

DIGITAL: ALMANAC.COM & SOCIAL MEDIA

AUTHENTIC CONTENT. MODERN ENVIRONMENT.

Powered by *The Old Farmer's Almanac* and the *Garden Guide*, Almanac.com remains the authoritative resource on factors that impact our daily lives: home & gardening advice, homemade recipes, weather predictions, astronomy and the phases of the Moon, and more. We are the **ONLY SOURCE** that delivers this type of information in one place. Maybe this is why more than 59 million people visit us time and time again.

OUR AUDIENCE IS SEEKING YOUR COMPANY'S PRODUCTS.

CONTENT OUR AUDIENCE IS SEARCHING FOR ONLINE

Agriculture:
571 INDEX



Landscaping:
540 INDEX



Astronomy:
244 INDEX

DIY:
241 INDEX



Green Living:
232 INDEX



Winter:
191 INDEX

Recipes:
179 INDEX

Food & Drink:
173 INDEX



Health & Fitness:
154 INDEX



WHO WILL SEE YOUR AD?

59 MILLION

users annually (online, 1 in every 6 Americans and 1 in every 7 Canadians!)

116 MILLION

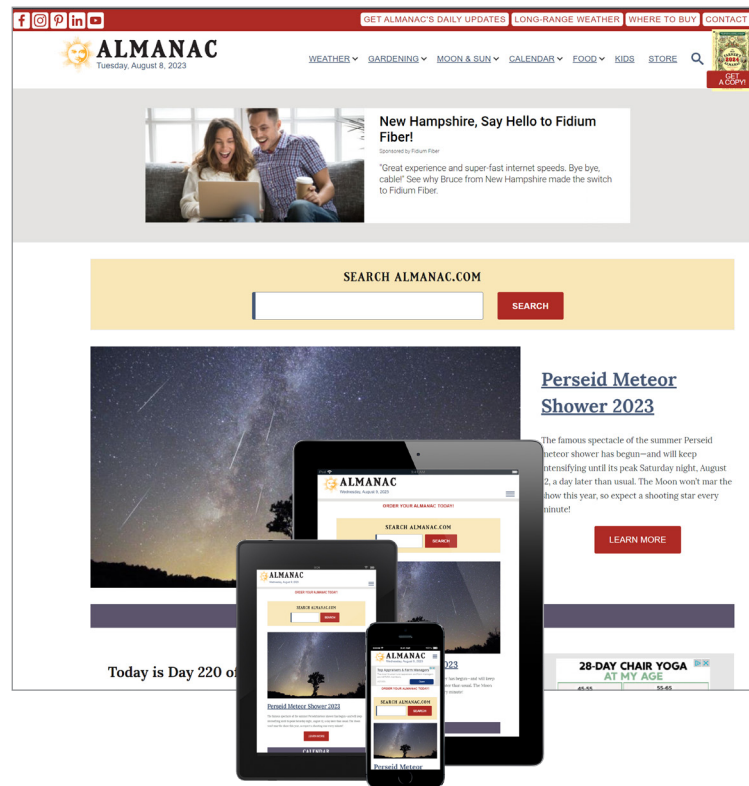
pageviews annually

WHERE DO THEY RESIDE?

74%
United States
8%
Canada

OUR MOBILE AUDIENCE

56.6 MILLION USERS



OUR SOCIAL CHANNELS

have a powerful reach and level of engagement—this is a social community you'll want to be a part of.



1.7 MILLION
likes/followers



218K
followers

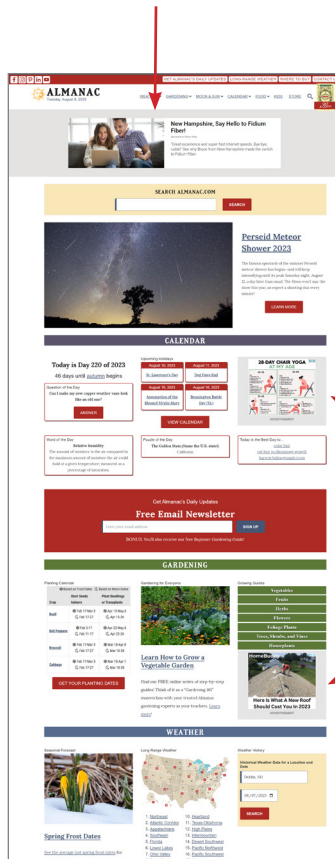


142K
followers

LEVERAGING OUR DIGITAL ASSETS: STANDARD OPTIONS

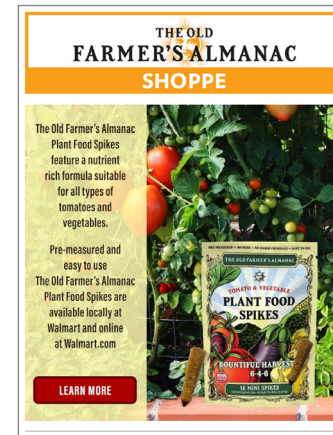
STRATEGIC TARGETING OUTPERFORMS “SET IT AND FORGET IT” AD PLACEMENTS.

We get it. You can buy more impressions for a dollar when you work with a programmatic network. Key to success is diversifying your marketing campaign to talk directly to your future customer. While programmatic networks offer cost-effective impressions, strategic approaches are crucial. Our unique digital tools and ad solutions—including banner ads, newsletter sponsorships, and custom integrations—can be tailored to meet your specific needs, helping you reach and engage your target audience effectively.”



RUN OF SITE & TAKEOVERS

- 3 standard ad units
- ROS ads: Minimum of 200,000 impressions a month are recommended for an effective share of voice.



NEWSLETTERS

COMPANION (7x/week)

- Over 475,000 subscribers
- Newsletter Sponsorship (300 × 250 premium placement) or native ad (image, text, link)

FOCUS

- Over 475,000 subscribers
- Dedicated to the advertiser

SHOPPE

- 235,000 or 475,000 subscribers
- Ideal for encouraging purchase of a product



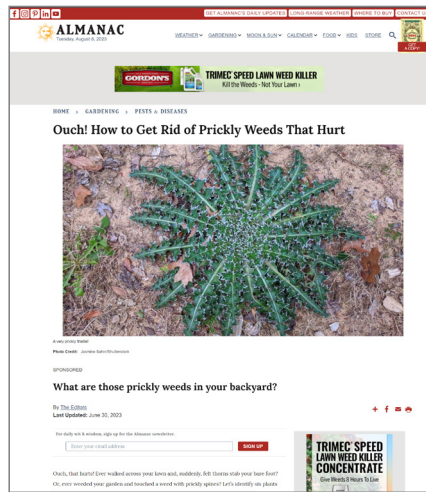
LEVERAGING OUR DIGITAL ASSETS: CUSTOM OPTIONS

We work closely with each advertiser to develop a campaign specific to their needs. Why? Because we can . . . and it works.

CONTENT SPONSORSHIP PACKAGES

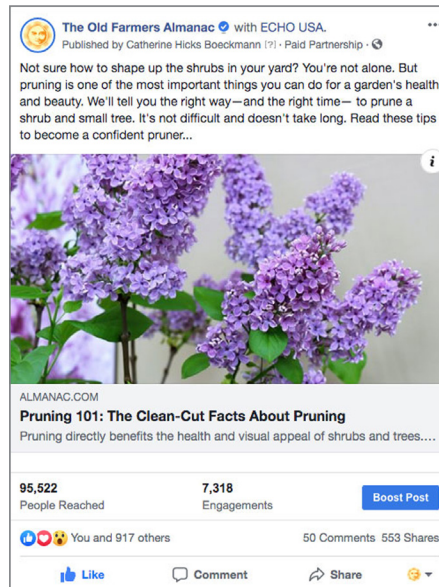
Select from popular Almanac articles that align with your product/brand or ask our editorial team to develop a custom article on a topic that will complement your brand.

We wrap your brand around the article on the website along with all of the promotional elements used to drive audiences to the article and your website.



SOCIAL MEDIA PACKAGES

We are equipped to run a custom social media campaign on our social platforms. Opportunities are limited and available for select product categories.



TRIGGER PROGRAMS & DEALER LOCATORS

Timing is key to a successful marketing message. We have a number of tools on our site that deliver timely information depending on the user's geography. Whether it is the first frost date or upcoming weather events, the tool can deliver to the user a specific message about your product (including promoting the local area dealer!).

2023 First and Last Frost Dates

See 2023 Frost Dates for Your Location

City, State or ZIP/Postal Code

ECHO
Gardening Season is Back! Use what the Pro uses.

What are the 2023 Frost Dates?

A frost date is the average date of the last light freeze in spring or the first light freeze in fall. The classification of freeze temperatures is based on their effects on plants.

- Light freeze: 29° to 32°F (1.7° to 0°C) - tender plants are killed.
- Moderate freeze: 27° to 29°F (-2.2° to -1.5°C) - widely destructive to most vegetation.
- Severe freeze: 24°F to 27°F (-4.4° to -2.6°C) - heavy damage to most garden plants.

Frost Dates for Lynn, MA

See 2023 Frost Dates for Your Location

Lynn, MA

ECHO
Nearby ECHO Dealers
The nearest dealer

CALL 802.942.8272
CALL 802.263.4338

Use our 2023 Frost Dates Calculator to find the average dates of the last light freeze of spring and first light freeze of fall for locations across the US and Canada. Simply enter your ZIP or Postal code in the field above to see frost dates for your location based on the nearest weather station, as well as the length of your growing season based on frost dates.

| Nearest Climate Station | Altitude | Last Spring Frost | First Fall Frost | Growing Season |
|-------------------------|----------|-------------------|------------------|----------------|
| MARBLEHEAD, MA | 85' | May 1 | Oct 14 | 168 days |

Last and First Frost dates are 50% probability. Calculated using 2015-2020 Climate Normals from NOAA.

FULLY CUSTOMIZED

Want to reach the Almanac audience but need something not mentioned here? Our team will brainstorm custom solutions for your next digital marketing campaign with us.

OUTDOOR POWER EQUIPMENT QUIZ

ECHO's National Sales Event is happening right now! Buy an ECHO PAS unit with any attachment and get a Speed Feed Trimmer Attachment FREE.

Ready to tackle your yard but don't have the right equipment? Take our quiz.



I want my yard tools to have great flexibility, great performance, and more than enough power!

Powering different tools with one reliable power head would be a big help.

Swapping out tools and starting a gas motor should be 100% simple and reliable.

