The Old Farmer’s Almanac is one of the most trusted brands in North America, with an active, loyal community of 58 million.
THINK YOU KNOW THE OLD FARMER’S ALMANAC?

Founded more than 227 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 58 MILLION ADULTS. On Almanac.com, we reach 1 IN 9 AMERICANS (and 1 in 10 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.

OUR ASSETS REACH FAR AND WIDE:

3.3 MILLION copies distributed
53 MILLION unique visitors on Almanac.com
1.6 MILLION fans
101K followers
70K followers
28K followers

OUR GEOGRAPHY:
67% Female
33% Male
Mean age: 57
Mean HHI: $62,000
78% College-educated
58% Married

GEOGRAPHY:
South: 25.5%
Northeast: 24.2%
Midwest: 21.3%
West: 19.1%
Canada: 9.7%

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

Home owners: 80.6%
Live in an urban/suburban area: 38%
Live in exurban area/small town: 34%
Live in rural area: 28%
MEET SOME OF OUR FOLLOWERS

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 AVID GARDENER
- 86% are active gardeners and tend a garden averaging 250 square feet in size.
- To find their gardening supplies, 1/3 of our gardeners use mail-order catalogs and nearly half purchase online.
- Gardening is one of our MOST POPULAR areas of content.

THE TRAVELER
- 3 OUT OF 4 of our community members have taken a trip in the last year.
- When they travel, they are nearly twice as likely to take a family road trip and 1 IN 2 consider themselves frequent domestic vacationers.
- More than 1 IN 3 are cruisers, considering themselves “high-frequency cruise enthusiasts.”

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.
PILLARS OF CONTENT

GARDENING
As one of our most sought-after areas of information, our gardening content makes us a natural advertising fit for businesses in the home/property maintenance and improvement sector. Our gardening resources focus on traditional practices, combined with unconventional customs and modern methods for the rural, suburban, and even urban container gardener.

WEATHER
We know it. We predict it every year, with traditionally 80% accuracy. Each year, millions of North Americans turn to our pages and website to view the long-range weather predictions, especially for the winter! Some brides even plan their big day based on our predictions.

ASTRONOMY
Moon phases, Mercury in retrograde, the night sky. Our website is a highly sought-out astronomical resource.

FOOD
We are the original “farm-to-fork” resource. From our cookbooks to our website, we focus on approachable and honest dishes for holidays, picnics, and every day.

NATURAL HOME & HEALTH
Living naturally, from natural remedies to household and health tips, we share ways in which nature and the world around you can help you to live a healthier and more fulfilling life.

PETS
Our treats bowl is full of feed and care tips, breeding advice, and inspiration for house pets and small farm animals including dogs, cats, chickens, pigs, horses, cows, goats, sheep, birds, and more.
PARTNERING WITH US

The Old Farmer's Almanac Media Group's marketing and new media teams collaborate with our business partners on custom programs, connecting you to our audience of 58 million (online, 1 in 9 Americans and 1 in 10 Canadians). Our diverse suite of opportunities means that we can tailor the program to your specific needs through proven performers such as:

**RESPONSE CONVERSION CAMPAIGNS**
We focus on converting our community to become your customer with our most responsive assets (native advertising, focused messaging, premium placement digital ads, print exposure).

**BRAND AWARENESS CAMPAIGNS**
This campaign style aligns your brand alongside our content, introducing your brand through a number of media assets (native content, social media, engaged readers and subscribers) to ensure vast reach.

**INTEGRATED CAMPAIGNS**
We combine the best of our Response Conversion and Brand Awareness campaigns into one customizable campaign.

**CUSTOM CAMPAIGNS**
When you are looking for a new way to market your brand to our community, our marketing team is equipped to develop a customized campaign. Choose from options like Trigger Messaging Programs, Custom Articles, Video & Content Marketing Campaigns, and more.

**PRODUCT AND BRAND LICENSING**
The Old Farmer's Almanac brand is one of the longest-running and most trusted brands in America. We selectively license our brand and products to companies in ways that we believe make sense to the general public.
IN PRINT: THE OLD FARMER’S ALMANAC

INDEPENDENTLY MINDED. TRUSTED BY MILLIONS.

Our 2021 print edition marks 228 years of continuous publication. *The Old Farmer’s Almanac* in print acts as an annual resource for millions of readers who turn to the book continually throughout the year. Our readers are active, informed, resourceful, and independently minded individuals. They value our content and trust our brand and advertising partners.

YOUR MARKETING MIX

Adding the print edition to your marketing mix establishes not just brand awareness but also brand credibility. We know that our readers seek out information on advertisers across a number of industries, including but not limited to:

- Gardening products & tools 82%
- Home appliances & décor 57%
- Kitchen tools/gadgets/canning 71%
- Cooking & baking ingredients 58%

DISTRIBUTION

3 million copies in key outlets continentwide:

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

CONTRACTS DUE: MAY 8, 2020
MATERIALS DUE: MAY 15, 2020
ON NEWSSTANDS: SEPT. 1, 2020

ADVERTISING OPPORTUNITIES

- 4C and B&W ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- ½-page and ¼-page Marketplace
- Almanac Shopper
- Home Resource
- General Store

Custom in-book programs available upon request.

OUR SECRET SAUCE

There’s no secret to centuries of success. We just publish the content that millions of Americans and Canadians seek.
IN PRINT: THE GARDEN GUIDE

Our community is full of avid gardeners, so each year at the start of spring, we come out with our annual Garden Guide magazine. Distributed through major retailers and garden centers, the Garden Guide is THE resource that hundreds of thousands of gardeners rely on each spring for inspiration, do-it-yourself ideas, and practical solutions for every experience level.

If your future customer is someone interested in gardening or maintaining his/her home, consider adding the Garden Guide to your marketing campaign.

ADVERTISING OPPORTUNITIES

- 4C ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- BRC cards
- Custom in-book programs available upon request.

CONTRACTS DUE:
DEC. 18, 2019

MATERIALS DUE:
DEC. 21, 2019

ON NEWSSTANDS:
FEB. 18, 2020

DISTRIBUTION

300,000 annually at major retailers:

- ACE
- Agway
- Albertson's
- Barnes & Noble
- Kroger
- Lowe's
- Meijer
- Rite Aid
- Safeway
- Sam's Club
- Target
- Tractor Supply
- True Value
- Walmart

THE OLD FARMER'S ALMANAC MEDIA GROUP MEDIA KIT 2020–2021

THE ORIGINAL FARMER'S ALMANAC • ALMANAC.COM
DIGITAL: ALMANAC.COM & SOCIAL MEDIA

AUTHENTIC CONTENT. MODERN ENVIRONMENT.

Powered by The Old Farmer’s Almanac and the Garden Guide, Almanac.com remains the authoritative resource on factors that impact our daily lives: home & gardening advice, homemade recipes, weather predictions, astronomy and the phases of the Moon, and more. It is the ONLY SOURCE that delivers this type of information in one place. Maybe this is why more than 53 million people visit us time and time again.

WHO WILL SEE YOUR AD?

53 MILLION
users annually
(online, 1 in every 9 Americans and 1 in every 10 Canadians!)

120 MILLION
pageviews annually

61%
Female

39%
Male

OUR MOBILE AUDIENCE HAS INCREASED BY 19% IN THE PAST YEAR TO

48 MILLION USERS

WHERE DO THEY RESIDE?

78%
United States

8%
Canada

OUR BRAND MAY BE CENTURIES OLD, BUT OUR COMMUNITY IS NOT.

28%
Age 18–34

34%
Age 35–54

OUR SOCIAL CHANNELS

have a powerful reach and level of engagement—this is a social community you’ll want to be a part of.

WHERE DO THEY RESIDE?

78%
United States

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LEVERAGING OUR DIGITAL ASSETS: STANDARD OPTIONS

STRATEGIC TARGETING OUTPERFORMS “SET IT AND FORGET IT” AD PLACEMENTS.

We get it. You can buy more impressions for a dollar when you work with a programmatic network. But every marketer knows that the best marketing campaign is diversified and includes strategic approaches to talk directly to your future customer. That is where we come in. Yes, we have banner ads and newsletter sponsorships that act as the ideal introductory package or the foundation for a more seasoned digital ad campaign. However, what we specialize in is integrating your product/brand within some of our most powerful digital tools not commonly found on the Internet.

RUN OF SITE & TAKEOVERS

- 3 standard ad units
- ROS ads: Minimum of 200,000 impressions a month are recommended for an effective share of voice.

NEWSLETTERS

**Companion** (6x/week)
- Nearly 300,000 subscribers
- Newsletter Sponsorship (300 x 250 premium placement) or native ad (image, text, link)

**Focus**
- Nearly 300,000 subscribers
- Dedicated to the advertiser

**Shoppe**
- 100,000 subscribers
- Ideal for encouraging purchase of a product
LEVERAGING OUR DIGITAL ASSETS: CUSTOM OPTIONS

We work closely with each advertiser to develop a campaign specific to their needs. Why? Because we can . . . and it works.

CONTENT SPONSORSHIP PACKAGES
Select from popular Almanac articles that align with your product/brand or ask our editorial team to develop a custom article on a topic that will complement your brand.

We wrap your brand around the article on the website along with all of the promotional elements used to drive audiences to the article and your website.

SOCIAL MEDIA PACKAGES
We are equipped to run a custom social media campaign on our social platforms. Opportunities are limited and available for select product categories.

TRIGGER PROGRAMS & DEALER LOCATORS
Timing is key to a successful marketing message. We have a number of tools on our site that deliver timely information depending on the user’s geography. Whether it is the first frost date or upcoming weather events, the tool can deliver to the user a specific message about your product (including promoting the local area dealer!).

FULLY CUSTOMIZED
Want to reach the Almanac audience but need something not mentioned here? Our team will brainstorm custom solutions for your next digital marketing campaign with us.
LEVERAGING OUR DIGITAL ASSETS:
EXTRA! MONTHLY DIGITAL MAGAZINE

EXTRA! is a monthly digital publication with an average of 19,000 readers per month with content exclusively from The Old Farmer’s Almanac. EXTRA! provides advertisers the best of two worlds: the convenience and interactive experience of a website, PLUS the high-impact, professionally designed environment of a magazine. Your brand stands out with a full-page ad in the front of EXTRA! before the Table of Contents. Your interactive ad connects directly to your site.
BRAND AND PRODUCT LICENSING

Did you know that The Old Farmer’s Almanac brand and suite of products are available for licensing to select companies? The Old Farmer’s Almanac is one of the longest-lasting brands in the country. Throughout our 228-year history, we’ve maintained our relevancy while staying true to our core. As a result, we continue to be one of the most trusted brands in the country, and our products remain sought after by consumers nationwide.

BRAND LICENSING

By licensing The Old Farmer’s Almanac brand for your product, you are earning instant credibility in the marketplace. We work with companies and products that share the values of The Old Farmer’s Almanac. And we can support your licensed products with a custom promotional package to provide you with immediate product awareness.

PRODUCT LICENSING

There is no need to reinvent the wheel: License content and products from The Old Farmer’s Almanac to fulfill your content marketing needs. (Our products also make great giveaways/gifts/incentives for your audience.)

Content includes but is not limited to:

- Astronomy
- Gardening advice
- Recipes
- Harvesting (seed-saving, pickling/canning)
- Household tips
- History and lore
- Content for children

We’ve been around for 228 years, so, yes, we have a whole lot more content to license than this!