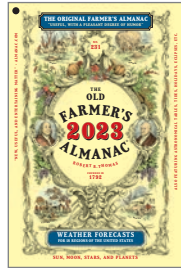


IN PRINT: THE OLD FARMER'S ALMANAC



INDEPENDENTLY MINDED. TRUSTED BY MILLIONS.

Our 2023 print edition marks 231 years of continuous publication. *The Old Farmer's Almanac* in print acts as an annual resource for millions of readers who turn to the book continually throughout the year. Our readers are active, informed, resourceful, and independently minded individuals. They value our content and trust our brand and advertising partners.

YOUR MARKETING MIX

Adding the print edition to your marketing mix establishes not just brand awareness but also brand credibility. We know that our readers seek out information on advertisers across a number of industries, including but not limited to:

- Gardening products & tools **82%**
- Home appliances & décor **57%**
- Kitchen tools/gadgets/canning **71%**
- Cooking & baking ingredients **58%**

DISTRIBUTION

2.6 million copies in key outlets continentwide:

- ACE hardware stores
- Albertson's supermarkets
- Amazon.com
- Barnes & Noble
- BJ's Wholesale Club
- Books-A-Million
- CVS
- Independent bookstores
- Indigo/Chapters
- Kroger supermarkets
- Loblaws supermarkets
- Lowe's
- Meijer supermarkets
- Safeway supermarkets
- Sam's Club
- Shoppers Drug Mart
- Target
- Tractor Supply
- True Value hardware
- Walgreens
- Walmart

CONTRACTS DUE:

MAY 5, 2023

MATERIALS DUE:

MAY 12, 2023

ON NEWSSTANDS:

AUG. 29, 2023



OUR SECRET SAUCE

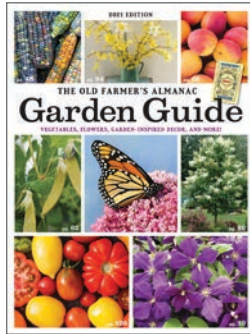
There's no secret to centuries of success. We just publish the content that millions of Americans and Canadians seek.

ADVERTISING OPPORTUNITIES

- 4C and B&W ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- ½-page and ¼-page Marketplace
- Almanac Shopper
- Home Resource
- General Store

Custom in-book programs available upon request.





IN PRINT: THE GARDEN GUIDE

Our community is full of avid gardeners, so each year at the start of spring, we come out with our annual *Garden Guide* magazine. Distributed through major retailers and garden centers, the *Garden Guide* is THE resource that hundreds of thousands of gardeners rely on each spring for inspiration, do-it-yourself ideas, and practical solutions for every experience level. If your future customer is someone interested in gardening or maintaining his/her home, the *Garden Guide* is essential to your marketing campaign.



ADVERTISING OPPORTUNITIES

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

Custom in-book programs available upon request.

DISTRIBUTION

275,000 annually at major retailers:

- ACE
- Agway
- Albertson's
- Barnes & Noble
- Books-A-Million
- CVS
- Kroger
- Lowe's
- Meijer
- Rite Aid
- Safeway
- Sam's Club
- Target
- Tractor Supply
- TruValue
- Walgreens
- Walmart



CONTRACTS DUE: DEC. 16, 2022

MATERIALS DUE: DEC. 20, 2022

ON NEWSSTANDS: FEB. 14, 2023