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 79 million people visit us time and time again.

WHO WILL SEE YOUR AD?

79 MILLION users annually
(online, 1 in every 6 Americans and 1 in every 5 Canadians!)

161 MILLION pageviews annually

WHERE DO THEY RESIDE?

72% United States
9% Canada

Source: Google Analytics May 2020–April 2021; Quantcast

OUR MOBILE AUDIENCE

58 MILLION USERS

OUR AUDIENCE IS SEEKING OUT YOUR COMPANY.
CONTENT OUR AUDIENCE IS SEARCHING FOR ONLINE

Agriculture: 3113 INDEX
Home & Garden: 601 INDEX
Fishing: 362 INDEX
Weather: 317 INDEX
Food & Drink: 262 INDEX
Pets: 205 INDEX
DIY: 190 INDEX
Green Living: 167 INDEX
Health & Fitness: 152 INDEX

OUR SOCIAL CHANNELS

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

Facebook: 1.6 MILLION
Instagram: 136K
Pinterest: 311K
Twitter: 30.1K

Source: Google Analytics May 2020–April 2021; Quantcast
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 (7x/week)
• Over 475,000 subscribers
• Newsletter Sponsorship (300 x 250 premium placement) or native ad (image, text, link)

Focus
• Over 475,000 subscribers
• Dedicated to the advertiser

Shoppe
• 235,000 or 475,000 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 16,000 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.

EXTRA! MONTHLY DIGITAL MAGAZINE

The easy-care rose!
• The original environmentally-friendly rose
• No spraying or fussy pruning required
• Non-stop blooms from early summer to late autumn
• Glossy green foliage adds interest in early spring
• Ask for Flower Carpet, the Rose in the Pink Pot®

www.flowercarpet.com

EXTRA! MONTHLY DIGITAL MAGAZINE

KEEP THE COLOR COMING

As the season comes to a close for most annuals, this trio of perennials prepares to show off.

Boltonia asteroides ‘Snowbank’ produces a profusion of daisylike flowers.

FOOD

Autumn Apple Recipes

It’s prime time to harvest apples, and we’ve got some delicious ideas for using fall’s favorite fruit. Beyond the classic pie, apples are delicious in everything from breakfast to snacks to dinner. Try these mouthwatering recipes, and we’re sure you’ll agree that autumn is the most wonderful time of the year.

PHOTO: HIRKOPHOTO/GETTY IMAGES

EXTRA! MONTHLY DIGITAL MAGAZINE

HUSBANDRY

Love Talk for Pigs

Occasionally, while perusing past editions of the Almanac, we find timeless advice that bears—or begs for—repeating, such as this from 1987.

PHOTO: TAXZI/GETTY IMAGES

EXTRA! MONTHLY DIGITAL MAGAZINE

THE BEAUTY OF GLEANING

Photography: Moisseiev/Getty Images

PHOTO: ONLINEPLANTGUIDE.COM

EXTRA! MONTHLY DIGITAL MAGAZINE

LENTILS IN THE FINISHED FLOOR

PHOTO: PHOBOT/GETTY IMAGES