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.

---

**FARMERS’ ALMANAC**

**Nationwide Audience**

- **510k** Copies in Circulation
- **1.2m** Total Readership

**Print Retail:**

- **163k** Instagram
- **43.6k** X
- **35k** Pinterest
- **23.3k** TikTok

**Print for Business:**

- **300k** Copies Distributed

---

**Online:**

- **16m** Annual Visitors*
- **28m** Annual Pageviews*

**Social Media:**

- **1.3m** Facebook
- **163k** Instagram

---

**Retail:**

- **1.2m** Total Readership
- **510k** Copies in Circulation
- **300k** Copies Distributed

---

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: 16%, 23%, 41%, 18%
- Canada: 7%*

*small percentage of our web visitors are from other countries
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:

**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.

**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.
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.

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 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.

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: 510,000 copies
Total Readership: 1.2 million readers

Top Retailers:
- Amazon
- Barnes & Noble
- Books-A-Million
- CVS
- Dollar General
- Food Lion
- Harris Teeter
- Kroger Stores
- Safeway Stores
- Tractor Supply
- 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!

Find out how to put the Farmers’ Almanac to work in your marketing mix — Email: advertising@farmersalmanac.com
Digital Advertising Options:

Bringing the Wisdom of the Ages Into the Digital Age

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

16 million annual visitors a year*

28 million pageviews a year*

*2022 Google Analytics Jan-Dec

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.

Our Audience:

21% ages 35-44
20% ages 25-34

Location:

United States regions

Canada

Social Media:

1.3m Facebook
163k Instagram

43.6k X
35k Pinterest
23.3k TikTok

Ad Options:

Leaderboard
Mid-Content
Skyscraper

eNewsletter:

Get your ad delivered to over 149,000 subscribers every Wednesday morning! Display Ads and Take Overs Available

Custom Options & Bundles Available

*small percentage of our web visitors are from other countries

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