



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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[Stephanie@RBAAdvertisingReps.com](mailto:Stephanie@RBAAdvertisingReps.com)

# THINK YOU KNOW THE OLD FARMER'S ALMANAC?

Founded more than  
**229 YEARS AGO,**  
*The Old Farmer's Almanac*  
is the original, and longest running,  
guide to daily living.



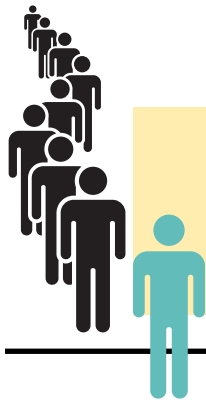
We value an  
**AUTHENTIC  
CONNECTION**



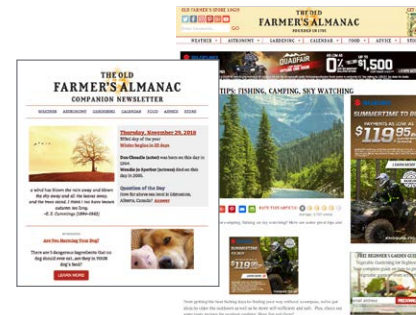
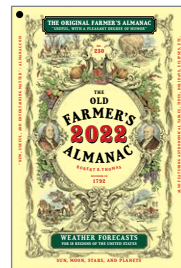
to our families, our friends, and our surrounding  
environment, which becomes increasingly more  
important in our modern, technology-driven world.



We are much more than a brand or a publication. We are an active community of  
**71 MILLION ADULTS.** On Almanac.com, we reach **1 IN 7 AMERICANS** (and 1 in 6 Canadians).



**EVERY DAY,**  
our audience connects with us,  
**OUR ADVERTISERS,**  
and each other through a number of  
**PLATFORMS:**

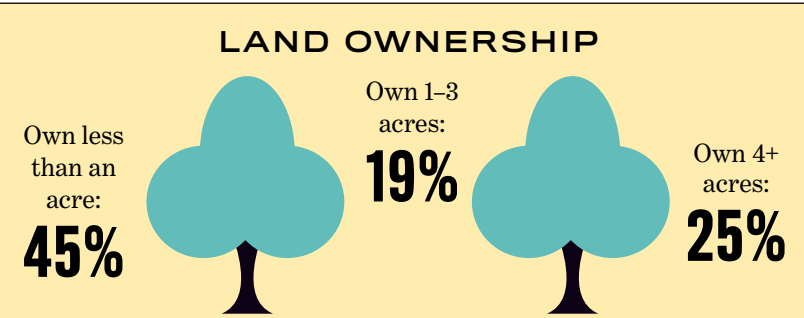
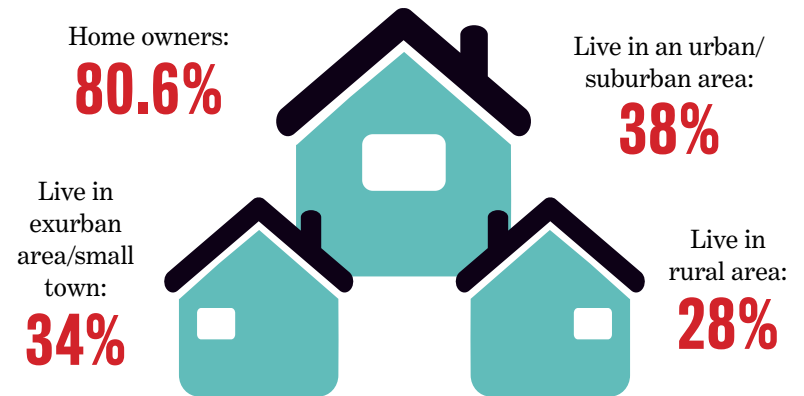
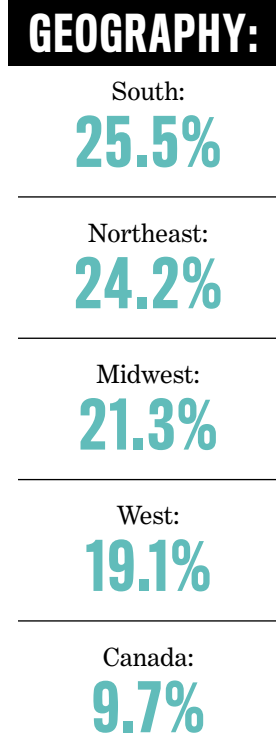
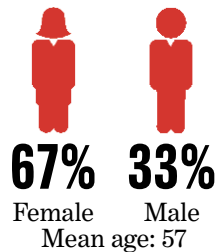
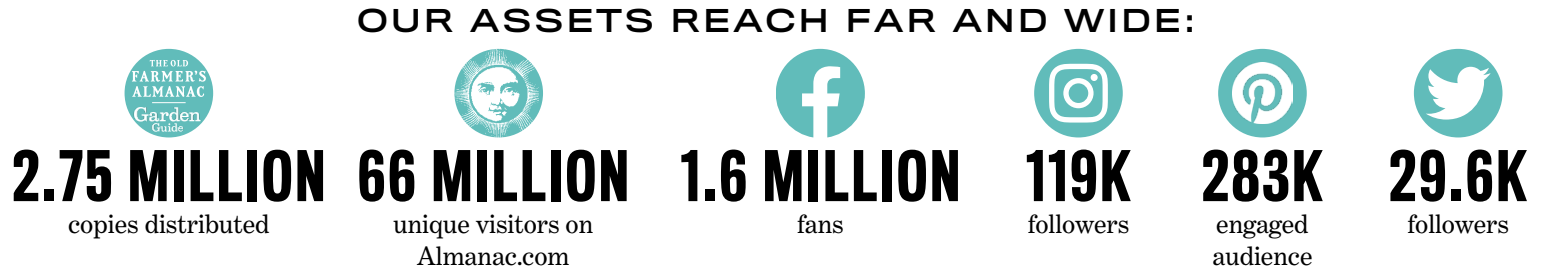


# ABOUT OUR COMMUNITY



## OUR AUDIENCE

is a cross-section of North America itself. From the small farmer in the Midwest to the suburban family focused on sustainability and connection to the environment, our community members have one thing in common: They seek to lead informed lives honestly, valuing innovation, durability, reliability, and trustworthiness.



# 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 DIYER

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

## THE AVID GARDENER

- **86%** are active gardeners.
- To find their gardening supplies, **1/3** of our gardeners use mail-order catalogs and nearly half purchase 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 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.



# PILLARS OF CONTENT

## GARDENING

As one of our most sought-after areas of information, our gardening content makes us a natural advertising fit for businesses in the home/property maintenance and improvement sector. Our gardening resources focus on traditional practices, combined with unconventional customs and modern methods for the rural, suburban, and even urban container gardener.

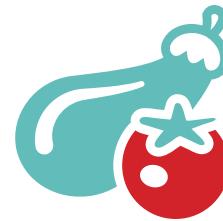


## ASTRONOMY

Moon phases, Mercury in retrograde, the night sky. Our website is a highly sought-out astronomical resource.

## WEATHER

We know it. We predict it every year, with traditionally 80% accuracy. Each year, millions of North Americans turn to our pages and website to view the long-range weather predictions, especially for the winter! Some brides even plan their big day based on our predictions.



## FOOD

We are the original “farm-to-fork” resource. From our cookbooks to our website, we focus on approachable and honest dishes for holidays, picnics, and every day.

## NATURAL HOME & HEALTH

Living naturally, from natural remedies to household and health tips, we share ways in which nature and the world around you can help you to live a healthier and more fulfilling life.



## PETS

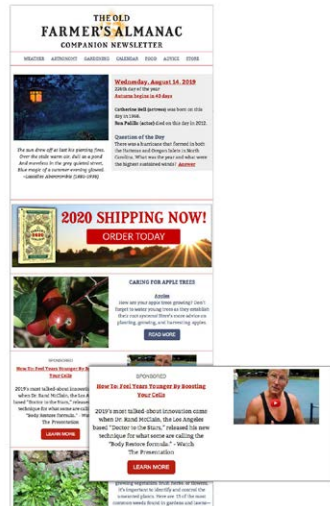
Our treats bowl is full of feed and care tips, breeding advice, and inspiration for house pets and farm animals, including dogs, cats, chickens, pigs, horses, cows, goats, sheep, birds, and more.

# 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 71 million (online, 1 in 7 Americans and 1 in 6 Canadians). Our diverse suite of opportunities means that we can tailor the program to your specific needs through proven performers such as:

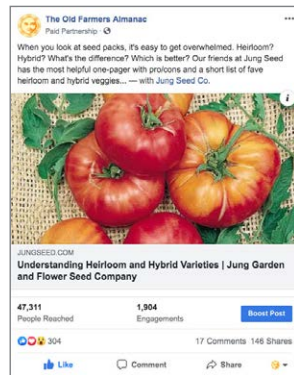
## RESPONSE CONVERSION CAMPAIGNS

We focus on converting our community to become your customer with our most responsive assets (native advertising, focused messaging, premium placement digital ads, print exposure).



## BRAND AWARENESS CAMPAIGNS

This campaign style aligns your brand alongside our content, introducing your brand through a number of media assets (native content, social media, engaged readers and subscribers) to ensure vast reach.



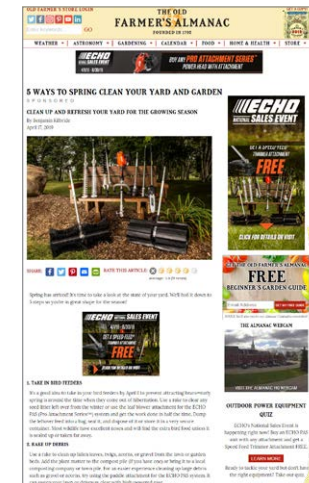
## INTEGRATED CAMPAIGNS

We combine the best of our Response Conversion and Brand Awareness campaigns into one customizable campaign.



## CUSTOM CAMPAIGNS

When you are looking for a new way to market your brand to our community, our marketing team is equipped to develop a customized campaign. Choose from options like Trigger Messaging Programs, Custom Articles, Video & Content Marketing Campaigns, and more.



## PRODUCT AND BRAND LICENSING

The Old Farmer's Almanac brand is one of the longest-running and most trusted brands in America. We selectively license our brand and products to companies in ways that we believe make sense to the general public.



# WORK WITH THE BEST

Work with the Original Farmer's Almanac, since 1792

## RECORD DIGITAL GROWTH

Newsletter subscriber ratebase:

**400,000**

2020 vs 2019 Almanac.com traffic:

**26% INCREASE**

Almanac.com is repeatedly used as a reference tool for

**MAJOR NATIONAL SITES**

including CNN, *People*, *Newsweek*, *USA Today*, *Reader's Digest*



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

*The 2020 Old Farmer's Almanac* appeared on the

**BEST-SELLER SHELF**

at Barnes & Noble

**#1 BEST SELLING**

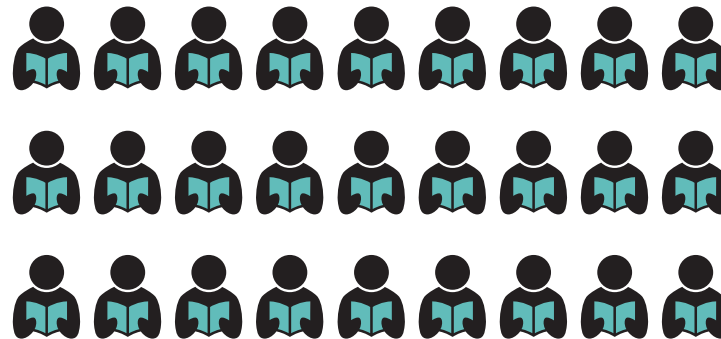
Non-fiction List-Trade Publications  
(*The Boston Globe*, September 2019)

**#5**

*Publishers Weekly*

**RANKED #175**

on Amazon.com Best Seller list out of  
2 million titles (September 2019)



**WHAT YOUR NEXT CUSTOMER (OUR AUDIENCE) IS SAYING:**

“ I'm not sure when I first picked up an *Old Farmer's Almanac*, but I know that I've been hooked ever since. The Almanac is a gold mine of important, entertaining, and trustworthy information. ”

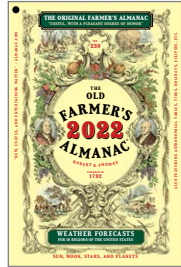
**A LEADING SOURCE OF DAILY INFORMATION:**

“ My sincere thanks and appreciation for all the joy, inspiration, and knowledge you bring into my life every day. ”

**WHAT'S OLD IS NEW AGAIN:**

“ Thank you for continuing to print the almanac. We believe that a return to the ways of our ancestors is our only real hope for the future... ”

# IN PRINT: THE OLD FARMER'S ALMANAC



## INDEPENDENTLY MINDED. TRUSTED BY MILLIONS.

Our 2022 print edition marks 229 years of continuous publication. *The Old Farmer's Almanac* in print acts as an annual resource for millions of readers who turn to the book continually throughout the year. Our readers are active, informed, resourceful, and independently minded individuals. They value our content and trust our brand and advertising partners.

### YOUR MARKETING MIX

Adding the print edition to your marketing mix establishes not just brand awareness but also brand credibility. We know that our readers seek out information on advertisers across a number of industries, including but not limited to:

- Gardening products & tools **82%**
- Home appliances & décor **57%**
- Kitchen tools/gadgets/canning **71%**
- Cooking & baking ingredients **58%**

### DISTRIBUTION

2.5 million copies in key outlets continentwide:

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

### CONTRACTS DUE:

**MAY 7, 2021**

### MATERIALS DUE:

**MAY 14, 2021**

### ON NEWSSTANDS:

**SEPT. 1, 2021**



### OUR SECRET SAUCE

There's no secret to centuries of success. We just publish the content that millions of Americans and Canadians seek.

## ADVERTISING OPPORTUNITIES

- 4C and B&W ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- ½-page and ¼-page Marketplace
- Almanac Shopper
- Home Resource
- General Store

Custom in-book programs available upon request.

**VERSATILITY THAT WORKS**

VERSATILITY 30" SERIES

VERSATILITY 30" SERIES

VERSATILITY 30" SERIES

**THE FLOWER WITH A FACE**

PANSIES ARE NO SHRINKING VIOLETS!

BY HARE ANNE JARVELA

Pansies are descendants of the wild violet (Viola prunifolia) and the more than 17 cultivated varieties were grown in the southern United States. In the late 1800s, they were brought to the United States by immigrants from Europe. It is said that Napoleon gave Josephine violets on their wedding anniversary. "Violet" was a common slang for Emperor's wife, and his favorite made it their symbol of hope for the future.

By Hare Anne Jarvela (1792-1883) and his partner, William Thompson, began creating various wild species of the Viola family in the early 1800s. Lady

**BURPEE** Since 1876

**SAVE \$15** on your \$50 order at Burpee.com

Enter promo code ALMANAC20 at order check-out. Offer valid through 6/30/21.

**SEED TRENDS**

BY THE NUMBERS: 1.2 million dogs in the U.S. 1.2 million households own a dog.

WE LOVE OUR PETS High-tech pet products are selling hot. Builders, including Tractor for exercise and food and water consumption.

SELL THE BEST Manufacturers are targeting pet by age, weight, breed characteristics, or specific health issues.

GETTA LABEL A multi-resonance and food and water bottle with a built-in GPS tracker to monitor and track location of certain items.

DO IT ALL The products will control noise levels, save energy, and reduce the weight and emergency of their use.

THE FUTURE • Looking for more blue before the market nears.

**Dealer Only Parts!**

Reliable. Low Price. Fast Ship.

**TRUCK AUTO LOWE'S**

215 THE PIONEER TRADING SQUARE, HUNTSVILLE, AL 35894

**SANDWICH LANTERN**

AGRI SUPPLY

neSeed

Let us be your quality farm and garden seed provider.

WEATHERSVANS and CAP COD CO., INC.

**THE OLD FARMER'S ALMANAC SHOPPER**

Gold Fish

Meat

Flour

Source: Audience Survey





# 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 PLANTS**  
FOR YOUR GARDEN

**52** **HOW TO GET THE MOST FROM YOUR GARDEN**

**58** **PLANTS WITH FLAVOR**  
FOR YOUR GARDEN

**66** **HOW TO GET THE MOST FROM YOUR GARDEN**

**74** **ROSE**  
PLANTS WITH FLAVOR

**82** **ROSE**  
PLANTS WITH FLAVOR

**90** **EXTENSIVE**  
PLANTS WITH FLAVOR

**98** **ROSE**  
PLANTS WITH FLAVOR

**98** **ROSE**  
PLANTS WITH FLAVOR

**The easy-care rose!**

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

[www.Bowerscarpet.com](http://www.Bowerscarpet.com)

**BUILDING THE BONES OF A PLACE**

**HOW TO GET TREES AND SHRUBS TO AGE EFFECTIVELY AND LONG TO YOUR PROPERTY**

**HOUSING PLANTS**

**EXTERIOR DECOR**

**COLORFUL INSPIRATION**

In every year garden that's good, some nature's hand is behind it. BY RACHELLE PERLIN

**ENTILES**

**THE MAGIC OF FEED YOUR SOIL—AND YOURSELF!**

**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**

# 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. It is the **ONLY SOURCE** that delivers this type of information in one place.

Maybe this is why more than 66 million people visit us time and time again.

## OUR AUDIENCE IS SEEKING OUT YOUR COMPANY.

CONTENT OUR AUDIENCE IS SEARCHING FOR ONLINE

Agriculture:  
**3113 INDEX**



Home & Garden:  
**601 INDEX**



Fishing:  
**362 INDEX**



Weather:  
**317 INDEX**

Food & Drink:  
**262 INDEX**



Pets:  
**205 INDEX**

DIY:  
**190 INDEX**



Green Living:  
**167 INDEX**



Health & Fitness:  
**152 INDEX**

## WHO WILL SEE YOUR AD?

**66 MILLION**

users annually (online, 1 in every 7 Americans and 1 in every 6 Canadians!)

**138 MILLION**

pageviews annually

## WHERE DO THEY RESIDE?

**75%**

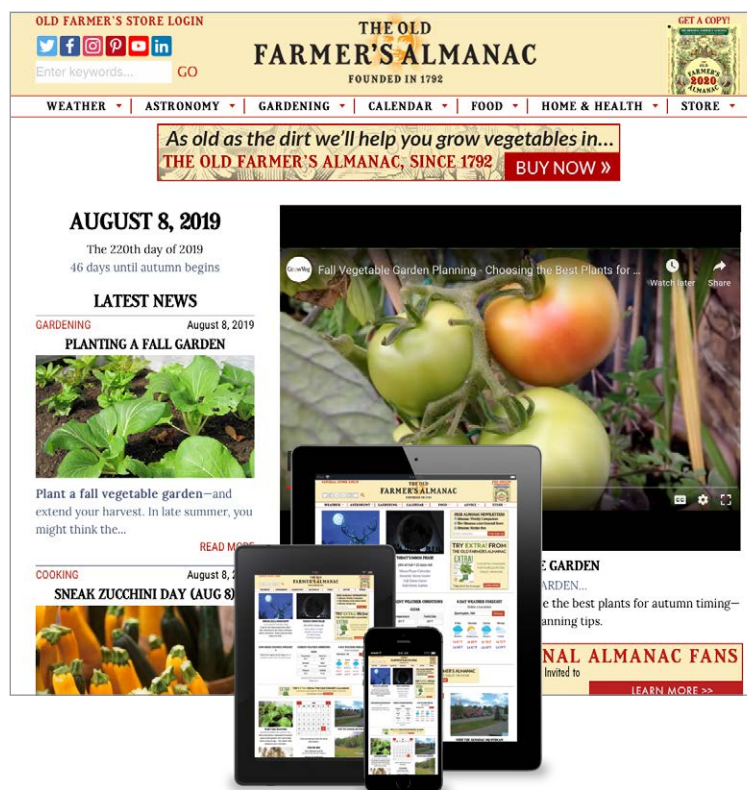
United States

**9%**

Canada

## OUR MOBILE AUDIENCE

**52 MILLION USERS**



## OUR SOCIAL CHANNELS

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



**1.6 MILLION**



**119K**



**283K**



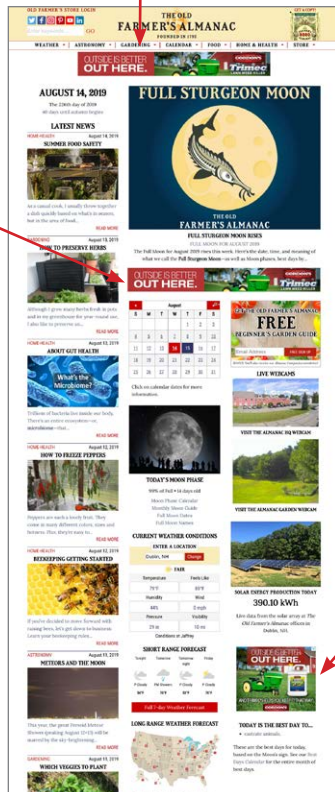
**29.6K**

# LEVERAGING OUR DIGITAL ASSETS: STANDARD OPTIONS

## STRATEGIC TARGETING OUTPERFORMS "SET IT AND FORGET IT" AD PLACEMENTS.

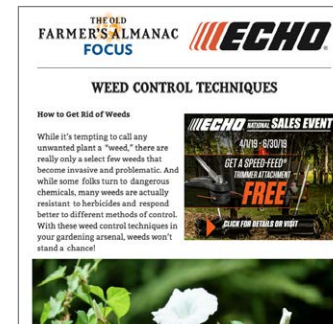
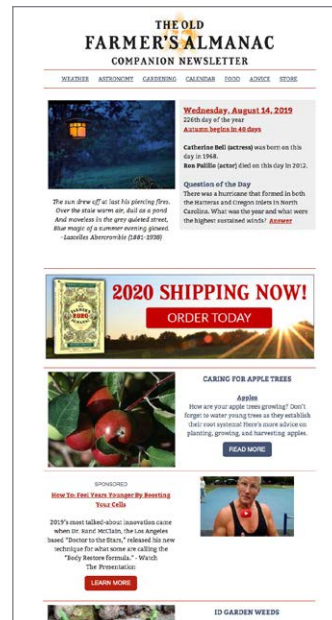
We get it. You can buy more impressions for a dollar when you work with a programmatic network.

But every marketer knows that the best marketing campaign is diversified and includes strategic approaches to talk directly to your future customer. That is where we come in. Yes, we have banner ads and newsletter sponsorships that act as the ideal introductory package or the foundation for a more seasoned digital ad campaign. However, what we specialize in is integrating your product/brand within some of our most powerful digital tools not commonly found on the Internet.



## RUN OF SITE & TAKEOVERS

- 3 standard ad units
- ROS ads: Minimum of 200,000 impressions a month are recommended for an effective share of voice.



## NEWSLETTERS

*COMPANION* (6x/week)

- Over 400,000 subscribers
- Newsletter Sponsorship (300 x 250 premium placement) or native ad (image, text, link)

*FOCUS*

- Over 400,000 subscribers
- Dedicated to the advertiser

*SHOPPE*

- 200,000 or 400,000 subscribers
- Ideal for encouraging purchase of a product

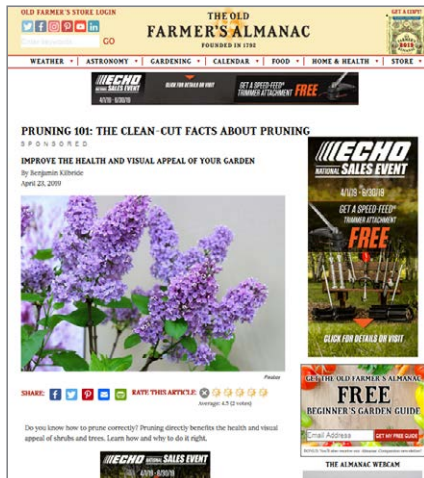
# LEVERAGING OUR DIGITAL ASSETS: CUSTOM OPTIONS

We work closely with each advertiser to develop a campaign specific to their needs. Why? Because we can . . . and it works.

## CONTENT SPONSORSHIP PACKAGES

Select from popular Almanac articles that align with your product/brand or ask our editorial team to develop a custom article on a topic that will complement your brand.

We wrap your brand around the article on the website along with all of the promotional elements used to drive audiences to the article and your website.



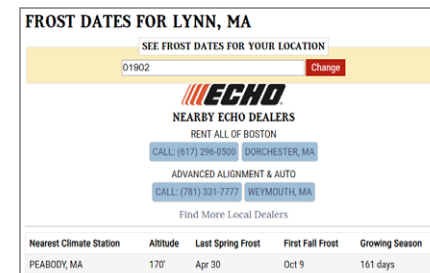
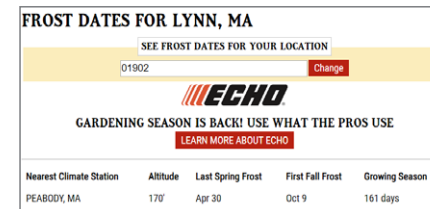
## SOCIAL MEDIA PACKAGES

We are equipped to run a custom social media campaign on our social platforms. Opportunities are limited and available for select product categories.



## TRIGGER PROGRAMS & DEALER LOCATORS

Timing is key to a successful marketing message. We have a number of tools on our site that deliver timely information depending on the user's geography. Whether it is the first frost date or upcoming weather events, the tool can deliver to the user a specific message about your product (including promoting the local area dealer!).



## FULLY CUSTOMIZED

Want to reach the Almanac audience but need something not mentioned here? Our team will brainstorm custom solutions for your next digital marketing campaign with us.

### OUTDOOR POWER EQUIPMENT QUIZ

ECHO's National Sales Event is happening right now! Buy an ECHO PAS unit with any attachment and get a Speed Feed Trimmer Attachment FREE.

[LEARN MORE](#)

Ready to tackle your yard but don't have the right equipment? Take our quiz.



I want my yard tools to have great flexibility, great performance, and more than enough power?

Agree  Disagree

Powering different tools with one reliable power head would be a big help.

Agree  Disagree

Swapping out tools and starting a gas motor should be 100% simple and reliable.

Agree  Disagree

# LEVERAGING OUR DIGITAL ASSETS: EXTRA! MONTHLY DIGITAL MAGAZINE

*EXTRA!* is a monthly digital publication with an average of 11,000 readers per month with content exclusively from *The Old Farmer's Almanac*. *EXTRA!* provides advertisers the best of two worlds: the convenience and interactive experience of a website, PLUS the high-impact, professionally designed environment of a magazine. Your brand stands out with a full-page ad in the front of *EXTRA!* before the Table of Contents. Your interactive ad connects directly to your site.



*Lightning was powering through the clouds outside. Thanks to your planning, their story time, and life as you know it, continued inside.*

Guarded against power line failure with a Cummins standby generator. Call your authorized Cummins dealer today so you are prepared for when the next storm arrives. Learn more at [powerhome.com](http://powerhome.com)

Cummins Connect Series home standby generators

*Powering your life.*

**Keep the Color Coming**

*As the season comes to close for most animals, this trio of perennials prepares to show off.*

*Balkan asterella* *Swiss chard* *and* *a profusion of* *double flowers*

**Love Talk for Pigs**

*Historically, wild piglets were common in the* *Almanac, we find friendly advice that helps us keep farm reporting,* *such as this from 1987.*

**Flower Carpet**

*The easy-care rose!*

- The original environmentally-friendly rose
- No spraying or heavy pruning required
- Non-stop blooms from early summer to late autumn
- Glossy green foliage adds interest in early spring
- Ask for Flower Carpet, the Rose in the Pink Post®

[www.flowercarpet.com](http://www.flowercarpet.com)

**BURPEE**

INTRODUCING **Burpee's 2018 New Products**

**YES! Send my FREE 2018 Burpee Gardening Catalog**  
*Receiving your catalog online.*

**Exclusive Offer!**  
Save \$20 off orders \$50 or more.  
Use code **SAVE20ALMAD**

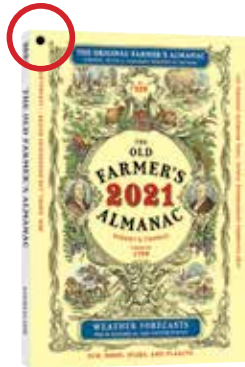
[www.burpee.com](http://www.burpee.com)

**Autumn Apple Recipes**

*If you're done with apples, don't let go! Get some delicious ideas for using fall's favorite fruit. Beyond the classic pie, apples and delicious are everything from breakfast to snack to dinner. Try these mouthwatering recipes, and we're sure you'll agree that autumn is the most wonderful time of the year.*

**The Beauty of Gleaning**

# ADVERTISING SIZES: *THE OLD FARMER'S ALMANAC*



Designers must remember that the Almanac has a ¼" hole in the top left corner. It is a unique feature that adds to the charm of both the book and your ad.

## BLEED ADS

Allow 5/8" safety from top and side trims on both top corners for any live copy or art.

## NONBLEED ADS AND PARTIALS

The top corner may get clipped by the hole from variation in the mechanical process, but generally the hole does not touch the nonbleed ads when made to our specs. Overly tall ads may get a top corner clipped by the hole.

Even following our specs, some ads may get a corner clipped by the hole due to the mechanics of the process. But don't worry. Ads are placed so that the Almanac's hole never interferes with presenting the advertiser's message in the best possible way.

## PUBLICATION INFORMATION

Publication trim size: 5<sup>5</sup>/<sub>16</sub>" wide × 8" deep

Printing process: web offset

Binding method: perfect-bound

## PAGE SPECIFICATIONS

Ad page size (including covers): 4<sup>1</sup>/<sub>2</sub>" × 7<sup>1</sup>/<sub>8</sub>"

Depth of column: 7<sup>1</sup>/<sub>8</sub>"

Width of column: 2<sup>1</sup>/<sub>8</sub>"

Safety area: 3/8"

Inside trim all around: 4<sup>9</sup>/<sub>16</sub>" × 7<sup>1</sup>/<sub>4</sub>"

## UNIT SIZES

Full-page bleed: 5<sup>11</sup>/<sub>16</sub>" × 8<sup>3</sup>/<sub>8</sub>"

Double-page-spread trim size: 10<sup>5</sup>/<sub>8</sub>" × 8"

with bleed: 11" × 8<sup>3</sup>/<sub>8</sub>"

live area: 9<sup>7</sup>/<sub>8</sub>" × 7<sup>1</sup>/<sub>4</sub>"

(allow 3/8" on both sides of gutter for type)

Full-page ad size: 4<sup>1</sup>/<sub>2</sub>" wide × 7<sup>1</sup>/<sub>8</sub>" deep

2/3 page: 4<sup>1</sup>/<sub>2</sub>" × 5"

1/2-page horizontal: 4<sup>1</sup>/<sub>2</sub>" × 3<sup>1</sup>/<sub>2</sub>"

1/2-page vertical: 2<sup>1</sup>/<sub>8</sub>" × 7<sup>1</sup>/<sub>8</sub>"

1/3-page vertical (5" single column): 2<sup>1</sup>/<sub>8</sub>" × 5"

1/3-page horizontal: 4<sup>1</sup>/<sub>2</sub>" × 2<sup>1</sup>/<sub>4</sub>"

1/4 page: 2<sup>1</sup>/<sub>8</sub>" × 3<sup>1</sup>/<sub>2</sub>"

3" single column: 2<sup>1</sup>/<sub>8</sub>" × 3"

2<sup>1</sup>/<sub>2</sub>" single column: 2<sup>1</sup>/<sub>8</sub>" × 2<sup>1</sup>/<sub>2</sub>"

2" single column: 2<sup>1</sup>/<sub>8</sub>" × 2"

1<sup>1</sup>/<sub>2</sub>" single column: 2<sup>1</sup>/<sub>8</sub>" × 1<sup>1</sup>/<sub>2</sub>"

1" single column: 2<sup>1</sup>/<sub>8</sub>" × 1"

**CONTRACTS DUE:  
MAY 7, 2021**

**MATERIALS DUE:  
MAY 14, 2021**

**ON NEWSSTANDS:  
SEPTEMBER 1, 2021**

# ADVERTISING RATES: *THE OLD FARMER'S ALMANAC*

With an ad in the 230th 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 2.5 million copies!

PRINT	DIGITAL* (IMPRESSIONS)	RATE
<b>FOUR-COLOR COVERS &amp; PREMIUM PLACEMENT</b>		
Cover 2	500,000	\$44,025
Cover 3	500,000	\$44,025
Cover 4	500,000	\$47,775
Full Page (pg 2, 3, 7, 9)	400,000	\$38,305
<b>FOUR-COLOR RUN OF BOOK</b>		
Full Page	350,000	\$21,400
1/2 Page	250,000	\$13,100
<b>FOUR-COLOR MARKETPLACE (NO ONLINE IMPRESSIONS)</b>		
1/2 Page		\$7,540
1/4 Page		\$5,025
<b>HOME RESOURCE &amp; E-NEWSLETTER TEXT AD (NO ONLINE IMPRESSIONS)</b>		
Home Resource Ad & e-Newsletter Native Ad		\$2,300

\*Digital packages include both ad sizes.

**LEADERBOARD:** 728x90

**MEDIUM RECTANGLE:** 300x250

(see Ad Material Requirements for file specs)

## BLACK & WHITE RUN OF BOOK

Full page	\$16,250
2/3 page	\$13,000
1/2 page	\$9,750
1/3 page	\$6,550
1/4 page	\$4,900

## BLACK & WHITE GENERAL STORE

3" single column	\$2,930
2 1/2" single column	\$2,350
2" single column	\$2,195
1 1/2" single column	\$1,465
1" single column	\$1,175

For clients who run a 1/2-page or larger 4C ad in *The Old Farmer's Almanac*, we'll automatically include a digital package to capture the attention of the vast audience that seeks our content online. Online advertisers receive an average .22% click-through rate . . . over twice the online average!

**CONTRACTS DUE:  
MAY 7, 2021**

**MATERIALS DUE:  
MAY 14, 2021**

**ON NEWSSTANDS:  
SEPTEMBER 1, 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**

# ADVERTISING RATES & SPECIFICATIONS: DIGITAL

## 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

### COMPANION (6x/week)

• Sponsorship (300 × 250):	\$2,000 net
• Native Ad (Thumbnail image, 40 words text, URL link) 1x insertion:	\$3,000 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
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## EXTRA! MONTHLY DIGITAL MAGAZINE

Full-page, four-color: \$2,000/per page  
2 sizes required:

- Smartphone Ad Size: 2.5" × 4.447"
- Tablet Ad Size: 5.8191" × 7.7559"
- Resolution: 300 dpi
- PDF with RGB color
- URL for linking

## CUSTOM PROGRAMS

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

## ALL AD PLACEMENTS IN OUR DIGITAL ASSETS MUST DO 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.

# SPECIAL PRINT ADVERTISING OPPORTUNITIES

## HOME RESOURCE SECTION WITH E-NEWSLETTER NATIVE AD

For home, garden and food ideas, our readers turn to the Home Resource in *The Old Farmer's Almanac*. Your ad in front of these active buyers includes a company or product image plus a 25-word description.

As part of this package, you will receive one native ad to run in the *Companion* e-newsletter.

### RATE

- \$2,300 Print Ad and Native Ad

### PRINT AD MATERIALS

- 25 words of copy (Word file or email).
- Your URL to link your newsletter ad to your Web site.
- Four-color image (EPS, TIFF, JPG).

### NATIVE AD MATERIALS

- Headline, Web site URL, up to 40 words of text about your product/company.
- URL to link your newsletter ad to your website.
- Thumbnail image (min. size: 720 x 460 landscape orientation).



**HOME RESOURCE AD:**  
*The Old Farmer's Almanac:*  
1 1/2" single column (2 1/8" x 1 1/2")



**NEWSLETTER NATIVE AD**



**SHOPPER AD:**  
*The Old Farmer's Almanac:*  
1 1/2" single column (2 1/8" x 1 1/2")

## SHOPPER AD

This offer is designed to give businesses a way to try advertising in the Almanac at an affordable price. Shopper ads are print only, with no digital advertising included. The Almanac Shopper is a great place to test the Almanac's power for your products.

For home, garden, and food products and services, the Almanac Shopper in *The Old Farmer's Almanac* will put your ad in front of active buyers. The ad includes a company or product image plus a 25-word description and your URL. The Shopper ad pages will appear within the first 96 pages in the color section of the Almanac.

### RATE

- \$2,000 for 2 1/8" x 1 1/2"

### PRINT SPECIFICATIONS

- 25 words of copy (Word file or email).
- Your URL to link your newsletter ad to your website.
- Four-color image (EPS, TIFF, JPG).

**PRODUCTION CONTACT:** Janet Selle **PHONE:** 800-736-1100 x168 **FAX:** 603-563-8516 **EMAIL:** janets@yankeepub.com