

"NEW, USEFUL, AND ENTERTAINING MATTER" • ALMANAC.COM

THE ORIGINAL FARMER'S ALMANAC
"USEFUL, WITH A PLEASANT DEGREE OF HUMOR"

NO.
228



THE
OLD
FARMER'S
2020
ALMANAC



ROBERT B. THOMAS

FOUNDED IN
1792



WEATHER FORECASTS
FOR 18 REGIONS OF THE UNITED STATES

ALSO FEATURING ASTRONOMICAL TABLES, TIDES, HOLIDAYS, ECLIPSES, ETC.

SUN, MOON, STARS, AND PLANETS

2020 RATE CARD



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LEADERSHIP IN PUBLISHING

There's no secret to centuries of success. We just publish the content that Americans are hungry for: a reliable and amusing digest of holidays, trivia, and lore, plus features full of wit, wisdom, and advice.

AMUSEMENT

Our "pleasant degree of humor" tickles every page.

ASTROLOGY

Best Days for activities, chores, and other pursuits portend promising results.

ASTRONOMY

Accurate data herald every heavenly event, with advice for viewing.

FARMING & PETS

Our feed and care tips, breeding advice, fun facts, and inspiration help with horses, chicken, pigs, cows, sheep, goats, dogs, cats, birds, and more.

FOLKLORE

Old-fashioned beliefs and newfangled notions commingle in matters of life, luck, love, and superstition, keeping myths and legends alive.

GARDENING

Our traditional practices, combined with unconventional customs and modern methods, yield hefty harvests, abundant blooms, and endless satisfaction.

NATURE/OUTDOORS

Best fishing times, plus revealing plant and animal profiles that explore and explain the natural world.

RECIPES

As the original "farm-to-fork" resource, we celebrate the garden's bounty, and our recipes are "must-make" dishes for holidays, reunions, picnics, and potlucks.

WEATHER PREDICTIONS

Our long-awaited, traditionally 80% accurate predictions and color winter and summer forecast maps spread sunshine on the winds of change.

Why has *The Old Farmer's Almanac* lasted more than 227 years?

"It's good for the soul and your life in general. It's the past, present, and future. It's fun, interesting, and lively. It's positive and will leave a smile on your face."

-from a reader's post on *The Old Farmer's Almanac* Facebook page

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AUDIENCE AND DISTRIBUTION

The Old Farmer's Almanac reaches an engaged national audience of **over 50 million adults** via print and digital media, including **1.5 million** Facebook followers, and many dedicated Twitter, Instagram, and Pinterest and Google Plus followers.

The foundation of this audience is our 2020 print edition, celebrating more than 227 years of continuous publication. Our millions of print readers are composed of active, informed, resourceful, and independently minded individuals.

DEMOGRAPHICS

- Female/male: 68%/32%
- Mean age: 57
- Mean HHI: \$66,711
- College-educated: 78%
- Married: 58%
- Home owners: 80.6%
- Live in an urban/suburban area: 38%
- Live in exurban area/small town: 34%
- Live in rural area: 28%
- Refer to the OFA 3-19 times a year: 49%

TOP INTERESTS

- Leisure Activities
- Gardening: 85%
- Crafts: 49%
- Camping/fishing: 38%/37%
- Painting: 24%
- and seek advertiser information on . . .
- Gardening products/tools: 82%
- Kitchen gadgets/tools/canning: 71%
- Cooking/baking ingredients: 58%
- Home appliances/decor: 57%

DISTRIBUTION: 3 MILLION

- ACE hardware stores
- Albertson's supermarkets
- Amazon.com
- Barnes & Noble
- BJ's Wholesale Club
- Books-a-Million bookstores
- CVS
- Independent bookstores (U.S. and Canada)
- Indigo/Chapters (Canada)
- Kroger supermarkets
- Loblaws supermarkets (Canada)
- Lowe's (U.S. and Canada)
- Meijer supermarkets
- Rite Aid Pharmacy
- Safeway supermarkets
- Sam's Club
- Shoppers Drug Mart (Canada)
- Target (U.S. and Canada)
- Tractor Supply
- True Value hardware stores
- Walmart (U.S. and Canada)

{ 75% of the copies of *The Old Farmer's Almanac* are sold between September and January }