power, homesteading and sustainable farming.
- Produce a thrice-weekly half-hour RFD-TV program since 2008 about draft animal power and historic rural America.
- Published 16 books about draft animal power and rural American heritage.
- Publish 5 calendars about draft animals.



Joe Mischka

Online Content Rates

Brand and product campaigns range from \$300 to \$2,000 per message placement.
Product Reviews and brand placement range from \$150 to \$300.
Each Partnership is unique and requires individual terms and strategies.

Television Programming Rates

A 22.5-minute episode costs \$2,500 to produce and air, plus expenses.
A ready-to-air 30 second TV commercial costs \$300 to air, \$500 to produce, plus expenses.



JOE@MISCHKA.COM

319.362.3027

RURALHERITAGE.COM