

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

**28%**  
Age 18-34

**34%**  
Age 35-54

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

**48 MILLION USERS**



### WHERE DO THEY RESIDE?

**78%**

United States

**8%**

Canada

### UNITED STATES AUDIENCE DETAIL:

South:

**37%**

West:

**24%**

Midwest:

**22%**

Northeast:

**17%**

### OUR SOCIAL CHANNELS

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



**1.6 MILLION**



**101K**



**70K**



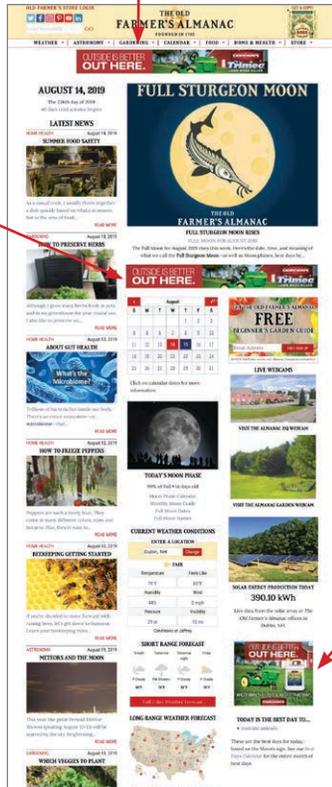
**28K**

# LEVERAGING OUR DIGITAL ASSETS: STANDARD OPTIONS

## STRATEGIC TARGETING OUTPERFORMS "SET IT AND FORGET IT" AD PLACEMENTS.

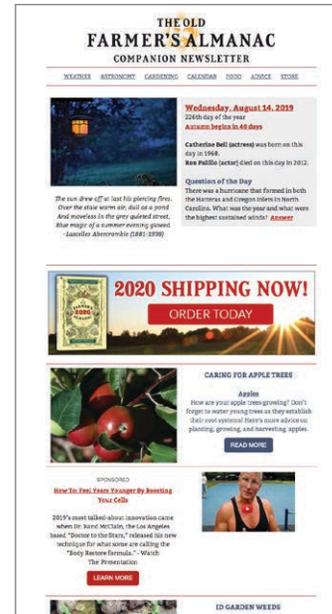
We get it. You can buy more impressions for a dollar when you work with a programmatic network.

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

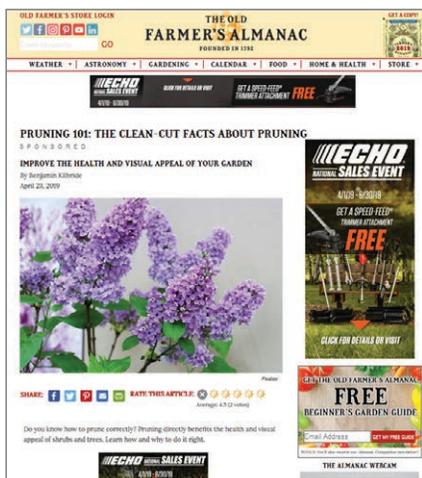
# LEVERAGING OUR DIGITAL ASSETS: CUSTOM OPTIONS

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.



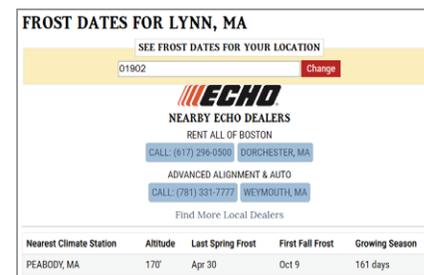
## SOCIAL MEDIA PACKAGES

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.

### OUTDOOR POWER EQUIPMENT QUIZ

ECHO's National Sales Event is happening right now! Buy an ECHO PAS unit with any attachment and get a Speed Feed Trimmer Attachment FREE.

[LEARN MORE](#)

Ready to tackle your yard but don't have the right equipment? Take our quiz.



I want my yard tools to have great flexibility, great performance, and more than enough power?

Agree  Disagree

Powering different tools with one reliable power head would be a big help.

Agree  Disagree

Swapping out tools and starting a gas motor should be 100% simple and reliable.

Agree  Disagree

# 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.



*Lightning was powering through the clouds outside. Thanks to your planning, their story time, and life as you know it, continued inside.*

Get guard against power line failure with a Cummins standby generator. Call your authorized Cummins dealer today so you are prepared for what the next storm brings.

[www.cummins.com](http://www.cummins.com)

Cummins Connect Series Home standby generators

*Powering your life.*

**Keep the Color Coming**

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

[www.oldfarmeralmanac.com](http://www.oldfarmeralmanac.com)

**Love Talk for Pigs**

Historically, wild piglets were common in the Americas, but few know their history—our hope for re-introducing them to the wild.

[www.oldfarmeralmanac.com](http://www.oldfarmeralmanac.com)

**Flower Carpet**

*The easy-care rose!*

- The original environmentally-friendly rose
- No spraying or heavy 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 Post®

[www.flowercarpet.com](http://www.flowercarpet.com)

**BURPEE**

INTRODUCING **Burpee's 2018 New Products**

**YES! Send my FREE 2018 Burpee Gardening Catalog**  
Browse your catalog online.

**Exclusive Offer!**  
Save \$20 off orders \$50 or more.  
Use code **SAVE20ALMAD**

[www.burpee.com](http://www.burpee.com)

**Autumn Apple Recipes**

If you're done with apples, don't let them go to waste. Get some delicious ideas for using fall's favorite fruit. Beyond the classic pie, apples are delicious in everything from breads to soups to dinner. Try these mouthwatering recipes, and we're sure you'll agree that autumn is the most wonderful time of the year.

**The Beauty of Gleaning**