



THE OLD
FARMER'S ALMANAC

FOUNDED IN 1792

THE OLD FARMER'S ALMANAC MEDIA GROUP
MEDIA KIT 2023-2024

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

84 MILLION.

JUNE 2022

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

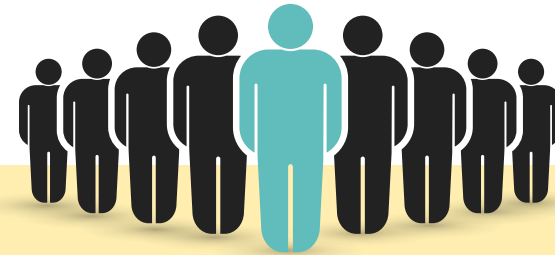
Founded more than
231 YEARS AGO,
The Old Farmer's Almanac
is the original, and longest running,
guide to daily living.



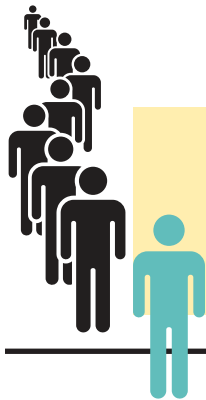
We value an

AUTHENTIC CONNECTION

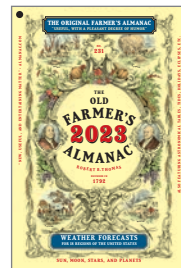
to our families, our friends, and our surrounding environment, which becomes increasingly more important in our modern, technology-driven world.



We are much more than a brand or a publication. We are an active community of
84 MILLION ADULTS. On Almanac.com, we reach **1 IN 6 AMERICANS** (and 1 in 5 Canadians).



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

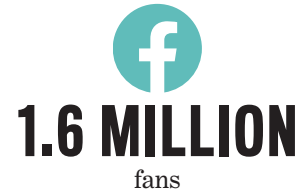


ABOUT OUR COMMUNITY

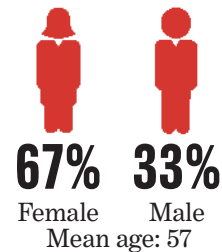


OUR AUDIENCE

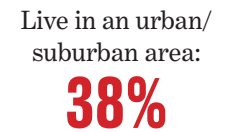
is a cross-section of North America itself. From the small farmer in the Midwest to the suburban family focused on sustainability and connection to the environment, our community members have one thing in common: They seek to lead informed lives honestly, valuing innovation, durability, reliability,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



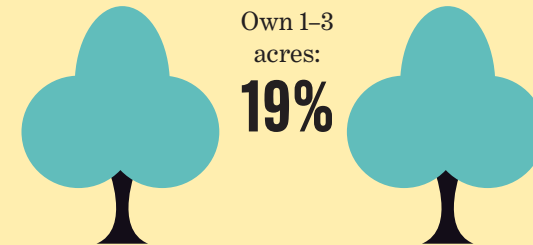
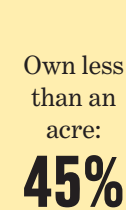
OUR ASSETS REACH FAR AND WIDE:



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 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.

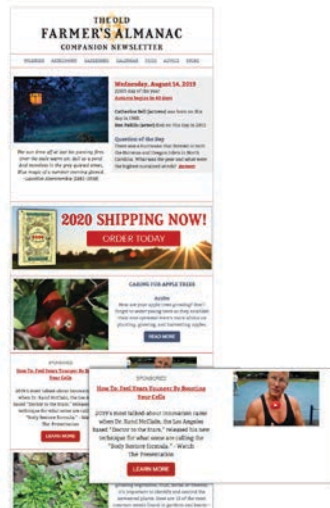
PARTNERING WITH US

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 84 million (online, 1 in 6 Americans and 1 in 5 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



“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...”

WHAT'S OLD IS NEW AGAIN:

“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 goldmine of important, entertaining and trustworthy information.”

RECORD DIGITAL GROWTH

- Newsletter subscriber ratebase: **475,000**
- New newsletter subscribers in a 30-day period: **68,000**
- Almanac.com traffic: **10.4 MILLION** uniques in 30 days
- 2021 vs 2022 Almanac.com traffic: **37% 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 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)

