



THE OLD
FARMER'S ALMANAC

FOUNDED IN 1792

THE OLD FARMER'S ALMANAC MEDIA GROUP
MEDIA KIT 2026-2027

The Old Farmer's Almanac is one of
the most trusted brands in North America,
with an active, loyal community of

44 MILLION.

JULY 2025

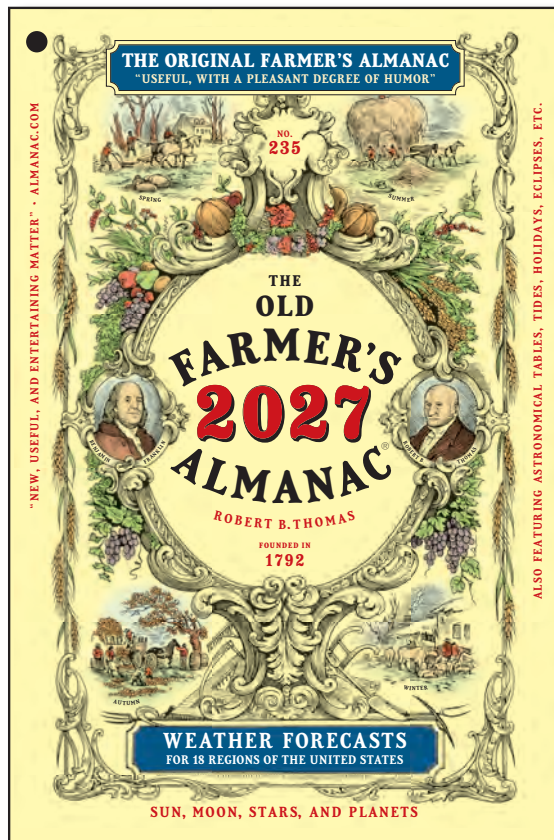
The Old Farmer's Almanac

is much more than a brand or a publication.

We are an active community of
44 MILLION ADULTS.
On Almanac.com, we reach
1 IN 10 AMERICANS
(and 1 in 10 Canadians).

EVERY DAY,
our audience engages across
MULTIPLE PLATFORMS
with our content and
BRAND PARTNERS.

Rooted in tradition, growing
with the times —
**RELEVANT, RELIABLE,
AND TRUSTED
FOR 235 YEARS**
(and counting).



**WE'VE STOOD THE TEST OF
TIME FOR A REASON.**

A PERENNIAL BESTSELLER at
major retailers and on leading book
lists such as:

- Nonfiction List, *The Boston Globe*
- *Publishers Weekly*
- Barnes & Noble
- Amazon.com

Almanac.com is consistently used as
a reference by **MAJOR NATIONAL
SITES** including:

- CNN
- *Good Housekeeping*
- *Martha Stewart Living*
- *The Pioneer Woman*
- *USA Today*
- Yahoo

Our growing community includes
over **95,000** subscribers to our
publications and membership
programs including the Almanac and
themed clubs.

Published continuously since 1792,
it is North America's **MOST LONG-
LIVED ALMANAC.**

ABOUT OUR COMMUNITY

OUR ASSETS REACH FAR AND WIDE:



2.5 MILLION
copies distributed



38 MILLION
unique visitors on
Almanac.com



1.8 MILLION
likes/followers



275K
followers



142K
followers



57%
Female



43%
Male

Average age: 46



\$76,500
Average HHI



87%
Home owners

“If you are thinking about doing ANYTHING in the yard or garden this year, buy this book. Thumb through it and you will not be disappointed. What’s not to like about hundreds of years of collective wisdom concentrated into likely-outcome predictions?”

MEET SOME OF OUR FOLLOWERS



THE NATURAL HEALTH ENTHUSIAST

- **77%** of our community members are environmentally conscious.
- **68%** take care of themselves and their family with regular use of vitamins/supplements.
- **NEARLY HALF** buy organic and nontoxic/biodegradable items.



THE AVID GARDENER

- **86%** are active gardeners.
- To find their gardening supplies, **ONE-THIRD** of our gardeners use mail-order catalogs and nearly **HALF** purchase supplies online.
- **54%** of our audience tend a garden 200 square feet or larger.
- Gardening is one of our **MOST POPULAR** areas of content.
- **41%** of our audience spend 6+ hours a week in their garden.



THE DIY-ER

- Our audience rolls up their sleeves. **58%** are more likely than the average adult to be a DIY-er.
- Our members are **TWICE AS LIKELY** as the average adult to take on home improvements.
- Our audience is interested in arts and crafts, indexing **27%** higher than the average adult.

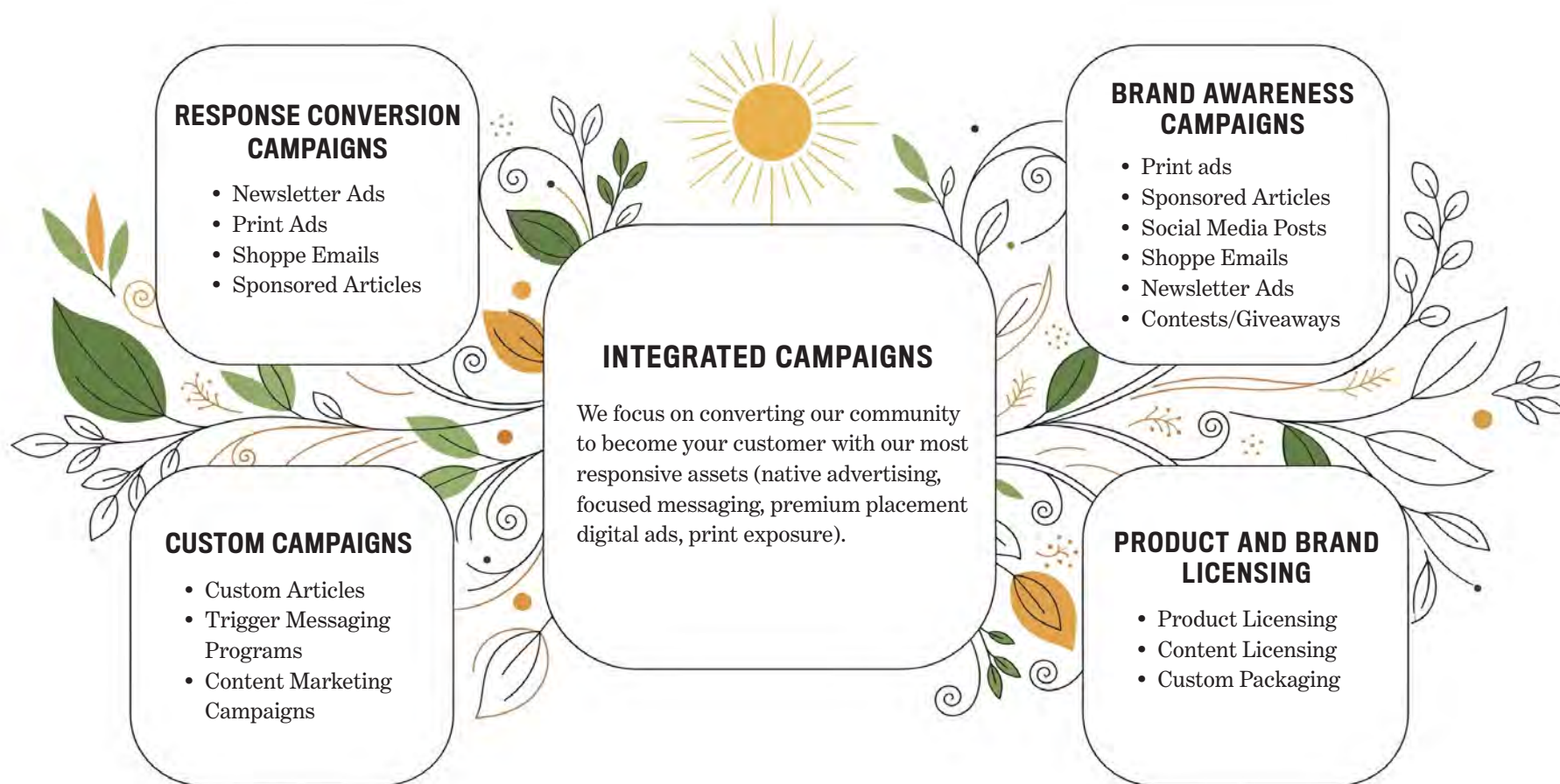


THE COOK/BAKER

- **71%** of our audience seek information on kitchen gadgets/tools and **58%** look for cooking/baking ingredients.
- **2 OUT OF 3** readers preserve/pickle their garden harvest.
- **43%** of readers have referenced a food article and **48%** have cooked a recipe.
- **61%** of our audience invest in organic food/products.

PARTNERING WITH US

The Old Farmer's Almanac Media Group's marketing and new media teams collaborate with our business partners on custom programs, connecting you to our audience of 44 million. Our diverse suite of opportunities means that we can tailor the program to your specific needs through proven performers such as:



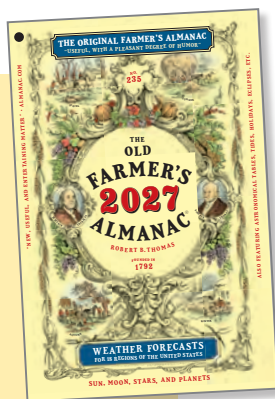
IN PRINT

THE OLD FARMER'S ALMANAC 2027 & GARDEN GUIDE 2026

Double your impact and reach avid gardeners and nature lovers year-round!

RELIABLE CONTENT, TRUSTED BY MILLIONS

Our 2027 print edition marks 235 years of continuous publication. *The Old Farmer's Almanac* in print acts as an annual resource for millions of readers who turn to this book continually throughout the year. Our readers are active, informed, resourceful, and independent-minded individuals. Readers value the Almanac's content and trust our brand; as well as our advertising partners.



CONTRACTS DUE:

MAY 2, 2026

MATERIALS DUE:

MAY 9, 2026

ON NEWSSTANDS:

SEPT 1, 2026

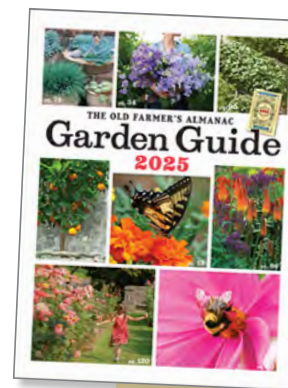
DISTRIBUTION

*2.5 million copies in key outlets
continent-wide:*

- ACE hardware stores
- Amazon.com
- Barnes & Noble
- BJ's Wholesale Club
- Books-A-Million
- CVS
- Independent bookstores
- Indigo/Chapters
- Kroger/Albertson's supermarkets
- Loblaws supermarkets
- Lowe's
- Meijer supermarkets
- Safeway supermarkets
- Sam's Club
- Shoppers Drug Mart
- Target
- Tractor Supply
- Walgreens
- Walmart

GROW BETTER TOGETHER

In spring, *The Old Farmer's Almanac* community of avid gardeners comes alive—and that's when and why we publish our annual *Garden Guide* magazine. Packed with inspiration, ideas, instructions, and solutions for gardeners of every experience level, the *Garden Guide* builds on the reach of *The Old Farmer's Almanac* and extends its reputation as a trusted resource. Distributed by major retailers and garden centers, the *Garden Guide* is essential to your marketing campaign if your future customers are interested in nature, gardening, and maintaining a healthy home.



CONTRACTS DUE:

DEC 3, 2025

MATERIALS DUE:

DEC 10, 2025

ON NEWSSTANDS:

FEB 3, 2026

DIGITAL: ALMANAC.COM & SOCIAL MEDIA

AUTHENTIC CONTENT. MODERN ENVIRONMENT.

Powered by *The Old Farmer's Almanac* and the *Garden Guide*, 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. We are the **ONLY SOURCE** that delivers this type of information in one place.

Maybe this is why more than 38 million people visit us time and time again.

WHO WILL SEE YOUR AD?

**38
MILLION**

users annually (online, 1 in every 10 Americans and 1 in every 10 Canadians!)

**83
MILLION**

pageviews annually

WHERE DO THEY RESIDE?

76%

United States

10%

Canada

OUR AUDIENCE IS MORE ENGAGED IN THESE TOPICS:

3.4 times more interested in **agriculture**

3.4 times more interested in **landscaping**

1.9 times more interested in **green living**

1.9 times more interested in **DIY**

1.8 times more interested in **astronomy**

1.8 times more interested in **skincare**

1.6 times more interested in **healthy eating**

1.5 times more interested in **weather**

These figures show how much more likely our readers are to visit websites in each topic compared to the average internet user. (Source: Quantcast)

TRUSTED BY MILLIONS

• Daily Newsletter subscriber ratebase: **500,000**

• New newsletter subscribers in a 30-day period: **15,000**

• Average newsletter open rate: **50%** (industry average: 40%)

• Almanac.com traffic: **3.2 MILLION** average monthly uniques

• Almanac.com: **75%** of users click, scroll, or engage with content

• **CITED BY MAJOR NATIONAL SITES**, including CNN, *Good Housekeeping*, *Martha Stewart Living*, *The Pioneer Woman*, *USA Today*, and Yahoo.

OUR SOCIAL CHANNELS

have a powerful reach and level of engagement—this is a social community you'll want to be a part of.



1.8 MILLION
likes/followers



275K
followers



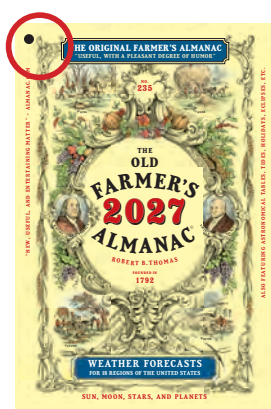
142K
followers

PRINT AD SPECS: *THE OLD FARMER'S ALMANAC 2027*

PUBLICATION TRIM SIZE $5\frac{5}{16}" \times 8"$ | **BLEED** $\frac{3}{16}"$ outside trim all around | **LIVE AREA** $\frac{3}{8}"$ inside trim

Please note measurements are width x height in inches

Printing process: web offset | Binding method: perfect-bound



Remember the Almanac has a $\frac{1}{4}"$ hole in the top left corner. It's drilled approximately $\frac{5}{8}"$ from the top and $\frac{1}{2}"$ in from the left. We endeavour to place ads so that the Almanac's hole doesn't interfere with the advertisements.

BLEED ADS

Full Page

Bleed: $5\frac{11}{16}" \text{ w} \times 8\frac{3}{8}" \text{ h}$

Trim: $5\frac{5}{16}" \times 8"$

Live area: $4\frac{9}{16}" \times 7\frac{1}{4}"$

(safety distance from trim: $\frac{3}{8}"$)

Two-Page Spread

Bleed: $11" \times 8\frac{3}{8}"$

Trim: $10\frac{5}{8}" \times 8"$

Live area: $9\frac{7}{8}" \times 7\frac{1}{4}"$

(allow $\frac{3}{8}"$ on both sides of gutter for type)

NONBLEED ADS

Full-page ad size: $4\frac{1}{2}" \text{ w} \times 7\frac{1}{8}" \text{ h}$

2-Page Spread: $9\frac{7}{8}" \times 7\frac{1}{4}"$

(allow $\frac{3}{8}"$ on both sides of gutter for type)

$\frac{1}{2}$ -page horizontal: $4\frac{1}{2}" \times 3\frac{1}{2}"$

$\frac{1}{2}$ -page vertical: $2\frac{1}{8}" \times 7\frac{1}{8}"$

$\frac{1}{4}$ page: $2\frac{1}{8}" \times 3\frac{1}{2}"$

3" single column: $2\frac{1}{8}" \times 3"$

$2\frac{1}{2}"$ single column: $2\frac{1}{8}" \times 2\frac{1}{2}"$

2" single column: $2\frac{1}{8}" \times 2"$

$1\frac{1}{2}"$ single column: $2\frac{1}{8}" \times 1\frac{1}{2}"$

1" single column: $2\frac{1}{8}" \times 1"$

CONTRACTS DUE:
MAY 2, 2026

MATERIALS DUE:
MAY 9, 2026

ON SALE:
SEPTEMBER 1, 2026

ADVERTISING RATES: *THE OLD FARMER'S ALMANAC*

With an ad in the 235th print edition of *The Old Farmer's Almanac*, your brand is associated with one of North America's most trusted and beloved brands, with a print distribution of 2.3 million copies!

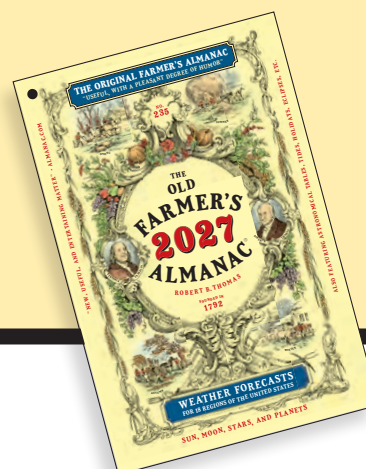
PRINT	NATIVE AD* (INSERTIONS)	RATE
FOUR-COLOR COVERS & PREMIUM PLACEMENT		
Cover 2	1	\$44,000
Cover 3	1	\$44,000
Cover 4	1	\$47,500
FOUR-COLOR RUN OF BOOK <i>Adjacent to Editorial Content</i>		
Full Page	1	\$21,400
1/2 Page	1	\$13,000
FOUR-COLOR MARKETPLACE (NO NATIVE AD) <i>Placed Within Ad Bank</i>		
1/2 Page		\$9,000
1/4 Page		\$6,000

*Native Ad in the *Daily Companion*
(headline: up to 7 words; image: 720 × 720 px;
text: 40 words; URL link)
(see *Ad Material Requirements for file specs*)

BLACK & WHITE RUN OF BOOK

Full page	\$15,000
1/2 page	\$9,750
1/4 page	\$4,900

Clients who run a 1/2-page or larger 4C ad in *The Old Farmer's Almanac* receive a bonus ad in our Daily Companion newsletter, reaching an additional 500,000 engaged readers



CONTRACTS DUE:
MAY 2, 2026

MATERIALS DUE:
MAY 9, 2026

ON SALE:
SEPTEMBER 1, 2026

ADVERTISING RATES & SIZES: *THE GARDEN GUIDE 2026*

With an ad in the 2026 print edition of *The Old Farmer's Almanac Garden Guide*, your brand is associated with one of North America's most trusted and beloved brands, with a print distribution of 215,000 copies!

COVERS

Cover 2.....	\$5,800
Cover 3	\$5,800
Cover 4	\$6,400

FOUR-COLOR (ROB)

Full page.....	\$3,500
$\frac{2}{3}$ page	\$2,800
$\frac{1}{2}$ page	\$2,100
$\frac{1}{3}$ page	\$1,500
$\frac{1}{6}$ page	\$850

SINGLE COLUMN (ROB)

3" column	\$800
2 $\frac{1}{2}$ " column.....	\$700
2" column	\$550
1" column.....	\$300

BRC CARDS

BRC cards are available. Please call for pricing.

PUBLICATION INFORMATION

Publication trim size: 8 $\frac{1}{8}$ "W $\times$ 10 $\frac{7}{8}$ "D
 Printing process: web offset
 Binding method: perfect-bound

PAGE SPECIFICATIONS

Ad page size: 7" $\times$ 9 $\frac{3}{4}$ "
 Column depth: 9 $\frac{3}{4}$ "
 Column width: 2 $\frac{1}{8}$ "

UNIT SIZES

Full-page bleed, trim size: 8 $\frac{1}{8}$ " $\times$ 10 $\frac{7}{8}$ "
 with bleed (3/16" all sides): 8 $\frac{1}{2}$ " $\times$ 11 $\frac{1}{4}$ "
 live area: 7 $\frac{3}{8}$ " $\times$ 10 $\frac{1}{8}$ "
 safety distance from trims: $\frac{3}{8}$ "
 Double-page spread, trim size: 16 $\frac{1}{4}$ " $\times$ 10 $\frac{7}{8}$ "
 with bleed: 16 $\frac{5}{8}$ " $\times$ 11 $\frac{1}{4}$ "
 live area: 15 $\frac{1}{2}$ " $\times$ 10 $\frac{1}{8}$ "
 safety distance from trim and
 on both sides of gutter: $\frac{3}{8}$ "

NON-BLEED UNIT SIZES

Full page: 7" $\times$ 9 $\frac{3}{4}$ "
 $\frac{2}{3}$ page V: 4 $\frac{1}{2}$ " $\times$ 9 $\frac{3}{4}$ "
 $\frac{1}{2}$ page H: 7" $\times$ 4 $\frac{1}{2}$ "
 $\frac{1}{2}$ page island*: 4 $\frac{1}{2}$ " $\times$ 7"
 $\frac{1}{3}$ page V: 2 $\frac{1}{8}$ " $\times$ 9 $\frac{3}{4}$ "
 $\frac{1}{3}$ page square: 4 $\frac{1}{2}$ " $\times$ 4 $\frac{1}{2}$ "
 $\frac{1}{6}$ page V: 2 $\frac{1}{8}$ " $\times$ 4 $\frac{1}{2}$ "
 $\frac{1}{6}$ page H: 4 $\frac{1}{2}$ " $\times$ 2 $\frac{1}{8}$ "
 3" single column: 2 $\frac{1}{8}$ " $\times$ 3"
 2 $\frac{1}{2}$ " single column: 2 $\frac{1}{8}$ " $\times$ 2 $\frac{1}{2}$ "
 2" single column: 2 $\frac{1}{8}$ " $\times$ 2"
 1" single column: 2 $\frac{1}{8}$ " $\times$ 1"

 * $\frac{1}{2}$ island is the same size as a full page in
The Old Farmer's Almanac.

CONTRACTS DUE: DEC 3, 2025

MATERIALS DUE: DEC 10, 2025

ON SALE: FEB 3, 2026

AD MATERIAL SPECIFICATIONS & REQUIREMENTS

QUESTIONS

- Phone: 800-895-9265, ext. 168
- Email: janets@yankeepub.com

MATERIAL REQUIREMENTS

Ad materials must be in digital form.

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)

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%

AD MATERIAL DELIVERY OPTIONS

SHIPPING ADDRESS

Yankee Publishing Inc.
Attention: Advertising Production
1121 Main Street
P.O. Box 520
Dublin, NH 03444
Phone: 800-895-9265, ext. 168

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

GENERAL INFORMATION

- All insertions are subject to the General Provisions on the insertion order, which can be furnished upon request.
- The publisher reserves the right to refuse or cancel advertising at any time for any reason
- Yankee Publishing is not responsible for repercussions or loss of revenue resulting from mistakes in advertising. In the case of an error, Yankee's responsibility is only to make good on its original commitment to the advertiser and nothing more.

DIGITAL ADVERTISING RATES & SPECIFICATIONS

RUN OF SITE/TAKEOVERS

Leaderboard 728 × 90 or 970 x 90 (mobile 320 × 50):	\$15/cpm
Medium rectangle 300 × 250:	\$15/cpm
Half-page 300 × 600:	\$19/cpm

NEWSLETTERS

DAILY ALMANAC (6x/week)

- Sponsorship (300 × 250): \$1,000 net
- Native Ad (headline: up to 7 words; image: 720 × 720 px; text: 40 words; URL link)
1x insertion: \$1,000 net

FOCUS

- Sponsorship of Almanac.com article (300 × 250): \$3,000 net
- Advertiser-owned article (300 × 250 plus article): \$3,500 net

SHOPPE

- 580 × 580 Display Ad: \$3,500 Net
(200,000 subscribers)

CUSTOM PROGRAMS

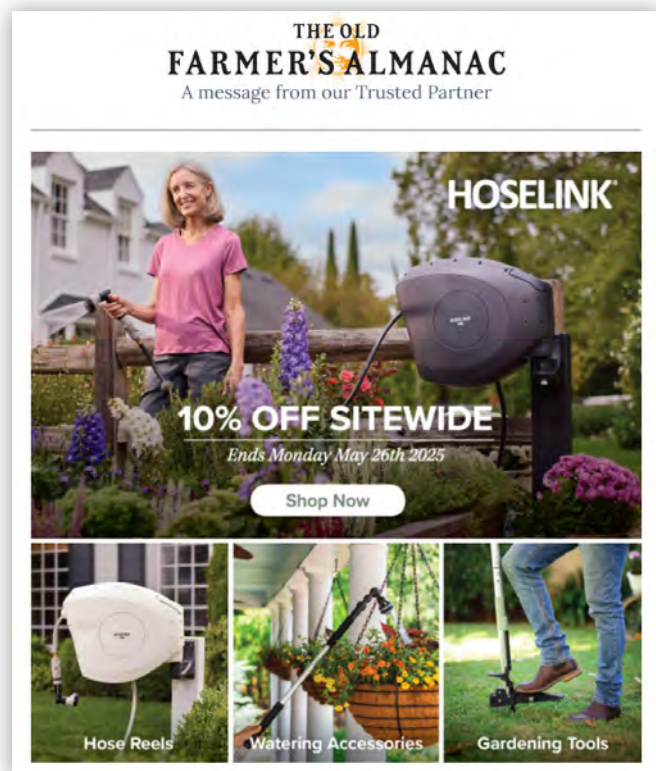
- Trigger Programs, Article Sponsorships, Social Media Campaigns, etc.
- Vary per program.

ALL AD PLACEMENTS IN OUR DIGITAL ASSETS MUST ADHERE TO THE FOLLOWING:

- Include URL link
- Maximum size: 200K
- Supplied as JPG or GIF file
- Rich Media: Accepted with prior approval, premiums apply. Backup GIF must be supplied for browsers unable to detect rich media. Flash is not accepted.
- Ads served through Google Ad Manager; third-party ad serving accepted.
- Contract is considered complete when delivery is within 1% of purchased impressions.

EMAIL MARKETING: SHOPPE NEWSLETTER

DEDICATED CONTENT, CREATIVE PROVIDED BY SPONSOR/ADVERTISER



Cost: \$3,500 (full list)



OVERVIEW

Reach up to 500K opt-in subscribers per send

Components:

580x580 ad/creative
+
URL link

Two Options to Meet Any Budget:

200,000 subscribers
or
500,000 subscribers

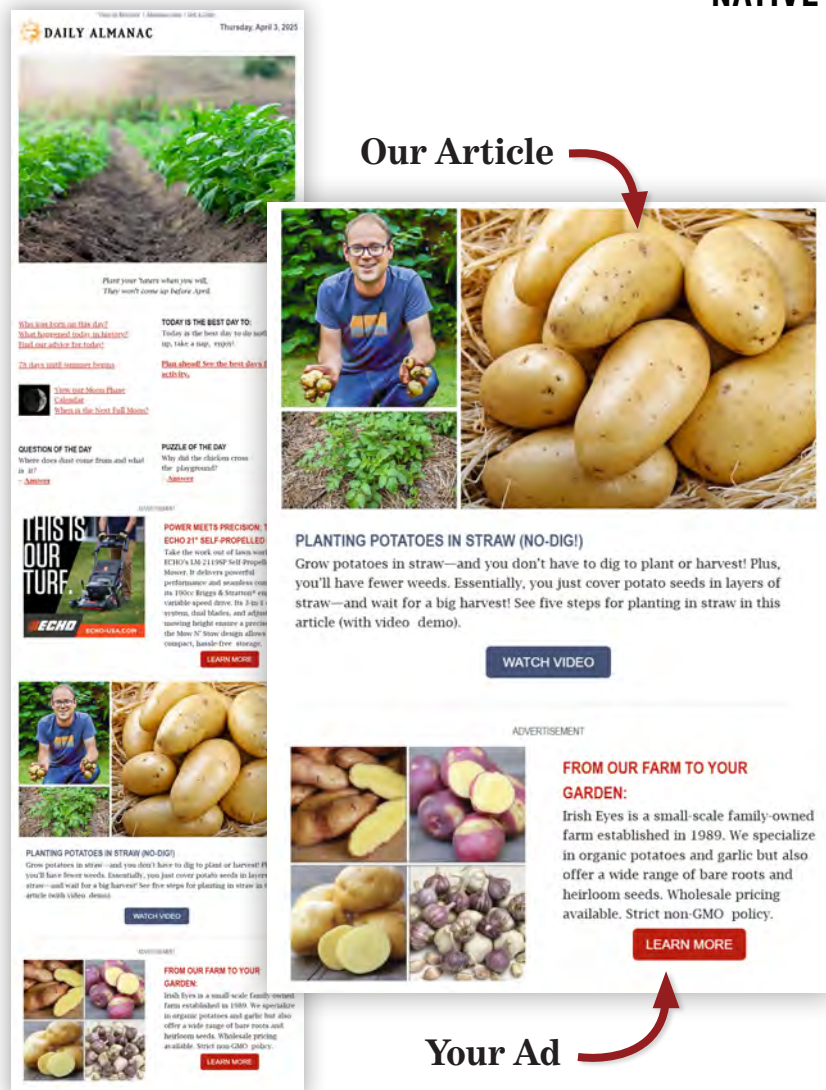
Best Practices:

Provide a strong offer (tailored specifically to the OFA audience) to increase click-through rate.

Once on your site, provide an email/data capture opportunity.

EMAIL MARKETING: DAILY COMPANION NEWSLETTER

NATIVE AD PACKAGE



GROW YOUR REACH WITH NATIVE AD POWER

Our popular Native Ad package just got better. We've added a 4th ad at a special rate.

Why advertise this season?

Each season brings with it new opportunities to reach your next customer. We will work with you to align your ad with the most relevant articles from our editors.

Here's what we're writing about:

- Planting from seeds and bulbs
- Planning this year's garden
- Houseplants and container gardening
- Planting for bees, butterflies and hummingbirds
- Garden pest management
- Chickens
- Harvesting, storing, canning and preserving
- Health, natural remedies and everyday wellness
- Seasonal food, cooking and recipes

*For a full list of articles, please contact us. We'll find the best editorial alignment for your business.

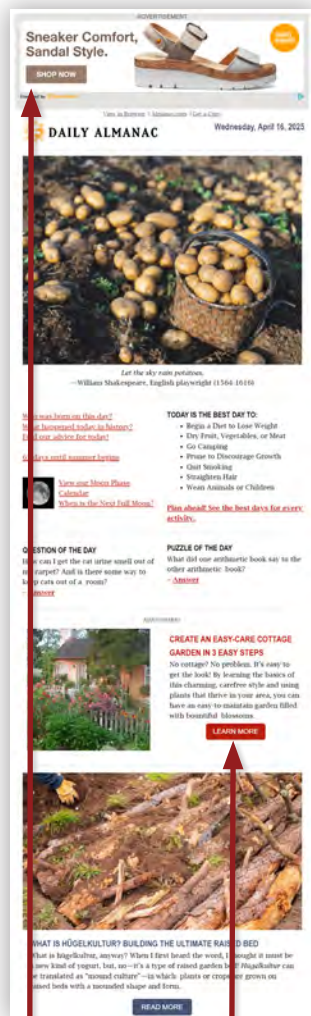
New Bonus Rate:
4 ads: \$1,800 net

Native ads include: Headline, thumbnail image, text and link.

Looking to sponsor the article, ask us about our article sponsorships!

ARTICLE SPONSORSHIP

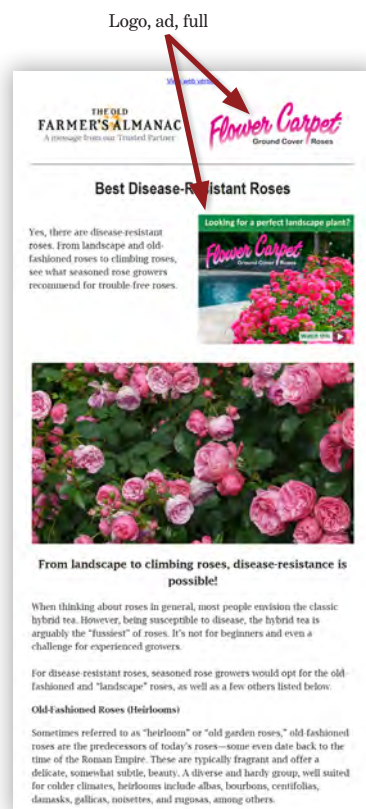
Companion Newsletter



570x325 or 300x250
Links to client site

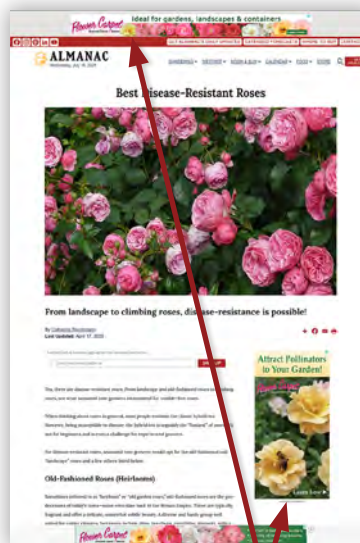
Native Ad
Links to client

Focus Newsletter



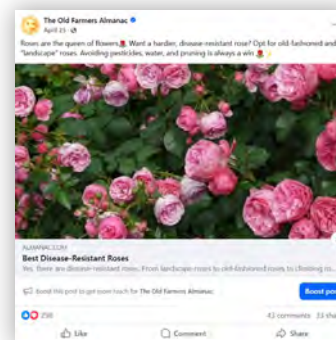
Logo, ad, full

Article Page



Own all the ad
spots on page

Facebook



OVERVIEW

Content alignment ad program

Roadblock your ads alongside Almanac digital articles about like-minded content.

Market your product to our audience at a time they are interested in similar content.

Minimum Package Components:

- 1 OFA article sponsored (1 month)
- +
- 1 Facebook sponsored post (drives to sponsored article)
- +
- 1 Companion newsletter native ad (drives to sponsored article)
- +
- 2 Companion newsletter native ads (drives to your website)
- +
- 1 Companion newsletter sponsorship (300x250 ad)
- +
- 1 Focus email about the article (drives to your site & article page)

ARTICLE SPONSORSHIP

OVERVIEW

Duration:

Minimum one month

Goals:

Align brand with OFA brand, trusted by our audience

Drive visitation to the client website

Incorporate organic link to client website within article where relevant



INVESTMENT

NET: \$6,500

VALUE: \$13,500

If you are looking for a campaign to **build brand awareness** and includes direct audience drivers, the article sponsorship is a popular choice among our leading partners.

This campaign provides you a month-long sponsorship of a content-appropriate article on Almanac.com. Plus social and email marketing assets driving our audience to your sponsored article and your website.

Program Assets:

- Almanac will work closely with you to select an existing OFA digital article to sponsor (an article that complements your brand/product).
 - Ad units (roadblocked,providing 100% SOV): 728x90 or 970x90, 300x600 and 320x50
 - Organic embedded link within the article directed to client’s website.
- Social and eNewsletter promotion
 - 1 Facebook post on Almanac page promoting article. Drives directly to the article on Almanac.com.
 - 1 Focus newsletter with the article contained within the newsletter, including 300x250 ad unit and embedded link to client’s site
 - Native Ads within Companion Newsletter.
 - 1 Native ad about the article and linking to the sponsored article on Almanac.com.
 - 2 Native ads from client and linking to the client’s website.
 - 1 Companion sponsorship (300x250). Ad drives to client’s website

Example Schedule

	Week 1	Week 2	Week 3	Week 4
eNewsletter: Native Ad (article)	X			
eNewsletter: Native Ad (client)		X		X
eNewsletter: 300x250 Sponsorship			X	
Facebook Post	X			
eNewsletter: Focus			X	
Article Sponsorship	X	X	X	X