

DIGITAL: ALMANAC.COM & SOCIAL MEDIA

AUTHENTIC CONTENT. MODERN ENVIRONMENT.

Powered by *The Old Farmer's Almanac* and the *Garden Guide*, Almanac.com remains the authoritative resource on factors that impact our daily lives: home & gardening advice, homemade recipes, weather predictions, astronomy and the phases of the Moon, and more. It is the **ONLY SOURCE** that delivers this type of information in one place.

Maybe this is why more than 69 million people visit us time and time again.

OUR AUDIENCE IS SEEKING YOUR COMPANY'S PRODUCTS.

CONTENT OUR AUDIENCE IS SEARCHING FOR ONLINE

Agriculture:
732 INDEX



Landscaping:
677 INDEX



Weather:
420 INDEX

Green Living:
272 INDEX



Winter:
264 INDEX

Food & Drink:
223 INDEX



Recipes:
222 INDEX

DIY:
193 INDEX



Health & Fitness:
152 INDEX



WHO WILL SEE YOUR AD?

69 MILLION

users annually (online, 1 in every 6 Americans and 1 in every 7 Canadians!)

135 MILLION

pageviews annually

WHERE DO THEY RESIDE?

74%
United States
8%
Canada

OUR MOBILE AUDIENCE

50.4 MILLION USERS



OUR SOCIAL CHANNELS

have a powerful reach and level of engagement—this is a social community you'll want to be a part of.



1.7 MILLION
likes/followers



197K
followers



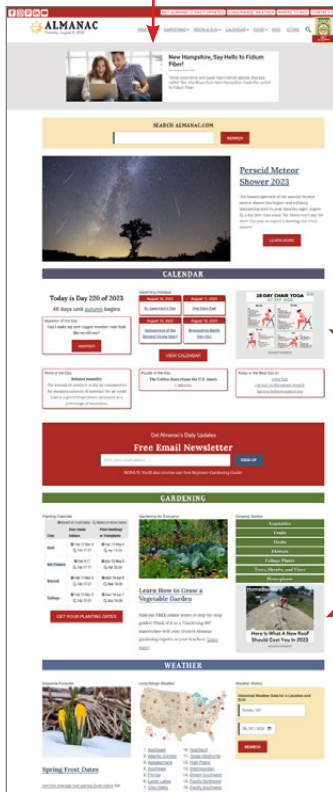
131K
followers

LEVERAGING OUR DIGITAL ASSETS: STANDARD OPTIONS

STRATEGIC TARGETING OUTPERFORMS “SET IT AND FORGET IT” AD PLACEMENTS.

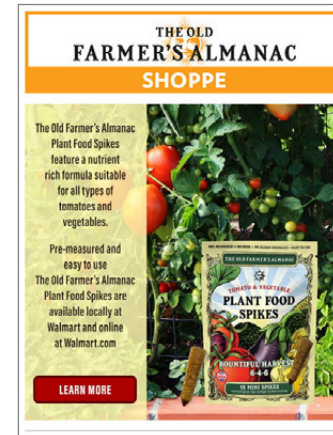
We get it. You can buy more impressions for a dollar when you work with a programmatic network.

But every marketer knows that the best marketing campaign is diversified and includes strategic approaches to talk directly to your future customer. That is where we come in. Yes, we have banner ads and newsletter sponsorships that act as the ideal introductory package or the foundation for a more seasoned digital ad campaign. However, what we specialize in is integrating your product/brand within some of our most powerful digital tools not commonly found on the Internet.



RUN OF SITE & TAKEOVERS

- 3 standard ad units
- ROS ads: Minimum of 200,000 impressions a month are recommended for an effective share of voice.



NEWSLETTERS

COMPANION (7x/week)

- Over 475,000 subscribers
- Newsletter Sponsorship (300 × 250 premium placement) or native ad (image, text, link)

FOCUS

- Over 475,000 subscribers
- Dedicated to the advertiser

SHOPPE

- 235,000 or 475,000 subscribers
- Ideal for encouraging purchase of a product



LEVERAGING OUR DIGITAL ASSETS: EXTRA! MONTHLY DIGITAL MAGAZINE

EXTRA! is a monthly digital publication with content exclusively from *The Old Farmer's Almanac*. *EXTRA!* provides advertisers the best of two worlds: the convenience and interactive experience of a website, PLUS the high-impact, professionally designed environment of a magazine. Your brand stands out with a full-page ad in the front of *EXTRA!* before the Table of Contents. Your interactive ad connects directly to your site.

EXTRA!
FROM THE OLD FARMER'S ALMANAC
RECIPES FOR RETURNING RHUBARB
PLUS: • Best Days to Do Things
• Gardening by the Moon's Sign
• Monthly Calendar
• Astronomy • Weather
MAY 2023

EXTRA!
FROM THE OLD FARMER'S ALMANAC
COF MUSHROOMS
Time to Eat Your Purslane
Many of us crave this mushroom's sweet and nutty punch from the garden. We might do better to serve it with salt.
JULY 2023

EXTRA!
FROM THE OLD FARMER'S ALMANAC
PECANS ARE FOR MORE THAN PIE
PLUS: • Best Days to Do Things
• Gardening by the Moon's Sign
• Monthly Calendar
• Astronomy • Weather
APRIL 2023

DULUTH TRADING
INGENIOUS GEAR FOR YOUR UPCOMING YEAR
Bad gear stalling your workday? At Duluth, we've mastered the art of keeping you cool, comfortable and capable while you dig in. Our gear is built better than your average workwear with problem-solving details and legendary durability to boot!
Get your hands on gear at your nearest Duluth Trading store, or on our website: DULUTHTRADING.COM
FOLLOW US @DULUTHTRADINGCOMPANY

The Magic of Mushrooms
Feed your soul—and yourself!

Recipes to Welcome Spring!
The first day of spring arrives on Monday, the 20th of March! Celebrate with seasonal ingredients, showing up to your local market or garden—make a plan, experiment, and feasts! Make these recipes to greet spring in a delightful and delicious way.

How to Get Out of Doing What You Don't Want to Do
All it takes is a little imagination and a healthy disregard for the truth.
Safeguard against power line failure with a Cummins standby generator. Call your authorized Cummins dealer today so you are prepared for when the real storm arrives. Learn more at powerforhomes.com
Powering your life. Cummins

Flower Carpet
The easy-care rose!
• The original environmentally-friendly rose
• No spraying or fancy pruning required
• Non-stop blooms from early summer to late autumn
• Glossy green foliage adds interest in early spring
• Ask for Flower Carpet, the Rose in the Pink Pot!
www.flowercarpet.com

AMUSEMENT
Lightning was powering through the clouds outside. Thanks to your planning, their story time, and life as you know it, continued inside.
Cummins Contract Series home standby generators
Powering your life. Cummins