



ALMANAC.COM

GARDENING | FOOD | WEATHER



Almanac.com delivers
48 million engaged Web visitors
annually to our advertisers.

Powered by *The Old Farmer's Almanac*, 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.

Our audience is a cross-section of North America itself, which relies on our brand for its long tradition of accuracy and reaffirmation of core values and beliefs. Our audience members, whether living in a city environment, a small town, or a sprawling farm in the middle of the country, hold one thing in common:
They are connected to their environment, family, and friends, and they lead informed lives honestly.

This level of engagement, coupled with national reach, provides you, our advertisers, with a **POWERFUL** national engine to reach **YOUR NEXT CUSTOMER.**

An Extensive North American Audience

Annual Pageviews	114 million
Annual Unique Visitors	48 million
Male/Female	33%/67%
Average Age	46

e-Newsletter Subscribers 260,000

Geographical Breakout (sessions)

United States	77%
Canada	8%

United States Audience Detail

South	37%
West	24%
Midwest	22%
Northeast	17%

Powerful and Engaged Social Presence

Facebook	1.5 million
Twitter	27k followers
Instagram	92k followers
Pinterest	57k

Sources: Google Analytics (February 2019); Accelara Publishing Research, February 2015; online survey, Almanac.com, November 2017.

Social media followers as of February 2019.



What We're Writing About



Almanac.com is the premier Web site for reference, advice, and tools that prove useful every day of the year, including weather forecasts, sunrise/sunset times, gardening info, planting charts, Moon phases, and recipes.

Powered by *The Old Farmer's Almanac*, North America's most established reference guide, Almanac.com connects with 48 million loyal fans annually via the Web, our digital magazine, and our highly engaged social media audience.

WHAT OUR AUDIENCE IS SEARCHING FOR ON THE WEB*

Home & Garden/Landscaping	43.7X
Agriculture	38.4X
News/Weather	8.3X
Food & Drink/Desserts & Baking	6.1X
Environment/Green Living	5.6X
Travel & Adventure	5.1X

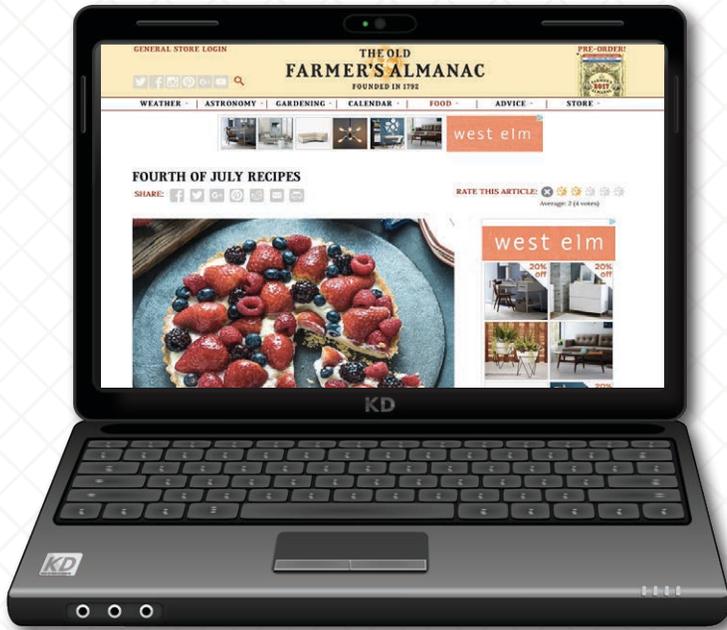
**When compared to the average Web audience, our audience is "X" times more likely to seek out the above content.*

The screenshot shows the website's navigation menu with categories like WEATHER, ASTRONOMY, GARDENING, CALENDAR, FOOD, ADVICE, and STORE. The main content area features articles such as 'ALL ABOUT PRESIDENTS' DAY' and 'YEAR OF THE DOG!'. A prominent advertisement for 'THE 2018 OLD FARMER'S ALMANAC' is displayed, along with a weather forecast for Woburn, MA.

The screenshot shows a Facebook post from 'The Old Farmers Almanac' dated February 12 at 12:16pm. The post features a historical image of Abraham Lincoln and text celebrating his birthday, mentioning that he used the Almanac to convince a jury during a murder trial. The page has 479 shares and 1.5K likes.

Our Facebook page has 1.5 million followers with an extremely high engagement. Select advertising programs may incorporate our advertisers in some of our posts.

ALMANAC.COM



WEB SITE

ROS and Custom Programs

Ask us about custom programs, including:

- Content Alignment Sponsorships
- Geographically Targeted Campaigns
- Run of Site

Standard Ads: 728 × 90 (leaderboard)
300 × 250 (medium rectangle)
300 × 600 (half-page)

*Suggested minimum ROS package should include
200,000 impressions per month*



ALMANAC E-NEWSLETTERS

Reach 260,000 Subscribers

Companion e-Newsletter

Daily Distribution

Regular advice and reliable content from our editors centered on our weather predictions, gardening ideas, astronomy news, and recipes.

- Option 1: Ad Size: 300 × 250
- Option 2: Native Ads (headline, thumbnail image, link, and text description)

Focus e-Newsletter

Email dedicated to the advertiser.
Advertiser provides image, text, and links.

MONTHLY DIGITAL MAGAZINE: *EXTRA!*

Our highly stylized monthly digital magazine, *EXTRA!*, provides our subscribers with relevant lifestyle content that they can use that month. Each monthly issue averages 50–60 pgs and reaches 17,000 readers.

EXTRA! is available for iPad/iPhone, Kindle Fire, Android, Nook, and desktop viewing.

Sponsorships Available

