



## IN PRINT: THE GARDEN GUIDE

In spring, the *Old Farmer's Almanac* community of avid gardeners comes alive—and that's when and why we publish our annual *Garden Guide* magazine. Packed with inspiration, ideas, instructions, and solutions for gardeners of every experience level, the *Garden Guide* builds on the reach of the *Old Farmer's Almanac* and extends its reputation as a trusted resource. Distributed by major retailers and garden centers, the *Garden Guide* is essential to your marketing campaign if your future customers are interested in nature, gardening, and maintaining a healthy home.



## ADVERTISING OPPORTUNITIES

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

Custom in-book programs available upon request.

## DISTRIBUTION

225,000 annually  
at major retailers:

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

CONTRACTS DUE:  
**DEC. 10, 2024**  
MATERIALS DUE:  
**DEC. 17, 2024**  
ON NEWSSTANDS:  
**FEB. 11, 2025**

# ADVERTISING RATES & SIZES: *THE GARDEN GUIDE 2025*

With an ad in the 2025 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 225,000 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. 10, 2024**

**MATERIALS DUE: DEC. 17, 2024**

**ON SALE: FEB. 11, 2025**

# 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.