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.

THE OLD FARMER'S ALMANA







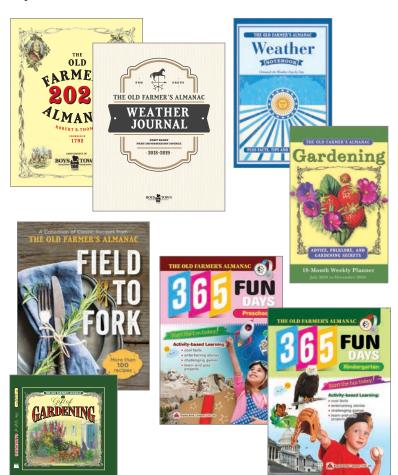
PRODUCT LICENSING

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!



JUNE 2022 THE ORIGINAL FARMER'S ALMANAC