THINK YOU KNOW THE OLD FARMER’S ALMANAC?

Founded more than 229 YEARS AGO, The Old Farmer’s Almanac is the original, and longest running, guide to daily living.

We value an AUTHENTIC CONNECTION to our families, our friends, and our surrounding environment, which becomes increasingly more important in our modern, technology-driven world.

We are much more than a brand or a publication. We are an active community of 71 MILLION ADULTS. On Almanac.com, we reach 1 IN 7 AMERICANS (and 1 in 6 Canadians).

EVERY DAY, our audience connects with us, OUR ADVERTISERS, and each other through a number of PLATFORMS:
ABOUT OUR COMMUNITY

OUR AUDIENCE
is a cross-section of North America itself. From the small farmer in the Midwest to the suburban family focused on sustainability and connection to the environment, our community members have one thing in common: They seek to lead informed lives honestly, valuing innovation, durability, reliability, and trustworthiness.

67% Female
33% Male
Mean age: 57

$62,000
Mean HHI

78%
College-educated

58%
Married

OUR ASSETS REACH FAR AND WIDE:

2.75 MILLION
copies distributed

66 MILLION
unique visitors on Almanac.com

1.6 MILLION
fans

119K
followers

283K
engaged audience

29.6K
followers

GEOGRAPHY:

South: 25.5%
Northeast: 24.2%
Midwest: 21.3%
West: 19.1%

Home owners: 80.6%
Live in exurban area/small town: 34%
Live in rural area: 28%

LAND OWNERSHIP

Own less than an acre: 45%
Own 1–3 acres: 19%
Own 4+ acres: 25%

Source: Google Analytics, July 2019–June 2020; Audience Survey
MEET SOME OF OUR FOLLOWERS

THE AVID GARDENER
- 86% are active gardeners.
- To find their gardening supplies, 1/3 of our gardeners use mail-order catalogs and nearly half purchase online.
- 54% of our audience tend a garden 200 square feet or larger.
- Gardening is one of our MOST POPULAR areas of content.
- 41% of our audience spend 6+ hours a week in their garden.

THE NATURAL HEALTH ENTHUSIAST
- 77% of our community members are environmentally conscious.
- 68% take care of themselves and their family with regular use of vitamins/supplements.
- NEARLY HALF buy organic and nontoxic/biodegradable items.

THE COOK/BAKER
- 71% of our audience seek information on kitchen gadgets/tools and 58% look for cooking/baking ingredients.
- 2 OUT OF 3 readers preserve/pickle their garden harvest.
- 43% of readers have referenced a food article and 48% have cooked a recipe.
- 61% of our audience invest in organic food/products.

THE DIYER
- Our audience rolls up their sleeves. 58% are more likely than the average adult to be a DIYer.
- Our members are TWICE AS LIKELY as the average adult to take on summer home improvements.
- Our audience is interested in arts and crafts, indexing 27% higher than the average adult.

Source: Audience Survey
WORK WITH THE BEST
Work with the Original Farmer’s Almanac, since 1792

WE’VE STOOD THE TEST OF TIME FOR A REASON.
The 2020 Old Farmer’s Almanac appeared on the
BEST-SELLER SHELF
at Barnes & Noble

#1 BEST SELLING
Non-fiction List/Trade Publications
(The Boston Globe, September 2019)

#5
Publishers Weekly

RANKED #175
on Amazon.com Best Seller list out of
2 million titles (September 2019)

WHAT YOUR NEXT CUSTOMER (OUR AUDIENCE) IS SAYING:
“I’m not sure when I first picked up an Old Farmer’s Almanac, but I know that I’ve been hooked ever since. The Almanac is a gold mine of important, entertaining, and trustworthy information.”

A LEADING SOURCE OF DAILY INFORMATION:
“My sincere thanks and appreciation for all the joy, inspiration, and knowledge you bring into my life every day.”

WHAT’S OLD IS NEW AGAIN:
“Thank you for continuing to print the almanac. We believe that a return to the ways of our ancestors is our only real hope for the future...”

RECORD DIGITAL GROWTH
Newsletter subscriber ratebase:
400,000
2020 vs 2019 Almanac.com traffic:
26% INCREASE
Almanac.com is repeatedly used as a reference tool for MAJOR NATIONAL SITES
including CNN, People, Newsweek, USA Today, Reader’s Digest

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