**THE 2018 OLD FARMER’S ALMANAC**

**THE 2018 OLD FARMER’S ALMANAC**  
**Release Date:** September 12, 2017

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Format</th>
<th>UPC</th>
<th>Weight</th>
<th>Prepacked Display</th>
<th>Footprint of Display</th>
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</thead>
<tbody>
<tr>
<td>1000</td>
<td>$6.99</td>
<td>Softcover</td>
<td>014021 01414 4</td>
<td>272 pages</td>
<td>5½” × 8”</td>
<td></td>
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<tr>
<td>7000</td>
<td>$15.95</td>
<td>Hardcover</td>
<td>014021 00224 0</td>
<td>304 pages</td>
<td>5½” × 8½”</td>
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</tbody>
</table>

With a huge online presence and Facebook audience of more than 1.4 million, *The Old Farmer’s Almanac* is firmly rooted in the 21st century while still endeavoring to be “useful, with a pleasant degree of humor”. Readers enjoy plenty of wit, wisdom, tips, advice, fun facts, recipes, and its famous long-range weather predictions for all 18 regions of the country.

**60-ALMANAC FLOOR DISPLAYS**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1060 | $419.40 | 60 Old Farmer’s Almanacs  
UPC 000 14021 02930 8  
Case weight: 32 pounds |
| 1060B | $539.28 | 60 Old Farmer’s Almanacs, 12 Gardening Calendars  
UPC 000 14021 02931 5  
Case weight: 37 pounds |
| 1060W | $539.28 | 60 Old Farmer’s Almanacs, 12 Weather Watcher’s Calendars  
UPC 000 14021 02932 2  
Case weight: 37 pounds |
| 1060BW | $659.16 | 60 Old Farmer’s Almanacs, 12 Gardening Calendars, 12 Weather Watcher’s Calendars  
UPC 000 14021 02944 5  
Case weight: 41 pounds |

**24-ALMANAC COUNTER DISPLAY**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1024 | $167.76 | 24 Old Farmer’s Almanacs  
UPC 000 14021 02933 9  
Case weight: 12 pounds  
Prepacked carton: 12” × 9” × 8”  
Footprint of display: 11½” × 7½” |

**20-WEATHER WATCHER’S CALendars**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1000a | $6.99 | Softcover  
UPC 014021 01414 4  
Wall calendar: 10¾” × 8¼” |

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 3020 | $199.80 | 20 Weather Watcher’s Calendars  
UPC 000 14021 02937 7  
Case weight: 8 pounds  
Prepacked display: 13½” × 5½” × 9½”  
Footprint of display: 12⅞” × 4⅜” |

**20-Weather Watcher’s Calendar**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6000</td>
<td>$9.99</td>
<td>Wall calendar: 10¾” × 8¼”</td>
</tr>
</tbody>
</table>

**Floor Displays**

Prepacked carton: 18½” × 14½” × 10½”  
Footprint of display: 14” × 16”  
Display when set up: 17” × 18” × 46½”

**2018 MOON CALENDAR**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5110 | $10.99 | Wall calendar: 10½” × 10½”  
UPC 014021 00334 6  
Case pack: 10 Moon Calendars  
Case weight: 5 pounds |

**24-Moon Calendars**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 2000 | $9.99 | Wall calendar: 10½” × 8¼”  
UPC 014021 00334 6  
Prepacked display: 13½” × 5½” × 9½”  
Footprint of display: 12⅞” × 4⅜” |

**2018 WEATHER WATCHER’S CALENDAR**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 6000 | $9.99 | Wall calendar: 10½” × 8¼”  
UPC 014021 01034 4  
Prepacked display: 13½” × 5½” × 9½”  
Footprint of display: 12⅞” × 4⅜” |

**THE 2018 OLD FARMER’S ALMANAC**

**GARDENING CALENDAR**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 1000 | $9.99 | Wall calendar: 10½” × 8¼”  
UPC 014021 00334 6  
Prepacked display: 13½” × 5½” × 9½”  
Footprint of display: 12⅞” × 4⅜” |

**MOON CALENDAR**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5110 | $10.99 | Wall calendar: 10½” × 10½”  
UPC 014021 00334 6  
Case pack: 10 Moon Calendars  
Case weight: 5 pounds |

**Forever Gardening**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 6060 | $59.99 | 12 Gardening Calendars  
UPC 000 14021 02931 5  
Case weight: 37 pounds |

**The Old Farmer’s Almanac**

**Gardening Calendar**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 6000 | $9.99 | Wall calendar: 10½” × 8¼”  
UPC 014021 01034 4  
Prepacked display: 13½” × 5½” × 9½”  
Footprint of display: 12⅞” × 4⅜” |

**Weather Watcher’s Calendar**

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
</table>
| 6000 | $9.99 | Wall calendar: 10½” × 8¼”  
UPC 014021 01034 4  
Prepacked display: 13½” × 5½” × 9½”  
Footprint of display: 12⅞” × 4⅜” |
**THE OLD FARMER’S ALMANAC FOR KIDS, VOLUME 7**

*Item 7100 • $9.95 • UPC 014021 00734 4*

This proven bestseller is chock-full of interesting information, fascinating facts, and the kind of trivia loved by kids of all ages. For ages 8 and up. Published every two years.

192 pages • 5¼” × 8¼” • Illustrated Full-color • Softcover

**FLOOR DISPLAY**

*Item 1046 • $339.30*

6 Almanac for Kids and 40 Old Farmer’s Almanacs

*UPC 000 14021 02943 8*

Case weight: 25 pounds
Prepacked carton: 38” × 12” × 4”
Footprint of display: 12” × 11”
Display when set up: 12” × 11” × 49”

**COUNTER DISPLAY**

*Item 7110 • $99.50 • 10 Almanacs for Kids*

*UPC 000 14021 02941 4*

Case weight: 8 pounds
Prepacked carton: 6½” × 6½” × 9”
Footprint of display: 6” × 6”

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**The Old Farmer’s Almanac 2018 EVERYDAY CALENDAR**

*Item 8000 • $14.99 • UPC 014021 00534 1*

Box calendar: 6½” × 5½” × 1½”

Daily fun fact, helpful hint, or intriguing trivia in a page-each-day, boxed, easel-back desk calendar. Each page has full-color illustrations.

Case pack: 6 • Case weight: 2 pounds

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**The Old Farmer’s Almanac 2018 COUNTRY CALENDAR**

*Item 5010 • $10.99 • UPC 014021 00634 7*

Wall calendar: 10½” × 10½”
Case pack: 10 Country Calendars
Case weight: 5 pounds

**FLOOR DISPLAY**

*Item 1036A • $383.52*

12 Country Calendars and 36 Old Farmer’s Almanacs

*UPC 000 14021 02934 6*

Case weight: 25 pounds
Prepacked carton: 38” × 12” × 4”
Footprint of display: 12” × 11”
Display when set up: 12” × 11” × 49”

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**The Old Farmer’s Almanac 2018 ENGAGEMENT CALENDAR**

*Item 7050 • $14.99 • UPC 014021 00834 1*

Hardcover • 7” × 10” • Concealed lay-flat binding • Quality writing paper Illustrated.
Case pack: 4 • Case weight: 5 pounds
READERS’ BEST RECIPES
The Old Farmer’s Almanac

Item 9090 • $19.95
UPC 0 14021 01314 7
272 pages • 8 1/4” × 9”
Gatefold softcover • Illustrated
Full-color
Case pack: 5 • Case weight: 9 pounds
For years, readers of The Old Farmer’s Almanac have indicated their favorite recipes are those of family and friends. The Almanac has gathered 196 recipes from its fans and friends in this newest cookbook. These are home cooks’ best-loved, most-requested recipes and also include a personal tale or anecdote of the recipe’s origin.

COMFORT FOOD
The Old Farmer’s Almanac

Item 9080 • $19.95
UPC 0 14021 01313 0
288 pages • 8 1/4” × 9”
Gatefold softcover • Illustrated
Full-color
Case pack: 5 • Case weight: 9 pounds
Award-winning cook and author Ken Haedrich brings his special mastery to more than 200 “made from scratch” recipes.

2018 GARDEN GUIDE
The Old Farmer’s Almanac

Item 3000 • $4.99 • UPC 0 14021 01313 0
Release date: March 6, 2018
112 pages • 8 1/4” × 10 7/8” • Softcover
The Old Farmer’s Almanac Garden Guide is the annual spring companion to the Almanac. Its large, full-color pages are devoted exclusively to gardening, including general information, tips, and advice from experts for growing the best vegetables, flowers, and fruit.

FLOOR DISPLAY
The Old Farmer’s Almanac

Item 3036 • $179.64
36 Garden Guides • UPC 000 14021 02940 7
Case weight: 23 pounds
Prepacked carton: 38” × 12” × 4”
Footprint of display: 12” × 11”
Display when set up: 12” × 11” × 45”

SALES OF THE OLD FARMER’S ALMANAC PRODUCTS ARE SUPPORTED BY:
- Major national media campaign, including a multi-city media tour, mailing to more than 7,000 media outlets, and hundreds of radio interviews with stations across North America.
- Strong Web and social media presence: Almanac.com’s 43.8 million annual unique visitors plus a growing audience of 1.57 million on social media gives a huge annual audience reach of 45.4 million.
- Wire, print, and online news stories in leading newspapers, including recent articles with Associated Press, CBSnews.com, USATODAY.com, pbs.org/newshour, TIME.com, NYPost.com, and FoxNews.com.

COUNTER DISPLAY
The Old Farmer’s Almanac

Item 9812 • $95.88
12 EATS • UPC 000 14021 02827 1
Case weight: 9 pounds
Prepacked carton: 13” × 9 1/4” × 5 1/4”
Footprint of display: 9” × 7 1/4”

DISCOUNTS, TERMS, MINIMUM ORDER
- Distributor discounts require a minimum of 1,000 units invoiced to “Bill To” address annually. Warehouse and drop-shipping orders combine for discount. Minimum order for dropship is a prepacked or minimum noted on the published order form. Guaranteed-sale and non-returnable discount terms are available for distributor or independent accounts. Contact us for your cost. New accounts must provide credit references or payment with order for the first order. Standard terms: 2%/10, Net 30. FOB Jaffrey, New Hampshire. Guaranteed-sale and non-returnable discount terms are available for distributor or non-returnable discount terms are available for distributor or independent accounts. Contact us for your cost. New accounts must provide credit references or payment with order for the first order. Standard terms: 2%/10, Net 30. FOB Jaffrey, New Hampshire. Guaranteed-sale and non-returnable discount terms are available for distributor or independent accounts. Contact us for your cost. New accounts must provide credit references or payment with order for the first order. Standard terms: 2%/10, Net 30. FOB Jaffrey, New Hampshire.

GUARANTEED- SALE TERMS
- Retailers: Please note that some distributors offer only a non-returnable program. Authorization is required before making returns. Contact us for the return authorization form. The 2018 Almanac and 2018 calendars are released beginning in July and August 2017. Returns are accepted for credit from April 1 through December 31, 2018. Returns are accepted for credit from April 1 through December 31, 2018. Non-dated items such as Almanac for Kids or cookbooks must be displayed for a minimum of six months before returns are accepted.

CONTACT INFORMATION
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- Janice Edson, ext. 126; email: janicee@yankeepub.com
- Call Yankee Publishing Inc./The Old Farmer’s Almanac
  Toll-free 800-895-9265 or 800-729-9265
  603-563-8111 or 24-hour voice-mail: 603-563-8118
  Fax: 603-563-8252
- The Old Farmer’s Almanac
  1121 Main Street, P.O. Box 520
  Dublin, NH 03444

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