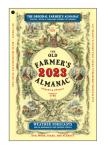
### IN PRINT: THE OLD FARMER'S ALMANAC



### 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



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

# 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.







**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.

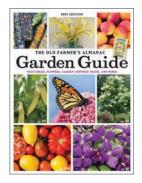






JUNE 2022

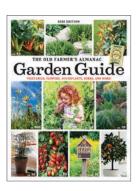
THE ORIGINAL FARMER'S ALMANAC



## 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.





HOUSEPLANTS TO THE

RESCUE





## ADVERTISING OPPORTUNITIES

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

Custom in-book programs available upon request.

CONTRACTS DUE:
DEC. 16, 2022

MATERIALS DUE:
DEC. 20, 2022

ON NEWSSTANDS:
FEB. 14, 2023

#### **DISTRIBUTION**

250,000 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

JUNE 2022 THE ORIGINAL FARMER'S ALMANAC