



THE OLD
FARMER'S ALMANAC

FOUNDED IN 1792

THE OLD FARMER'S ALMANAC MEDIA GROUP
MEDIA KIT 2021-2022

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

CONTACT:

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at 914-827-0015 or
Stephanie@RBAdvertisingReps.com



IN PRINT: THE GARDEN GUIDE

Our community is full of avid gardeners, so each year at the start of spring, we come out with our annual *Garden Guide* magazine. Distributed through major retailers and garden centers, the *Garden Guide* is THE resource that hundreds of thousands of gardeners rely on each spring for inspiration, do-it-yourself ideas, and practical solutions for every experience level.

If your future customer is someone interested in gardening or maintaining his/her home, the *Garden Guide* is essential to your marketing campaign.



FEATURES

38 **ROCKLES**
SOLVE THE HILL DIRT
PROBLEM

46 **WATER-FRIENDLY**
PLANT IDEAS

52 **HOW TO GET THE MOST**
OUT OF YOUR
GARDEN

58 **PLANTING WITH FLAVOR**
A new way to grow
your garden

66 **HOW TO GET THE MOST**
OUT OF YOUR
GARDEN

74 **ROSE CARE**
A new way to grow
your garden

82 **HOW TO GET THE MOST**
OUT OF YOUR
GARDEN

90 **EXTENSIVE**
ROSE CARE

98 **HOW TO GET THE MOST**
OUT OF YOUR
GARDEN

106 **HOW TO GET THE MOST**
OUT OF YOUR
GARDEN

The easy-care rose!

- Perfect for pollinator gardens
- No chemical spraying or leaf pruning required
- Non-stop blooms from early summer to late autumn
- Glossy green foliage adds interest in early spring

www.Bowerscarpet.com

BUILDING THE BONES OF A PLACE

HOW TO GET TREES AND SHRUBS TO ADD CHARACTER AND LIFE TO YOUR PROPERTY

MOONLIGHT GARDEN

HOW TO GET TREES AND SHRUBS TO ADD CHARACTER AND LIFE TO YOUR PROPERTY

EXTERIOR DECOR

COLORFUL INSPIRATION

In every garden that's well-tended, there's a splash of color that's hard to resist.

BY RACHELLE PERLIN

THE MAGIC OF MUSHROOMS

FEED YOUR SOIL—AND YOURSELF!

BY CYNTHIA VAN HAZINGA

THE MAGIC OF MUSHROOMS

FEED YOUR SOIL—AND YOURSELF!

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MUSHROOMS

BY CYNTHIA VAN HAZINGA

ADVERTISING OPPORTUNITIES

- 4C ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- BRC cards

Custom in-book programs available upon request.

DISTRIBUTION

250,000 annually at major retailers:

- ACE
- Agway
- Albertson's
- Barnes & Noble
- Books-A-Million
- CVS
- Kroger
- Lowe's
- Meijer
- Rite Aid
- Safeway
- Sam's Club
- Target
- Tractor Supply
- True Value
- Walgreens
- Walmart

CONTRACTS DUE:

DEC. 15, 2020

MATERIALS DUE:

DEC. 18, 2020

ON NEWSSTANDS:

FEB. 16, 2021

ADVERTISING RATES & SIZES: *THE GARDEN GUIDE*

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
$\frac{1}{4}$ page	\$1,075
$\frac{1}{6}$ 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.

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

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"

CONTRACTS DUE: DEC. 15, 2020
MATERIALS DUE: DEC. 18, 2020
ON NEWSSTANDS: FEB. 16, 2021

AD MATERIAL SPECIFICATIONS & REQUIREMENTS: THE OLD FARMER'S ALMANAC & THE GARDEN GUIDE

QUESTIONS

- Phone: 800-736-1100, ext. 168
- Fax: 603-563-8516
- 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%

PROOFS

- Color—Kodak Approval, Laser print at 100%
- B&W—Laser print at 100%

AD MATERIAL DELIVERY OPTIONS

SHIPPING ADDRESS

Yankee Publishing Inc.
Attention: Advertising Production
1121 Main Street
P.O. Box 520
Dublin, NH 03444
Phone: 800-736-1100, 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

COMMISSIONS AND CASH DISCOUNTS

1. Agency commission: 15% discount. *Material must be supplied camera-ready to earn the discount.*
2. Terms: 2% 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 for photographs submitted, and weapons and guns with barrels under 18 inches that fire live ammunition.

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.

THE OLD FARMER'S ALMANAC:

CONTRACTS DUE: MAY 7, 2021

MATERIALS DUE: MAY 14, 2021

ON NEWSSTANDS: SEPT. 1, 2021

THE GARDEN GUIDE:

CONTRACTS DUE: DEC. 15, 2020

MATERIALS DUE: DEC. 18, 2020

ON NEWSSTANDS: FEB. 16, 2021