



THE OLD FARMER'S ALMANAC

FOUNDED IN 1792

THE OLD FARMER'S ALMANAC MEDIA GROUP MEDIA KIT 2025-2026

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

64 MILLION.

AUGUST 2024

CONTACT:

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

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.

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 59 million people visit us time and time again.

OUR AUDIENCE IS SEEKING YOUR COMPANY'S PRODUCTS.

CONTENT OUR AUDIENCE IS SEARCHING FOR ONLINE

Agriculture:
571 INDEX



Landscaping:
540 INDEX



Astronomy:
244 INDEX

DIY:
241 INDEX



Green Living:
232 INDEX



Winter:
191 INDEX

Recipes:
179 INDEX

Food & Drink:
173 INDEX



Health & Fitness:
154 INDEX



WHO WILL SEE YOUR AD?

59 MILLION

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

116 MILLION

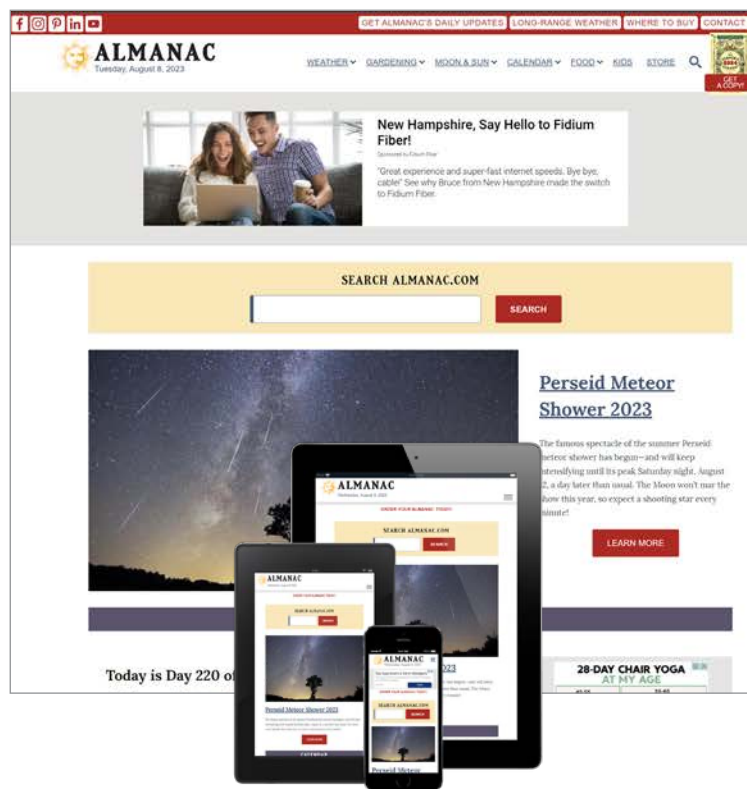
pageviews annually

WHERE DO THEY RESIDE?

74%
United States
8%
Canada

OUR MOBILE AUDIENCE

56.6 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



218K
followers



142K
followers

LEVERAGING OUR DIGITAL ASSETS: STANDARD OPTIONS

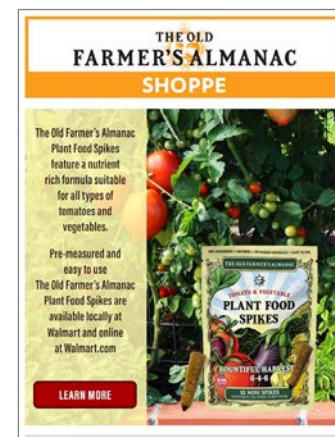
STRATEGIC TARGETING OUTPERFORMS “SET IT AND FORGET IT” AD PLACEMENTS.

We get it. You can buy more impressions for a dollar when you work with a programmatic network. Key to success is diversifying your marketing campaign to talk directly to your future customer. While programmatic networks offer cost-effective impressions, strategic approaches are crucial. Our unique digital tools and ad solutions—including banner ads, newsletter sponsorships, and custom integrations—can be tailored to meet your specific needs, helping you reach and engage your target audience effectively.”



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

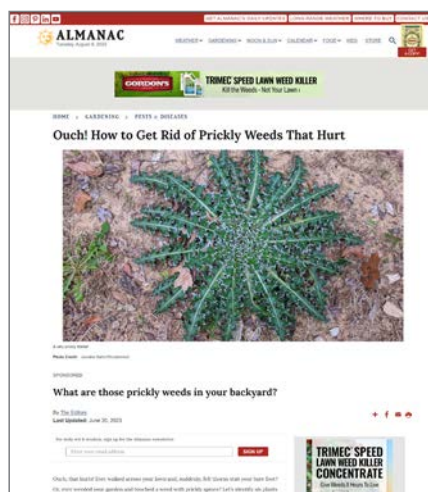
LEVERAGING OUR DIGITAL ASSETS: CUSTOM OPTIONS

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

CONTENT SPONSORSHIP PACKAGES

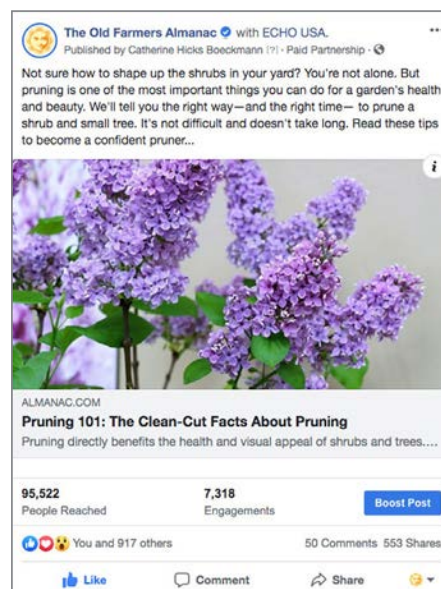
Select from popular Almanac articles that align with your product/brand or ask our editorial team to develop a custom article on a topic that will complement your brand.

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.



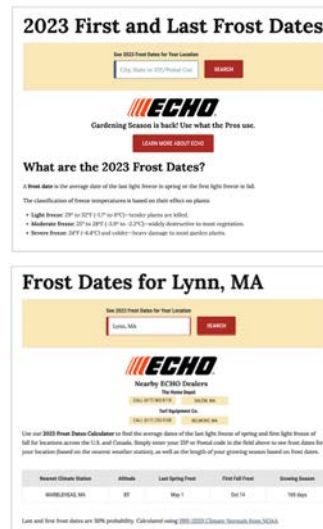
SOCIAL MEDIA PACKAGES

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!).



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

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 × 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

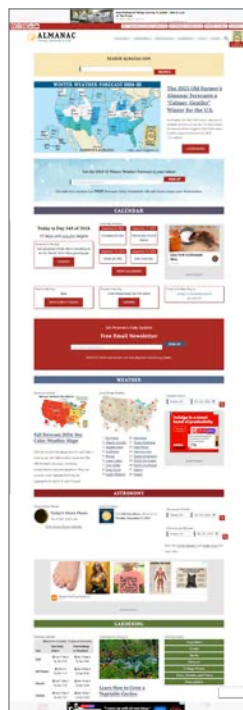
FOCUS

• 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)



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 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.