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: SEP. 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.

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

CONTRACTS DUE: DEC. 18, 2019
MATERIALS DUE: DEC. 21, 2019
ON NEWSSTANDS: FEB. 18, 2020