

BRAND AND PRODUCT LICENSING

Did you know that **The Old Farmer's Almanac** brand and suite of products are available for licensing to select companies? **The Old Farmer's Almanac** is one of the longest-lasting brands in North America. Throughout our 234-year history, we've maintained our relevancy while staying true to our core. As a result, we continue to be one of the most-trusted brands in North America, and our products are sought after by consumers across the continent.

BRAND LICENSING

By licensing **The Old Farmer's Almanac** brand for your product, you are earning instant credibility in the marketplace. We work with companies and products that share the values of **The Old Farmer's Almanac**. And we can support your licensed products with a custom promotional package to provide your audience with immediate product awareness.



PRODUCT LICENSING

We've already laid the groundwork for you: License content and products from **The Old Farmer's Almanac** to fulfill your content marketing needs. (Our products also make great giveaways/gifts/incentives for your audience.)

Content includes but is not limited to:

- Astronomy
- Gardening
- Weather
- Recipes
- Harvesting (seed-saving, pickling/canning)
- Household tips
- History and folklore
- Content for children

We've been publishing books for 234 years, and we have a whole lot more content to license. Contact us!

