

# 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 231-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 remain 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 advice
- Weather
- Recipes
- Harvesting (seed-saving, pickling/canning)
- Household tips
- History and lore
- Content for children

*We've been around for more than 231 years, so, yes, we have a whole lot more content to license than this!*

