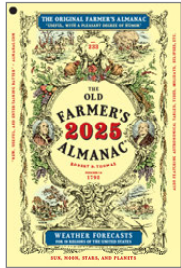


IN PRINT: THE OLD FARMER'S ALMANAC 2025



INDEPENDENTLY-MINDED. TRUSTED BY MILLIONS.

Our 2025 print edition marks 233 years of continuous publication. *The Old Farmer's Almanac* in print acts as an annual resource for millions of readers who turn to this book continually throughout the year. Our readers are active, informed, resourceful, and independently-minded individuals. Readers value the Almanac's content and trust our brand; as well as our 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:



82%

Gardening products & tools



57%

Home appliances & décor



71%

Kitchen tools/gadgets/canning



58%

Cooking & baking ingredients

DISTRIBUTION

2.5 million copies in key outlets continent-wide:

- 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
- LOWES
- Meijer supermarkets
- Safeway supermarkets
- Shoppers Drug Mart
- Target
- Tractor Supply
- True Value hardware
- Walgreens
- Walmart

CONTRACTS DUE:

MAY 3, 2024

MATERIALS DUE:

MAY 10, 2024

ON NEWSSTANDS:

AUG. 27, 2024



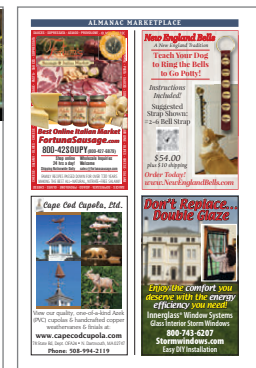
OUR SECRET SAUCE

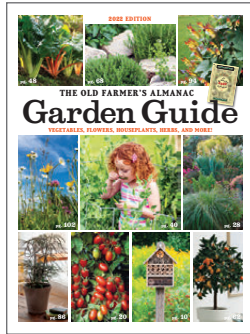
There's no secret to centuries of success. We publish valuable content that millions of Americans and Canadians are seeking.

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 publish our annual *Garden Guide* magazine. Distributed by major retailers and garden centers, the *Garden Guide* is the resource that hundreds of thousands of gardeners rely on each spring for inspiration, D.I.Y. ideas, & practical solutions for gardeners of every experience level. If your future customer is someone interested in gardening or maintaining his/her home, the *Garden Guide* can be included to your marketing campaign.



ADVERTISING OPPORTUNITIES

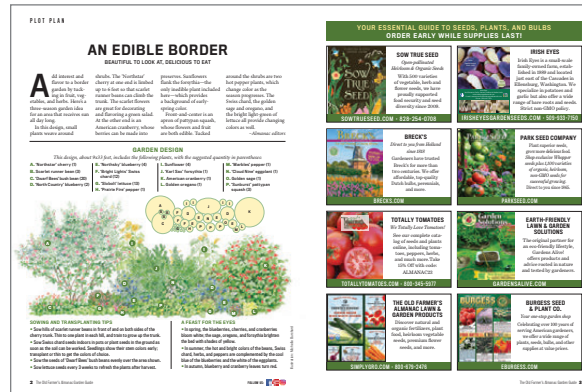
- 4C ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- BRC cards

Custom in-book programs available upon request.

DISTRIBUTION

250,000 annually at major retailers:

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



**CONTRACTS DUE:
DEC. 15, 2023**

**MATERIALS DUE:
DEC. 21, 2023**

**ON NEWSSTANDS:
FEB. 13, 2024**