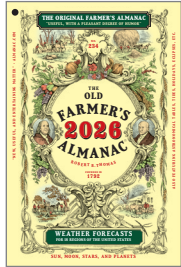


IN PRINT: THE OLD FARMER'S ALMANAC 2026







RELIABLE CONTENT, TRUSTED BY MILLIONS

Our 2026 print edition marks 234 years of continuous publication. *The Old Farmer's Almanac* in print acts as an annual resource for millions of readers who turn to this book continually throughout the year. Our readers are active, informed, resourceful, and independent-minded individuals. Readers value the Almanac's content and trust our brand; as well as our advertising partners.

YOUR MARKETING MIX

Adding the print edition to your marketing mix establishes not just brand awareness but also brand credibility. We know that our readers seek out information on advertisers across a number of industries, including but not limited to:

-  Gardening products & tools **82%**
-  Home appliances & décor **57%**
-  Kitchen tools/gadgets/canning **71%**
-  Cooking & baking ingredients **58%**

DISTRIBUTION

2.5 million copies in key outlets continent-wide:

- ACE hardware stores
- Amazon.com
- Barnes & Noble
- BJ's Wholesale Club
- Books-A-Million
- CVS
- Independent bookstores
- Indigo/Chapters
- Kroger/Albertson's supermarkets
- Loblaws supermarkets
- Lowe's
- Meijer supermarkets
- Safeway supermarkets
- Sam's Club
- Shoppers Drug Mart
- Target
- Tractor Supply
- True Value Hardware
- Walgreens
- Walmart

CONTRACTS DUE:
MAY 2, 2025

MATERIALS DUE:
MAY 9, 2025

ON NEWSSTANDS:
AUG. 26, 2025



OUR SECRET SAUCE

There's no secret to centuries of success. We publish valuable content that millions of Americans and Canadians are seeking.

ADVERTISING OPPORTUNITIES

- 4C and B&W ads
- Full-page: Cover & Premium Placement
- Fractional Pages (ROB)
- Marketplace ½-page and ¼-page
- Almanac Shopper
- Home Resource
- General Store

Custom in-book programs available upon request.

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Get your 2026 gear ready for the year ahead with our new line of durable, functional, and stylish clothing and accessories. Visit our website today to explore the full range of our new collection.

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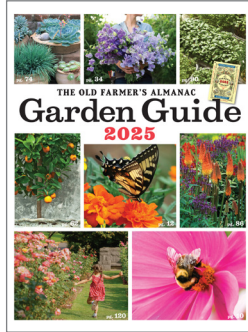
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THE OLD FARMER'S GUIDE TO SEEDS, PLANTS, AND BULBS

Find Out How to Grow...
Back to the Garden...
Seed Catalog

IN PRINT: GARDEN GUIDE 2025



In spring, *The Old Farmer's Almanac* community of avid gardeners comes alive—and that's when and why we publish our annual *Garden Guide* magazine. Packed with inspiration, ideas, instructions, and solutions for gardeners of every experience level, the *Garden Guide* builds on the reach of *The Old Farmer's Almanac* and extends its reputation as a trusted resource. Distributed by major retailers and garden centers, the *Garden Guide* is essential to your marketing campaign if your future customers are interested in nature, gardening, and maintaining a healthy home.



ADVERTISING OPPORTUNITIES

- 4C ads
 - Full-page: Cover & Premium Placement
 - Fractional Pages (ROB)
 - BRC cards
- Custom in-book programs available upon request.*

DISTRIBUTION

- 225,000 annually at major retailers:
- ACE
 - Agway
 - Barnes & Noble
 - Books-A-Million
 - CVS
 - Kroger/Albertson's
 - Loblaws
 - Lowe's
 - Meijer
 - Publix
 - Safeway
 - Target
 - Tractor Supply Co
 - True Value
 - Walgreens
 - Walmart

CONTRACTS DUE:
DEC. 10, 2024

MATERIALS DUE:
DEC. 17, 2024

ON NEWSSTANDS:
FEB. 11, 2025