

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