RAISING CANE
FRESH IDEAS FOR

few ideas to make berry
pay for them. Here are
planning, you can have
pound, fresh raspberries
supermarket. Pound for
commonly available in the
the most expensive fruit


THE OLD FARMER’S ALMANAC
Garden
Guide

2018 MEDIA KIT

THE POINT OF A PATH

YOU CAN HAVE FRESH BERRIES AT ARM’S REACH—AND NOT HAVE TO REACH
Grow Your Consumer Base with the Garden Guide

The Garden Guide, produced by the editors of The Old Farmer’s Almanac, is colorful, comprehensive, and contemporary and a leading resource for hundreds of thousands of planting-loving homeowners and avid growers.

This 120-page eye-catching issue of inspiration, visualization, and solutions features:

ORNAMENTALS: spectacular summer bulbs • fragrant trees and shrubs the importance of a path (and how to set one)

EDIBLES: vegetables to grow indoors and out • a space-saving DIY veggie “tower” citrus plants for the patio • recipes for fresh-picked produce—and more!

PLUS handy and reliable reference pages • the newest plants, tools, and decor/accessories recipe contest • critter-proofing techniques • how to replace a lawn soil test tricks • how to work with the weather

Active Audience

Female: 81% • Age 35-64: 70% • Active Gardeners: 86%

Distribution: 300,000

Nationwide Distribution Where Your Customers Shop

On Sale Date: March 13, 2018

Ace
Agway
Albertsons
Barnes & Noble

Kroger
Lowe’s
Meijer
Rite Aid

Safeway
Sam’s Club
Target
Tractor Supply

True Value
Walmart

Photo: Jerry Pavia
The Basic Demos
Female/Male: 71% / 29%
Avg Age: 58
Age 35–64: 63%
Avg HHI: $61,000
HHI $75K+: 1/3 of our readers

Where Do Our Readers Live?
South: 27% (Index 71)
Northeast: 24% (Index 141)
Midwest: 22% (Index 104)
West: 17% (Index 72)
Canada: 10%

Type of Community:
27% rural area
28% urban/suburban area
34% small town or an exurban area

Active Gardeners
Manage their own property: 86%
Vegetable gardeners: 87%
Flower and ornamental gardeners: 86%
Active canners/preservers: 66%

Nearly half spend 6+ hrs/wk gardening
Garden organically when they can: 60%
Work exclusively with organic products: 21%

Shop at garden stores: 72%
Shop at the big box stores: 65%

Source: Garden Guide Digital Survey, 2017

Purchasing Behavior
1 in 3 readers will buy outdoor equipment in the next 12 months

Top 3 future equipment purchases:
mower (37%) trimmer/edger (35%)
chainsaw/clipper/pruner (35%)

77% of our audience spends between $50 and $999 each spring/summer on lawn and garden maintenance

58% of our audience spends up to $999 on maintenance of dwellings, sheds, and barns
Contracts Due: January 17, 2018
Materials Due: January 22, 2018
On Sale: March 13, 2018

**COVERS**
- Automatically includes 200,000 impressions on Almanac.com
- Cover 2: $5,800
- Cover 3: $5,800
- Cover 4: $6,400

**FOUR-COLOR (ROB)**
- Packages below include impressions on Almanac.com
- Full-page + 175,000 impressions: $3,500
- ½ page + 150,000 impressions: $2,800
- ¼ page + 100,000 impressions: $2,100
- ¹/₁₆ page + 75,000 impressions: $1,500
- ¹/₆ page + 38,000 impressions: $850

**SINGLE COLUMN (ROB)**
- 3" column: $800
- 2 ½" column: $700
- 2" column: $550
- 1" column: $300

**BRC CARDS**
- BRC cards are available. Please call for pricing.

**SPECIFICATIONS & UNIT SIZES**
- Publication Trim Size: 8 ⅛"W x 10 ⅞"D
- Printing Process: web offset
- Binding Method: perfect-bound
- Full-page bleed, trim size: 8 ⅛" x 10 ⅞"
- with bleed (3/16" all sides): 8 ¼" x 11 ¼"
- live area: 7 ⅝" x 10 ⅞"
- safety distance from trims: ³⁄₈"
- Double-page spread, trim size: 16 ¼" x 10 ⅞"
- with bleed: 16 ¾" x 11 ¼"
- live area: 15 ½" x 10 ¼"
- safety distance from trim and on both sides of gutter: ³⁄₈"

**Non-Bleed Unit Sizes**
- Full page: 7" x 9 ¼"
- ½ page V: 4 ¼" x 9 ¼"
- ¼ page H: 7" x 4 ½"
- ½ page island*: 4 ½" x 7"
- ¼ page V: 2 ¼" x 9 ¼"
- ¾ page square: 4 ½" x 4 ½"
- ⅓ page V: 2 ⅛" x 9 ¼"
- ⅓ page square: 4 ½" x 2 ½"
- 3" single column: 2 ¼" x 3"
- 2 ½" single column: 2 ¼" x 2 ½"
- 2" single column: 2 ¼" x 2"
- 1" single column: 2 ¼" x 1"

*½ island is the same size as a full page in The Old Farmer’s Almanac.

**Contact:**
- Steve Hall at 800-729-9265, ext 320, or steveh@yankee pub.com
- Stephanie Bernbach-Crowe at 914-827-0015 or stephanie@rbadvertisingreps.com
- Susan Lyman at 646-221-4169 or susan@selmarsolutions.com

Photo: Jerry Pavia
DEADLINES
Contracts Due: January 17, 2018
Materials Due: January 22, 2018
On Sale: March 13, 2018

DIGITAL SPECIFICATIONS
Acceptable File Formats
• Print-resolution PDF
  (Adobe Acrobat v10 or higher)*
• Adobe InDesign (CC or below)
• Adobe Illustrator (CC or below)
• Adobe Photoshop (CC or below)
• QuarkXPress (versions 6 thru 8)
  *Download our PDF job options at
  YankeeMagazine.com/joboptions

Technical Specifications
• All color images should be supplied CMYK
  (no RGB or PMS)
• Line art should be supplied at 1,200 dpi at 100%
  placement
• 4-color images 300 dpi or higher at 100%
  placement (EPS, TIFF, or JPG)
• Minimum reproducible dot size is 3%

Contract Proofs
• Color–Kodak Approval, Iris at 100%
• B&W–Laser print at 100%

Checklist
• Files loaded on acceptable media
• Acceptable file
• All fonts (printer and screen). Please do not use
  TrueType fonts.
• All four-color source images converted to CMYK
  (preferred formats: EPS, TIFF, and JPG)
• 100% laser (B&W ads) or 100% contract color proof

AD MATERIALS DELIVERY OPTIONS:
Shipping Address
Yankee Publishing Inc.
Attention: Advertising Production
1121 Main Street, P.O. Box 520
Dublin, NH 03444
Phone: 800-736-1100 x168

Email:
• File size 4 MB or under: janets@yankeepub.com

To upload to Yankee FTP
All information must be entered in lowercase
• From the Web, sign on to:
  http://mx01.yankeepub.com
  (mx “zero one” .yankeepub.com)
• User Name: advertising
• Password: yankee04 (yankee “zero four”)
• Place ad materials in: Advertising_Folder
• Confirm to Janet Selle at janets@yankeepub.com
  that the ad has been uploaded

Questions:
Phone: 800-736-1100 x168
Fax: 603-563-8516
Email: janets@yankeepub.com

COMMISSIONS & CASH DISCOUNTS
(camera-ready only)
1. Agency commission: 15% discount. Material must be
   supplied camera-ready to earn the discount.
2. Terms: 2% in 10 days, net 30 days
3. 1½% monthly interest charged on all accounts over
   30 days.

GENERAL INFORMATION
Types of advertisements not accepted: alcohol, tobacco,
money or photographs submitted, and weapons and guns
with barrels under 18 inches that fire live ammunition.

MATERIAL REQUIREMENTS: ALMANAC.COM
1. Include URL link
2. Maximum size is 40K
3. Supply as JPG or GIF file
4. Animation: 15s; Maximum loop: 3x