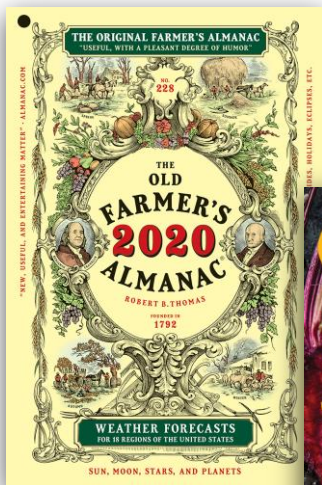




THE OLD FARMER'S MEDIA NETWORK

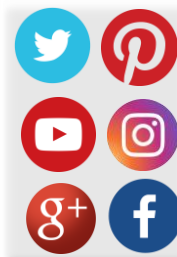
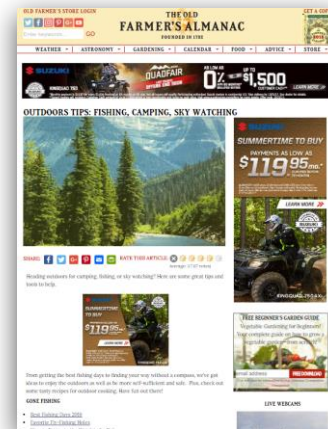
Print

3.3mm copies
Integrated Advertising
Display Advertising



Almanac.com

48mm unique annual visitors
Integrated Native Advertising
Sponsored Content
Display Advertising



Smart Speakers

3,890 active 30-day users
Sponsorship Programs

Social Audience

1.7mm
Integrated Programs



Daily Companion

260,000 engaged subscribers
Integrated Native Advertising
Dedicated Emails
Exclusive Sponsorship

EXTRA! Digital Magazine

17,000 monthly readers
Display Advertising
Loyalty Program Benefit





THE OLD FARMER'S ALMANAC

The Old Farmer's Almanac (OFA) is a natural marketing partner to reach potential buyers who value innovation, durability, reliability, and more.



“Useful” – OFA patrons are hands-on people who rely on implements and equipment, and because they use them until they wear out, we know that ruggedness must be a key feature of any product sold to them.

Dependability is also much valued by OFA readers, who rely not only on the OFA to be honest and of consistently high quality every year, but also on the products on its site and within its pages.

Trustworthy – Most of all, *The Old Farmer's Almanac* is known for being trustworthy, and our audience of buyers trusts our advertisers.

Demographics

- Female/Male: 66%/34%
- Average Age: 46
- 99.2% of the Almanac.com audience value products that last.
- 86% of the Almanac.com audience describe themselves as active gardeners.
- 78% cook or bake at home regularly.
- 77% describe themselves as environmentally conscious.
- 68% take vitamins or supplements.
- 45% buy organic when possible or purchase non-toxic/biodegradable items
- 75% have taken a trip in the last year
- 99.2% of the Almanac.com audience seek out brands they trust.