The #1 Resource for Weather Watchers to Stargazers, Planners to Planters!
(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.

<table>
<thead>
<tr>
<th><strong>FARMERS’ ALMANAC</strong></th>
<th>Nationwide Audience</th>
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</thead>
<tbody>
<tr>
<td><strong>Print Retail:</strong></td>
<td>700k Copies in Circulation</td>
</tr>
<tr>
<td><strong>Print for Business:</strong></td>
<td>400k Copies Distributed</td>
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<td><strong>Online:</strong></td>
<td>24m Annual Visitors</td>
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<td><strong>Social Media:</strong></td>
<td>1.2m Facebook</td>
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<tr>
<td></td>
<td>100k Instagram</td>
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<tr>
<td></td>
<td>37k Twitter</td>
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<tr>
<td></td>
<td>15k Pinterest</td>
</tr>
<tr>
<td></td>
<td>1k YouTube</td>
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</tbody>
</table>

**Printfor Business:**

- **Total Readership:** 1.4m
- **Copies in Circulation:** 700k
- **Copies Distributed:** 400k

**Total Readership:** 800k

**FIND OUT HOW TO PUT THE FARMERS’ ALMANAC TO WORK IN YOUR MARKETING MIX — EMAIL:** advertising@farmersalmanac.com
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

Top Hobbies:
- Pets
- Star Gazing
- Green Living
- Fishing
- Traveling
- Gardening
- Weather Watching
- Natural Remedies
- Cooking
- Outdoors

Where do They Live:

- United States
- Canada

*small percentage of our web visitors are from other countries
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 predict 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.

**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.

**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.

**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.

FIND OUT HOW TO PUT THE FARMERS’ ALMANAC TO WORK IN YOUR MARKETING MIX — EMAIL: advertising@farmersalmanac.com
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
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.

24 million annual visitors a year*

3.2 million pageviews a month*

Our Audience:

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

*Numbers based on Google Analytics, Jan-Sep 2019

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

United States regions

Location:

Canada

*small percentage of our web visitors are from other countries

Social Media:

Facebook Instagram

Twitter Pinterest YouTube

1.2m 100k 37k 15k 1k

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

Find out how to put the Farmers’ Almanac to work in your marketing mix — email: advertising@farmersalmanac.com
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.*