



FARMERS' ALMANAC[®]

SINCE 1818

2024 AD RATE KIT



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



FarmersAlmanac.com

Let **OUR**
timeless,
trusted
brand
help
YOUR
brand ...



deliver an
OFFER,

and promote
**BRAND
LOYALTY**



increase
SALES,

generate
AWARENESS,

build **TRAFFIC,**



to a growing
**AUDIENCE
nationwide!**





PEOPLE LOVE TO PLAN. That's why our extended weather forecasts are essential for millions of readers. Regional breakdowns for the next 16 months of weather forecasts are found in each printed edition.

More than weather, Farmers' Almanac offers a year-long guide that helps you prepare for all of life's events...big or little.



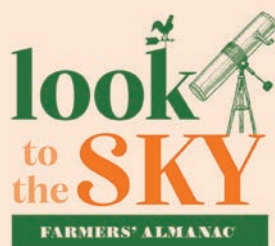
Our mission for more than two centuries has been to teach people life's secrets for happier, healthier, and more harmonious times.



Want to know when's the best day to go fishing, buy a home, get married, prune trees and even cut your hair? We've got them!



From home gardeners to farmers, we offer day-by-day guides for growing success.



Astronomers, astrologers, and everyday stargazers are always in the know with our pages of charts and information.



Timeless tips for all around your home, guaranteed to save money, stress, and more!



Lots of **LORE** and so much **more!**

PRINT advertising opportunities with FARMERS' ALMANAC

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 gains repeat exposures throughout the year.

FARMERS' ALMANAC Nationwide Audience



Print Retail



510k

Copies in Circulation



1.2m

Total Readership

Top Retailers:

Amazon
Barnes & Noble
Books -A-Million
CVS
Dollar General
Food Lion
Harris Teeter
Kroger Stores
Sam's Club
Safeway Stores
Tractor Supply Stores
Wal-Mart
Walgreens
Win Dixie

PRINT ADS:

| AD SPACE | FULL-COLOR* | B&W** |
|--------------------|-------------|---------|
| Inside front cover | \$6,500 | N/A |
| Inside back cover | \$6,500 | N/A |
| Back cover | \$10,000 | N/A |
| Full-page | \$4,600 | \$3,500 |
| Half-page | \$2,750 | \$2,100 |
| Quarter-page | \$1,375 | \$1,050 |

*Printed
4-color process
on white,
40# glossy
coated paper

**Printed
one-color
black on
35# newsprint

BONUS OFFER:

Buy one full color ad and receive
50% off a B&W ad!

Custom packages are available
—just ask!

Contract Due: **May 5, 2023**

Artwork Due: **May 12, 2023**

On Sale: **August + November 2023**



Build Trust—Reach A Growing Audience—Grow Your Sales With FARMERS' ALMANAC Advertising

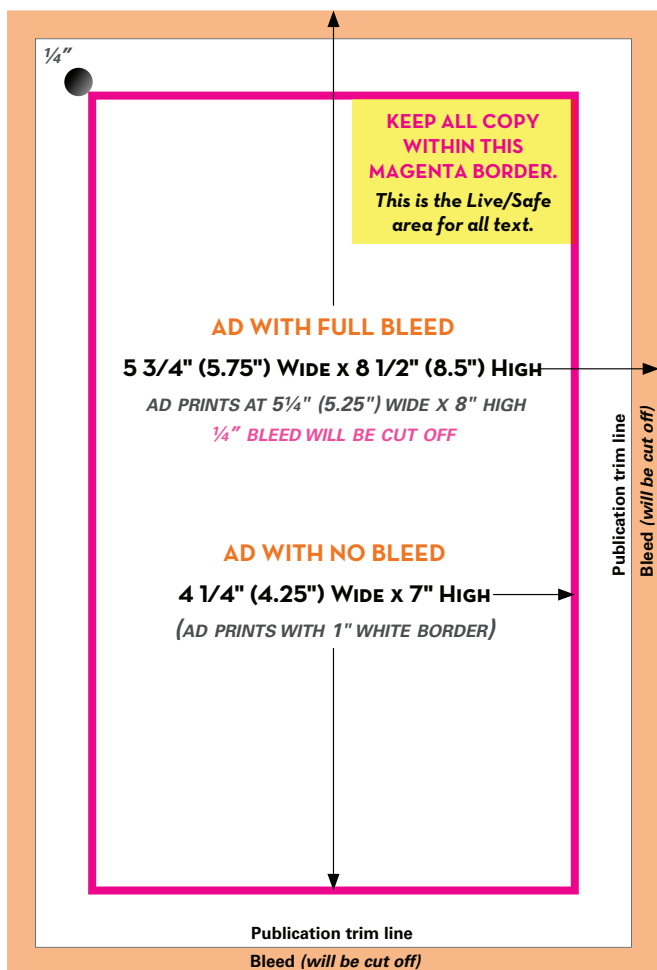
CONTACT: Fox Associates adinfo.farmersalmanac@foxrep.com • 800-440-0231

FarmersAlmanac.com/advertise

We Want You to Look Your Best

Please Submit All Print Ads with the Following Required Technical Specs:

Full-Page Ad Template



*Easy-to-follow templates are available for all ad artwork sizes.

Send requests to: AVallin@FarmersAlmanac.com

Contract Due: May 5, 2023

Artwork Due: May 12, 2023

On Sale: August + November 2023



ARTWORK DIMENSIONS*

| AD SIZES | WIDTH | HEIGHT |
|--------------------------|---------|---------|
| Full-page with bleed** | 5.75" | 8.5" |
| Full-page, no bleed | 4.25" | 7" |
| Half-page, horizontal | 4.25" | 3.4375" |
| Half-page, vertical | 2.0625" | 7" |
| Quarter-page, horizontal | 4.25" | 1.6875" |
| Quarter-page, vertical | 2.0625" | 3.4375" |

FILE TYPE: PDF/X1A ONLY

- Build artwork to 100% ad size.
- Color ads must be CMYK. No spot colors.
- Images must be 300dpi.
- All type must be embedded or converted to outlines.
- Please do NOT include crop marks on full-page bleed ads.

**NOTE: Full page with bleed will print at 5.25" x 8" – 1/4" bleed will be CUT OFF.

AD SUBMISSION:

Include company name, product, and artwork size in the subject line (eg. "Harmony Seeds Half Page") to: AVallin@FarmersAlmanac.com



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FarmersAlmanac.com/advertise

eNEWSLETTER advertising opportunities with FARMERS' ALMANAC

TIMELY:

You pick the week(s) and the time of the year that works best for your offer and we'll surround your ad with timely, unique, attention-grabbing content on topics such as:
Four Seasons Weather Predictions • Life-Hacks • Favorite Recipes • Holiday Ideas •
Best Days to Fish, Lose Weight, Quit Smoking, Cut Hair, Garden & more!

TRUSTED:

When you advertise in our eNewsletter, you can rest assured that your ad will be associated with a timeless and trusted brand that's celebrating over 200 years of publishing success.

Reach your Customers in their Inboxes! Every *Wednesday!*



140,000+
email subscribers



Great open rates
29%
on average

Ask about which topics get even better rates!

Reach an Active, Trusting, Engaged Audience

| PLACEMENT: | RATE: |
|-----------------|---------|
| ① Top Banner | \$2,200 |
| ② Mid Banner | \$2,000 |
| ③ Bottom Banner | \$1,800 |

TAKEOVER OF ALL SPOTS = \$5,500



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CONTACT: advertising@farmersalmanac.com

FarmersAlmanac.com/advertise

AD SIZES & FILE SPECIFICATIONS

1 TOP BANNER



TOP & BOTTOM BANNER

970 x 250



MID BANNER

320 x 250

AD GUIDELINES:

All ads must be submitted at 100% size.

- Accepted File Formats:
 - GIF (animated or static image)
 - JPEG/JPG
- 60kb max file size
- Resolution 72 dpi (dots per inch)
- Convert to RGB color
- Ads may include an alternate text description.
- All ads must include a click-through URL (please specify URL in your insertion order).

AD SUBMISSION:

Send insertion orders to advertising@farmersalmanac.com.

All insertion orders must be received 2 weeks prior to running.

Send art files to avallin@farmersalmanac.com, with your product and newsletter date as the subject line.

All art must be submitted 1 week prior to running.



Email example shows approximate location of ad zones

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Grow Your Sales With FARMERS' ALMANAC Advertising

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