



THE OLD
FARMER'S ALMANAC

FOUNDED IN 1792

THE OLD FARMER'S ALMANAC MEDIA GROUP
MEDIA KIT 2024-2025

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

75 MILLION.

AUGUST 2023

CONTACT:

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Stephanie@RBAdvertisingReps.com

THINK YOU KNOW *THE OLD FARMER'S ALMANAC*?

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



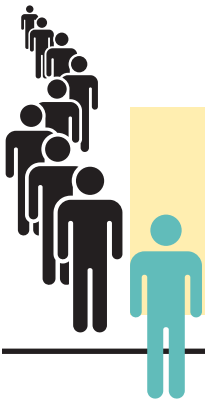
We value an

AUTHENTIC CONNECTION

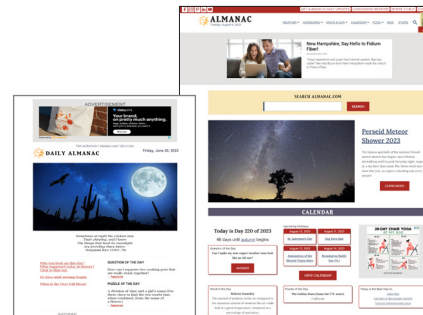
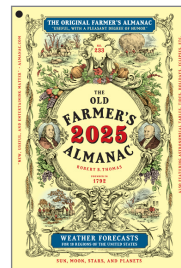
to our families, our friends, and our surrounding environment, which becomes increasingly more important in our modern, technology-driven world.



We are much more than a brand or a publication. We are an active community of **75 MILLION ADULTS.** On Almanac.com, we reach **1 IN 6 AMERICANS** (and 1 in 7 Canadians).



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



FOLLOW US:



ABOUT OUR COMMUNITY

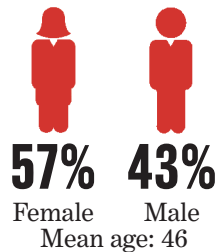


OUR AUDIENCE

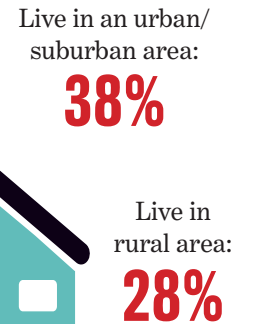
is a cross-section of North America itself. From the small farmer in the Midwest to the suburban family focused on sustainability and connection to the environment, our community members have one thing in common: They seek to lead informed lives honestly, valuing innovation, durability, reliability,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



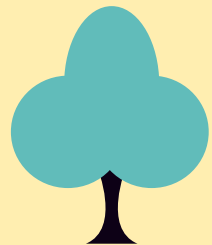
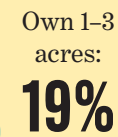
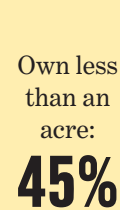
OUR ASSETS REACH FAR AND WIDE:



GEOGRAPHY:



LAND OWNERSHIP



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 D.I.Y.-ER

- Our audience rolls up their sleeves. **58%** are more likely than the average adult to be a D.I.Y.-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 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 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

We know how to make things grow, and our sought-after gardening content makes us a natural 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 rural, suburban, and urban gardeners alike.

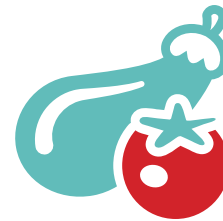


ASTRONOMY

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 (Almanac.com) to view the long-range weather predictions, especially for the winter! Some brides even plan their big day based on our weather 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

From traditional remedies to household and wellness 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.

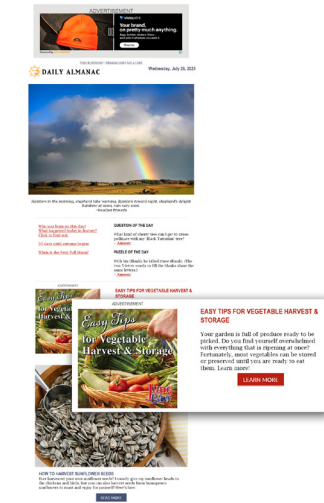
PARTNERING WITH US

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 75 million (1 in 6 Americans and 1 in 7 Canadians, online).

Our diverse suite of opportunities means that we can tailor the program to your specific needs through proven performers such as:

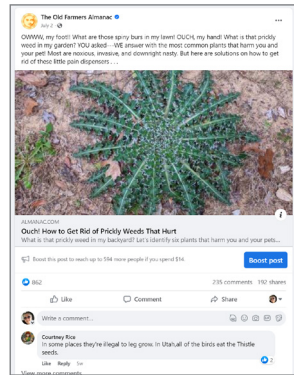
RESPONSE CONVERSION CAMPAIGNS

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 the Almanac's content, introducing your brand through a number of media assets (native content, social media, engaged readers and subscribers) to ensure vast reach.



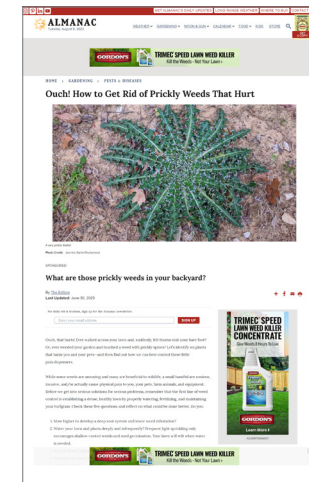
INTEGRATED CAMPAIGNS

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 options like Trigger Messaging Programs, Custom Articles, Video and 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, published since 1792

RECORD DIGITAL GROWTH

- Newsletter subscriber ratebase: **475,000**
- New newsletter subscribers in a 30-day period: **15,000**
- Almanac.com traffic: **5.8 MILLION** average monthly uniques
- 2019 vs 2023 Almanac.com traffic: **29% INCREASE**
- Almanac.com is repeatedly used as a reference tool for **MAJOR NATIONAL SITES** including CNN, *People*, *Newsweek*, *USA Today*, *Reader's Digest*



WHAT YOUR FUTURE CUSTOMERS (OUR AUDIENCE) ARE SAYING:

“Please accept my sincere thanks and appreciation for all the joy, inspiration, and knowledge you bring into my life every day. In these crazy times, you have chosen to stay true to your mission and enrich the lives of everyone you reach.”

THE OLD FARMER'S ALMANAC IS:

“A good reliable friend, who tells it like it is, doesn't flatter or tell lies, a straight shooter.”

WHAT'S OLD IS NEW AGAIN:

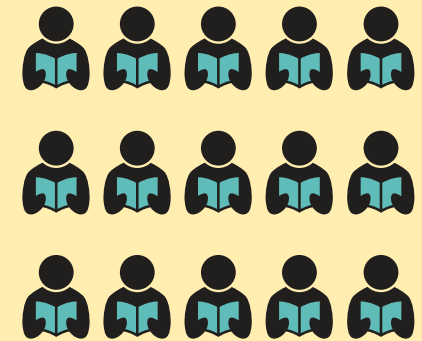
“Thank you for continuing to print the *Almanac*. We believe that a return to the ways of our ancestors is our only real hope for the future.”

A PLEASANT DEGREE OF HUMOR:

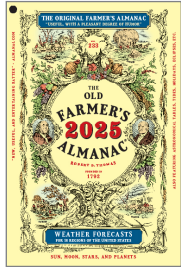
“Long ago, I received my first copy of *The Old Farmer's Almanac*, and I've been hooked ever since. *Old Farmer's Almanac* is a goldmine of important, entertaining and trustworthy information.”

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

- *The 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 **#11** on Amazon.com Best-Seller list out of 2 million titles (September 2023)



IN PRINT: THE OLD FARMER'S ALMANAC 2025



INDEPENDENTLY-MINDED. TRUSTED BY MILLIONS.

Our 2025 print edition marks 233 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 independently-minded individuals. Readers value the Almanac's content and trust our brand; as well as our 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:



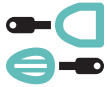
82%

Home appliances & décor



57%

Kitchen tools/gadgets/canning



71%

Cooking & baking ingredients



58%

DISTRIBUTION

2.5 million copies in key outlets continent-wide:

- 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
- LOWES
- Meijer supermarkets
- Safeway supermarkets
- Shoppers Drug Mart
- Target
- Tractor Supply
- True Value hardware
- Walgreens
- Walmart

CONTRACTS DUE:

MAY 3, 2024

MATERIALS DUE:

MAY 10, 2024

ON NEWSSTANDS:

AUG. 27, 2024



OUR SECRET SAUCE

There's no secret to centuries of success. We publish valuable content that millions of Americans and Canadians are seeking.

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.

DULUTH TRADING
INGENIOUS GEAR FOR YOUR UPCOMING YEAR
Get your 2025 gear ready for the year ahead with our new line of clothing. From our award-winning gear to our stylish and functional lifestyle apparel, we have what you need for your upcoming year.

DULUTHTRADING.COM

JUNG SEEDS & PLANTS
From Our Garden to Yours Since 1907
SAVE 15% ALMANAC!
Jungseed.com
From Our Garden to Yours
800.237.5864
f b o

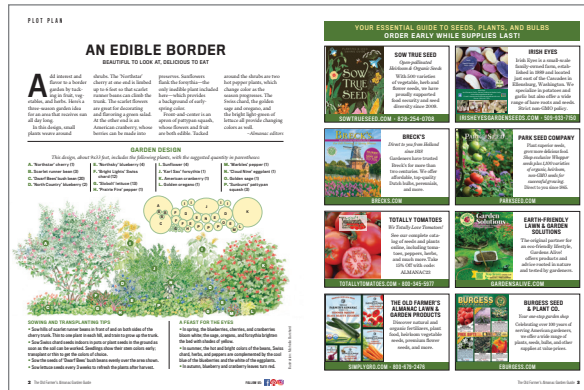
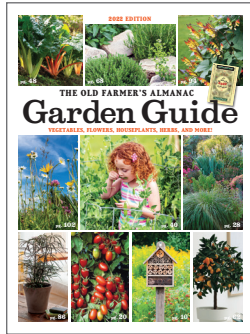
STEEL FARM STORAGE
IDEAL FOR:
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• Equipment
• Workshops
100% USABLE SPACE
EASY TO ERECT
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NO HEAVY EQUIPMENT NEEDED

Cape Cod Cupola, Ltd.
New England Cupola
EACH YEAR FROM 1800 TO THE PRESENT DAY THE CUPOLA HAS BEEN A PART OF THE RURAL LANDSCAPE.
Suggested Price: \$54,000
Order Today!
www.capecodcupola.com

THE OLD FARMER'S GUIDE TO SEEDS, PLANTS, AND BULBS
Jung Seed & Plant
Seeds, Plants, and Bulbs
The Old Farmer's Almanac
Seeds, Plants, and Bulbs
Seeds, Plants, and Bulbs
Seeds, Plants, and Bulbs

IN PRINT: THE GARDEN GUIDE

Our community is full of avid gardeners, so each year at the start of spring, we publish our annual *Garden Guide* magazine. Distributed by major retailers and garden centers, the *Garden Guide* is the resource that hundreds of thousands of gardeners rely on each spring for inspiration, D.I.Y. ideas, & practical solutions for gardeners of every experience level. If your future customer is someone interested in gardening or maintaining his/her home, the *Garden Guide* can be essential to your marketing campaign.



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
- Loblaws
- LOWES
- Meijer
- Rite Aid
- Safeway
- Target
- Tractor Supply
- TruValue
- Walgreens
- Walmart

CONTRACTS DUE: **DEC. 15, 2023**
 MATERIALS DUE: **DEC. 21, 2023**
 ON NEWSSTANDS: **FEB. 13, 2024**

BRAND AND PRODUCT LICENSING

Did you know that *The Old Farmer's Almanac* brand and suite of products are available for licensing to select companies? *The Old Farmer's Almanac* is one of the longest-lasting brands in North America. Throughout our 233-year history, we've maintained our relevancy while staying true to our core. As a result, we continue to be one of the most-trusted brands in North America, and our products are sought after by consumers across the continent.

BRAND LICENSING

By licensing *The Old Farmer's Almanac* brand for your product, you are earning instant credibility in the marketplace. We work with companies and products that share the values of *The Old Farmer's Almanac*. And we can support your licensed products with a custom promotional package to provide you with immediate product awareness.



PRODUCT LICENSING

There is no need to reinvent the wheel: License content and products from *The Old Farmer's Almanac* to fulfill your content marketing needs. (Our products also make great giveaways/gifts/incentives for your audience.)

Content includes but is not limited to:

- Astronomy
- Gardening
- Weather
- Recipes
- Harvesting (seed-saving, pickling/canning)
- Household tips
- History and folklore
- Content for Children

We've been publishing books for 233 years, so, yes, we have a whole lot more content to license. Contact us!



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 69 million people visit us time and time again.

OUR AUDIENCE IS SEEKING YOUR COMPANY'S PRODUCTS.

CONTENT OUR AUDIENCE IS SEARCHING FOR ONLINE

Agriculture:
732 INDEX



Landscaping:
677 INDEX



Weather:
420 INDEX

Green Living:
272 INDEX



Winter:
264 INDEX

Food & Drink:
223 INDEX



Recipes:
222 INDEX

DIY:
193 INDEX



Health & Fitness:
152 INDEX



WHO WILL SEE YOUR AD?

69 MILLION

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

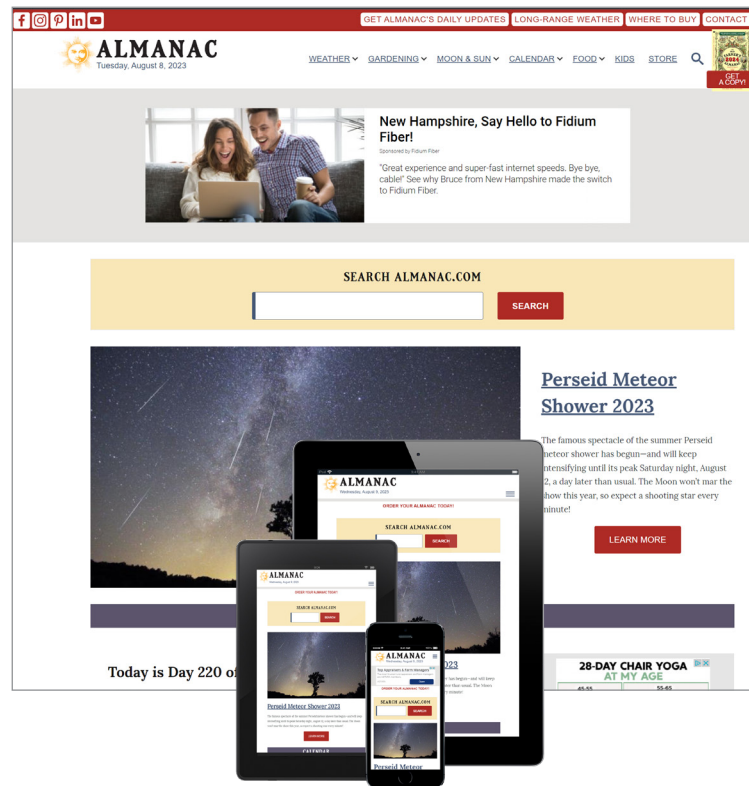
135 MILLION pageviews annually

WHERE DO THEY RESIDE?

74% United States
8% Canada

OUR MOBILE AUDIENCE

50.4 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.



1.7 MILLION likes/followers



197K followers



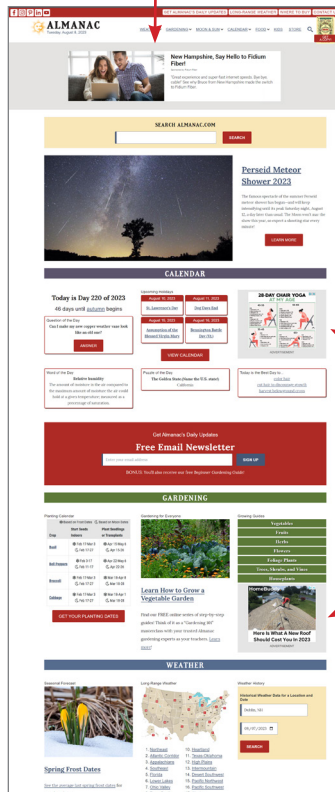
131K followers

LEVERAGING OUR DIGITAL ASSETS: STANDARD OPTIONS

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

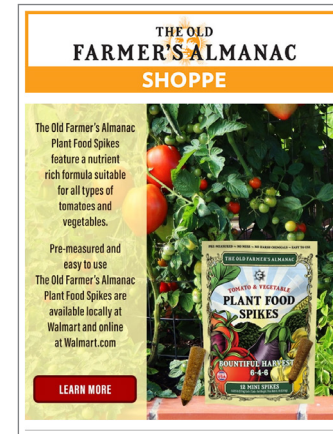
We get it. You can buy more impressions for a dollar when you work with a programmatic network.

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 (7x/week)

- Over 475,000 subscribers
- Newsletter Sponsorship (300 × 250 premium placement) or native ad (image, text, link)

FOCUS

- Over 475,000 subscribers
- Dedicated to the advertiser

SHOPPE

- 235,000 or 475,000 subscribers
- Ideal for encouraging purchase of a product



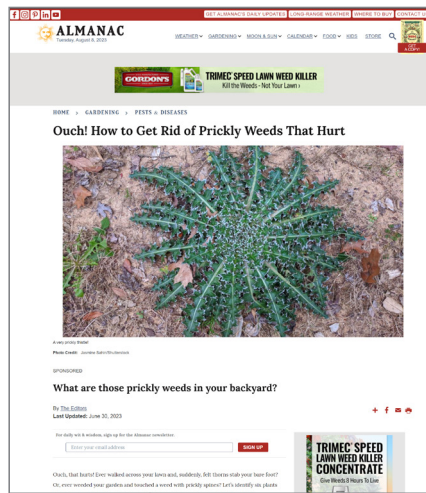
LEVERAGING OUR DIGITAL ASSETS: CUSTOM OPTIONS

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!).

2023 First and Last Frost Dates

See 2023 Frost Dates for Your Location

City, State or ZIP/Postal Code

ECHO
Gardening Season is Back! Use what the Pro uses.

What are the 2023 Frost Dates?

A frost date is the average date of the last light freeze in spring or the first light freeze in fall. The classification of freeze temperatures is based on their effects on plants.

- Light freeze: 32°F to 32°F to 27°F to 23°F—tender plants are killed.
- Moderate freeze: 27°F to 23°F to 18°F to 14°F—vigorously destructive to most vegetation.
- Severe freeze: 18°F to 14°F and colder—heavy damage to most garden plants.

Frost Dates for Lynn, MA

See 2023 Frost Dates for Your Location

Lynn, MA

ECHO
Nearby ECHO Dealers

CALL (877) 947-8712
CALL (877) 263-4338

Use our 2023 Frost Dates Calculator to find the average dates of the last light freeze of spring and first light freeze of fall for locations across the US and Canada. Simply enter your ZIP or Postal code in the field above to see frost dates for your location based on the nearest weather station, as well as the length of your growing season based on frost dates.

Nearest Climate Station	Altitude	Last Spring Frost	First Fall Frost	Growing Season
MARBLEHEAD, MA	85'	May 1	Oct 14	168 days

Last and First Frost dates are 50% probability. Calculated using 2015-2020 Climate Normals from NOAA.

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.

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.

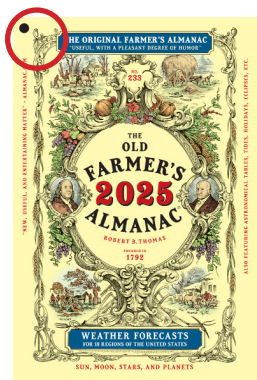
Agree Disagree

LEVERAGING OUR DIGITAL ASSETS: EXTRA! MONTHLY DIGITAL MAGAZINE

EXTRA! is a monthly digital publication with 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.

The image displays a variety of digital content from *EXTRA!* magazine. On the left, a tablet shows the July 2023 cover featuring mushrooms, with headlines like 'COF MUSHROOMS' and 'Things • Gardening by the Moon's Sign • Astronomy • Weather'. A smartphone shows the April 2023 cover with pecans, featuring 'PECANS ARE FOR MORE THAN PIE' and 'PLUS • Best Days to Do Things • Gardening by the Moon's Sign • Monthly Calendar • Astronomy • Weather'. Another tablet shows the May 2023 cover with rhubarb, featuring 'RECIPES FOR RETURNING RHUBARB' and 'PLUS • Best Days to Do Things • Gardening by the Moon's Sign • Monthly Calendar • Astronomy • Weather'. In the center, a full-page advertisement for Duluth Trading promotes 'INGENIOUS GEAR FOR YOUR UPCOMING YEAR' with a photo of a woman in a garden. To the right, another ad for Duluth Trading features 'The Magic of Mushrooms' with a photo of various mushrooms. Below that, an ad for Flower Carpet promotes 'The easy-care rose!' with a photo of yellow roses. To the right of that, an ad for Cummins promotes home standby generators with the headline 'Lightning was powering through the clouds outside. Thanks to your planning, their story time, and life as you know it, continued inside.' On the far right, an ad for an amusement company features a cartoon character and the headline 'How to Get Out of Doing What You Don't Want to Do'. At the top right, a small ad for 'Time to Eat Your Purslane' features a photo of the vegetable and a recipe for shrimp and rice.

ADVERTISING SIZES: *THE OLD FARMER'S ALMANAC 2025*



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: 5⁵/₁₆" wide × 8" deep

Printing process: web offset

Binding method: perfect-bound

PAGE SPECIFICATIONS

Ad page size (including covers): 4¹/₂" × 7¹/₈"

Depth of column: 7¹/₈"

Width of column: 2¹/₈"

Safety area: ¾"

Inside trim all around: 4⁹/₁₆" × 7¹/₄"

Bleed: ¾" outside trim all around

UNIT SIZES

Full-page bleed: 5¹¹/₁₆" × 8³/₈"

Double-page-spread trim size: 10⁵/₈" × 8"

with bleed: 11" × 8³/₈"

live area: 9⁷/₈" × 7¹/₄"

(allow ¾" on both sides of gutter for type)

Full-page ad size: 4¹/₂" wide × 7¹/₈" deep

2/3 page: 4¹/₂" × 5"

1/2-page horizontal: 4¹/₂" × 3¹/₂"

1/2-page vertical: 2¹/₈" × 7¹/₈"

1/3-page vertical (5" single column): 2¹/₈" × 5"

1/3-page horizontal: 4¹/₂" × 2¹/₄"

1/4 page: 2¹/₈" × 3¹/₂"

3" single column: 2¹/₈" × 3"

2¹/₂" single column: 2¹/₈" × 2¹/₂"

2" single column: 2¹/₈" × 2"

1¹/₂" single column: 2¹/₈" × 1¹/₂"

1" single column: 2¹/₈" × 1"

**CONTRACTS DUE:
MAY 3, 2024**

**MATERIALS DUE:
MAY 10, 2024**

**ON SALE:
AUGUST 27, 2024**

ADVERTISING RATES: *THE OLD FARMER'S ALMANAC*

With an ad in the 234th 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 2.6 million copies!

PRINT	DIGITAL* (IMPRESSIONS)	RATE
FOUR-COLOR COVERS & PREMIUM PLACEMENT		
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
FOUR-COLOR RUN OF BOOK		
Full Page	350,000	\$21,400
1/2 Page	250,000	\$13,100
FOUR-COLOR MARKETPLACE (NO ONLINE IMPRESSIONS)		
1/2 Page		\$7,540
1/4 Page		\$5,025
HOME RESOURCE & E-NEWSLETTER TEXT AD (NO ONLINE IMPRESSIONS)		
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
2½" single column	\$2,350
2" single column	\$2,195
1½" 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.

**CONTRACTS DUE:
MAY 3, 2024**

**MATERIALS DUE:
MAY 10, 2024**

**ON SALE:
AUGUST 27, 2024**

ADVERTISING RATES & SIZES: *THE GARDEN GUIDE 2024*

With an ad in the 2024 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 250,000 copies!

COVERS

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

FOUR-COLOR (ROB)

Full page.....	\$3,500
2/3 page	\$2,800
1/2 page	\$2,100
1/3 page	\$1,500
1/6 page	\$850

SINGLE COLUMN (ROB)

3" column.....	\$800
2 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 1/8"W × 10 7/8"D
 Printing process: web offset
 Binding method: perfect-bound

PAGE SPECIFICATIONS

Ad page size: 7" × 9 3/4"
 Column depth: 9 3/4"
 Column width: 2 1/8"

UNIT SIZES

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

NON-BLEED UNIT SIZES

Full page: 7" × 9 3/4"
 2/3 page V: 4 1/2" × 9 3/4"
 1/2 page H: 7" × 4 1/2"
 1/2 page island*: 4 1/2" × 7"
 1/3 page V: 2 1/8" × 9 3/4"
 1/3 page square: 4 1/2" × 4 1/2"
 1/6 page V: 2 1/8" × 4 1/2"
 1/6 page H: 4 1/2" × 2 1/8"
 3" single column: 2 1/8" × 3"
 2 1/2" single column: 2 1/8" × 2 1/2"
 2" single column: 2 1/8" × 2"
 1" single column: 2 1/8" × 1"

CONTRACTS DUE: DEC. 15, 2023

MATERIALS DUE: DEC. 21, 2023

ON SALE: FEB. 13, 2024

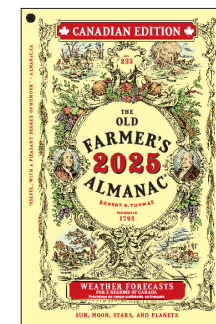
*1/2 island is the same size as a full page in *The Old Farmer's Almanac*.

ADVERTISING RATES:

THE OLD FARMER'S ALMANAC CANADIAN EDITION

Since 1982, *The Old Farmer's Almanac Canadian Edition* has been positioning savvy advertisers alongside one of North America's most-trusted and beloved brands. Our Canadian readers refer to the publication all year long, providing you a reach to more than 300,000 Canadians 365 days per year.

Each Canadian edition of the Almanac serves its Canadian audience with localized items of interest. From weather forecasts to holidays, trivia, and growing charts—plus exclusive Canadian articles—this special *Canadian Edition* has the maple leaf symbol on its cover, and in its heart as well.



PRINT	DIGITAL* (IMPRESSIONS)	RATE
FOUR-COLOR RUN OF BOOK		
Full Page	350,000	\$5,720
1/2 Page	250,000	\$3,435
FOUR-COLOR MARKETPLACE (NO ONLINE IMPRESSIONS)		
1/4 Page		\$1,720
BLACK & WHITE (NO ONLINE IMPRESSIONS)		
Full Page		\$4,570
2/3 Page		\$3,655
1/2 Page		\$2,750
1/3 Page		\$1,830
1/4 Page		\$1,380

*Digital packages include both ad sizes.
LEADERBOARD: 728×90
MEDIUM RECTANGLE: 300×250
(see Ad Material Requirements for file specs)

We offer a combined print and digital package to clients who run full-page or 1/2-page four-color ads. The addition of a digital campaign gives you access to the audience that seeks our content online.

FRACTIONAL UNITS

Fractional advertising is available on a limited basis. Your sales representative will be happy to determine rates and availability.

- Rates are stated in U.S. dollars.
- See **ADVERTISING SIZES: THE OLD FARMER'S ALMANAC** for ad dimensions and specifications.

Canadian distribution:
APPROX. 300,000

**CONTRACTS DUE:
 MAY 3, 2024**

**MATERIALS DUE:
 MAY 10, 2024**

**ON SALE:
 AUGUST 27, 2024**

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

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 and 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.

THE OLD FARMER'S ALMANAC:

CONTRACTS DUE: MAY 3, 2024

MATERIALS DUE: MAY 10, 2024

ON SALE: AUG. 27, 2024

THE GARDEN GUIDE:

CONTRACTS DUE: DEC. 15, 2023

MATERIALS DUE: DEC. 21, 2023

ON SALE: FEB. 13, 2024

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)

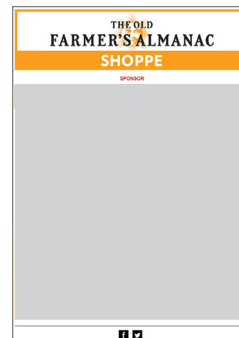
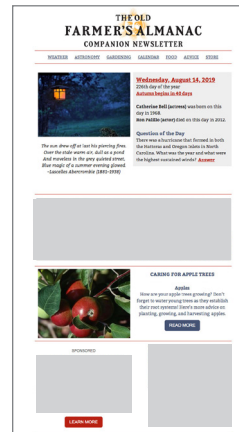
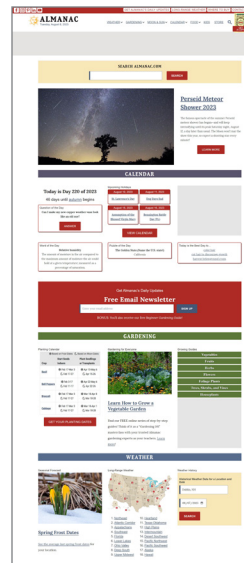
• Sponsorship (300 × 250):	\$2,000 net
• Native Ad (headline: up to 7 words; image: 720 × 720 px; text: 40 words; URL link) 1x insertion:	\$3,000 net

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: (200,000 subscribers)	\$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.