



*The #1 Resource for
Weather Watchers to Stargazers,
Planners to Planters!
(Since 1818)*



FARMERS' ALMANAC®

SINCE 1818



Let our timeless, trusted brand help your brand increase sales, generate awareness, build traffic, deliver an offer, and promote brand loyalty to a growing audience of over 27 million people annually.



Let us Help you Reach a **Growing** Audience

The **FARMERS' ALMANAC** brand is as strong as ever. A trusted source for daily living, the **FARMERS' ALMANAC** reaches and appeals to a growing and highly engaged, nationwide audience, that loves to be outdoors and is receptive to products and services that help them live a more natural, healthier, and happier lifestyle.



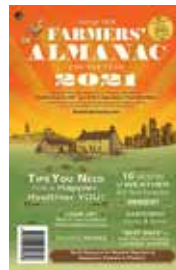
700k
Copies in Circulation



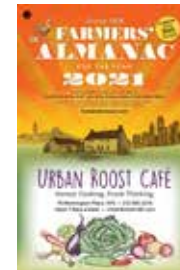
1.4m
Total Readership

FARMERS' ALMANAC
Nationwide Audience

Print Retail:



Print for Business:



400k
Copies Distributed



800k
Total Readership

Online:



24m
Annual Visitors

Social Media:



1.2m
Facebook



100k
Instagram



37k
Twitter



15k
Pinterest



1k
YouTube





Who Reads the Farmers' Almanac?

The majority of our readers are college-educated, homeowners, married, and refer to the **ALMANAC** more than 12 times a year.

Demographics:



62%
Female



38%
Male

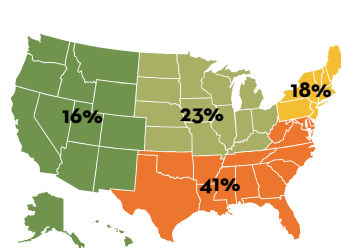


68%
Married

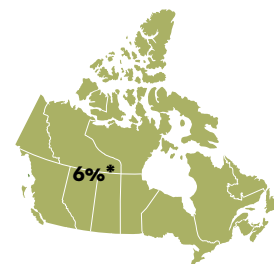


59%
College
Educated

Where do They Live:



United States



Canada

*small percentage of our web visitors are from other countries

Top Hobbies:



Pets



Star Gazing



Green
Living



Fishing



Traveling



Gardening



Weather
Watching



Natural
Remedies



Cooking



Outdoors





Content Readers Love to Read (and Re-Read)

Each print edition of the **FARMERS' ALMANAC**, as well as stories online, include articles and blogs on popular topics, such as:



Astronomy, Night Sky Watching Tips

From full Moon dates and names, to eclipses and meteor showers, to visible planets in the night sky, the *Farmers' Almanac* has it covered.



All Season Weather

Every year, readers and the media are waiting to hear what the *Farmers' Almanac* is forecasting for the upcoming winter. Each edition also includes 16 months of weather predictions, along with seasonal outlooks and maps.



Exclusive Fishing + Gardening Calendars

Readers trust the *Farmers' Almanac's* exclusive Best Days calendars to help plan for successful gardens and productive fishing trips, and to choose dates for quitting smoking, dieting, and other activities.



Natural Remedies

Features include healthy life hacks, as well as ways to help keep our planet earth happy and safe.



Lore + More

From learning how to take cues from nature to predicting the weather, to discovering the origins of common holidays and celebrations, it's this traditional wisdom that makes the *Farmers' Almanac* so popular.



Food + Recipes

Our readers love learning not only how to grow their own ingredients but what to make with them. Our annual recipe contest appeals to both young and old, and our DIY natural recipes are extremely popular, especially for people concerned about the safety of the food they eat.



Farmers' Almanac Advertising **Advantage:**

Multiple Options for Maximum Results

Increased Exposure + Impressions

Published each and every year since 1818, *Farmers' Almanac* provides your print ad a great home. Each edition is read on average by 2.5 people per household, and copies are kept for a year or more, often referred to more than 12x a year! Combine this with one of our digital offerings and pack an even more powerful promotional punch.



Get Liked

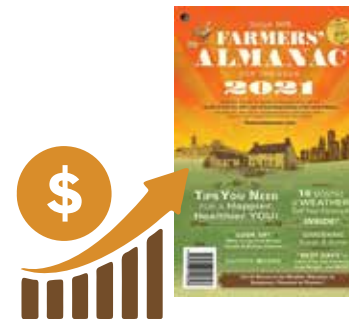
Our social media following is strong and ever-growing. Use our popularity to build yours with newsletter emails, social media campaigns, website, and print.

FARMERS' ALMANAC
offers cost-effective, powerful marketing programs tailored to meet your advertising needs.



Build Traffic

From increasing awareness to building traffic at your physical or digital location, we can help you create an advertising program on our web site that will build traffic for you.



Drive Sales

Take advantage of our discounted bundles, possible takeovers, and special web pages to drive more sales to your company.



Build Trust

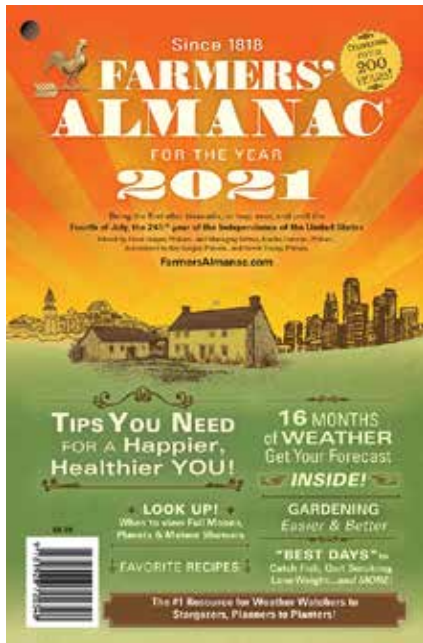
Use our established brand to build trust with your customers and prospects. Align your business with a brand that's known for its integrity and tradition.





Some Things ARE better in **Print**

An annual best seller since 1818, the **FARMERS' ALMANAC** helps you reach your customers in a targeted, trusted, and timely manner. Each edition contains more than a year's worth of Fishing, Gardening, Best Days, Holidays, Moon Phases, and Weather Forecasts which means your ad will gain repeat exposure throughout the year.



Copies in Circulation:

700,000 copies



Total Readership:

1.4 million readers

Top Retailers:

Amazon
Barnes & Noble
Books -A-Million
CVS
Dollar General
Food Lion
Harris Teeter
Kroger Stores
Rite Aid Pharmacies
Safeway Stores
Wal-Mart
Walgreens
Win Dixie
(Just to name a few)

Ad Options:

Premium Positions
Full Color
Black & White
Fractional Pages:
1/4, 1/2, Spreads
And more!

Contract Due: May 4, 2020

Artwork Due: May 11, 2020

On Sale: August 2020





Digital Advertising Options:

Bringing the Wisdom of the Ages Into the Digital Age

An ad on our website gets your message in front of:



24 million
annual visitors a year*



3.2 million
pageviews a month*

*Numbers based on
Google Analytics, Jan-Sep 2019

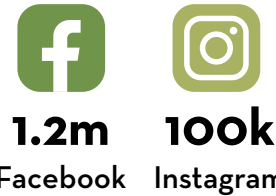
Our Audience:



26% **38%**
ages 18-34 ages 35-54

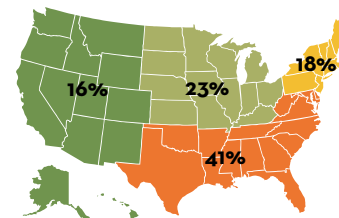
A trusted source for generations, **FARMERSALMANAC.COM** is one of the most popular sites for people to access long-range weather predictions, best days for gardening and fishing, helpful hints and natural remedies, and to learn about the night sky.

Social Media:



Location:

United States regions



*small percentage of our web visitors are from other countries



Ad Options:

Leaderboard
Mid-Content
Skyscraper

eNewsletter:

Get your ad delivered to over 150,000 subscribers every Wednesday morning! Display Ads and Take Overs Available

Custom Options & Bundles Available





One from our vault... our 1976 promotional edition for Buc Wheats

Be the **Content** your Customers Remember

Long before the **FARMERS' ALMANAC** was sold at bookstores, it was used as a powerful promotional product for businesses of all types and sizes. Learn how to use the 64-page Promotional Edition of the **FARMERS' ALMANAC** to generate awareness, increase consideration, build traffic, deliver an offer, drive sales, induce loyalty, and so much more.

Put whatever you want on the front AND back covers then give copies to your intended audience.

