

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 38 million people visit us time and time again.

WHO WILL SEE YOUR AD?

**38
MILLION**

users annually (online, 1 in every 10 Americans and 1 in every 10 Canadians!)

**83
MILLION**

pageviews annually

WHERE DO THEY RESIDE?

76%

United States

10%

Canada

OUR AUDIENCE IS MORE ENGAGED IN THESE TOPICS:

3.4 times more interested in **agriculture**

3.4 times more interested in **landscaping**

1.9 times more interested in **green living**

1.9 times more interested in **DIY**

1.8 times more interested in **astronomy**

1.8 times more interested in **skincare**

1.6 times more interested in **healthy eating**

1.5 times more interested in **weather**

These figures show how much more likely our readers are to visit websites in each topic compared to the average internet user. (Source: Quantcast)

TRUSTED BY MILLIONS

• Daily Newsletter subscriber ratebase: **500,000**

• New newsletter subscribers in a 30-day period: **15,000**

• Average newsletter open rate: **50%** (industry average: 40%)

• Almanac.com traffic: **3.2 MILLION** average monthly uniques

• Almanac.com: **75%** of users click, scroll, or engage with content

• **CITED BY MAJOR NATIONAL SITES**, including CNN, *Good Housekeeping*, *Martha Stewart Living*, *The Pioneer Woman*, *USA Today*, and Yahoo.

OUR SOCIAL CHANNELS

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



1.8 MILLION

likes/followers



275K

followers

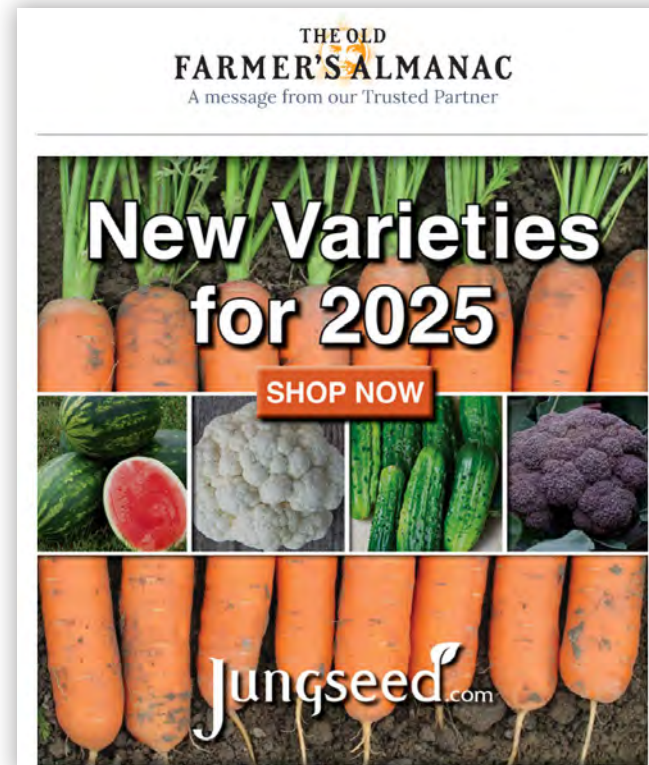
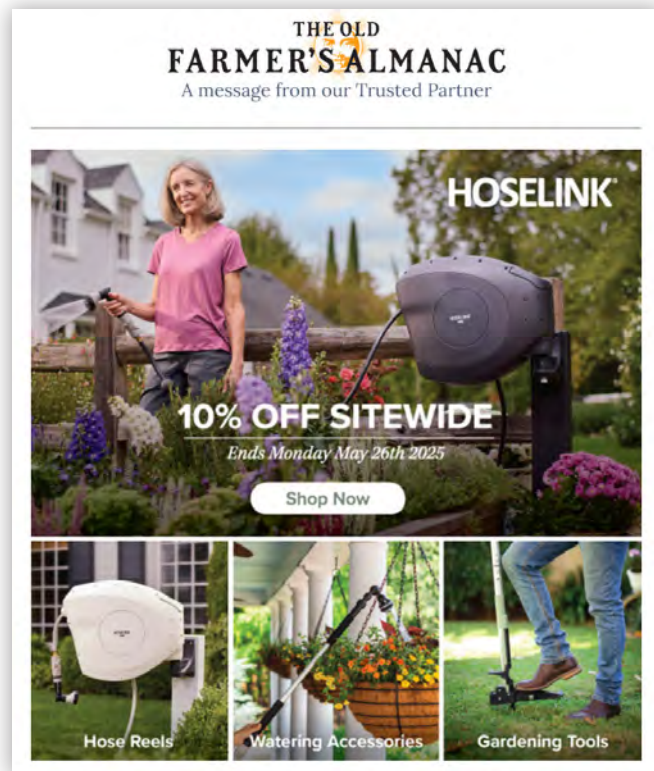


142K

followers

EMAIL MARKETING: SHOPPE NEWSLETTER

DEDICATED CONTENT, CREATIVE PROVIDED BY SPONSOR/ADVERTISER



OVERVIEW

Reach up to 500K opt-in subscribers per send

Components:

580x580 ad/creative
+
URL link

Two Options to Meet Any Budget:

200,000 subscribers
or
500,000 subscribers

Best Practices:

Provide a strong offer (tailored specifically to the OFA audience) to increase click-through rate.

Once on your site, provide an email/data capture opportunity.

EMAIL MARKETING: DAILY COMPANION NEWSLETTER

NATIVE AD PACKAGE

The screenshot shows a newsletter layout. At the top, it says 'DAILY ALMANAC' and 'Thursday, April 3, 2025'. Below the header is a large image of a garden path. A red arrow labeled 'Our Article' points to a section titled 'PLANTING POTATOES IN STRAW (NO-DIG)'. This section includes a video thumbnail of a man holding potatoes, a large image of potatoes, and a 'WATCH VIDEO' button. Below this is an advertisement for 'FROM OUR FARM TO YOUR GARDEN' featuring images of various potato varieties and a 'LEARN MORE' button. A red arrow labeled 'Your Ad' points to this advertisement.

GROW YOUR REACH WITH NATIVE AD POWER

Our popular Native Ad package just got better. We've added a 4th ad at a special rate.

Why advertise this season?

Each season brings with it new opportunities to reach your next customer. We will work with you to align your ad with the most relevant articles from our editors.

Here's what we're writing about:

- Planting from seeds and bulbs
- Planning this year's garden
- Houseplants and container gardening
- Planting for bees, butterflies and hummingbirds
- Garden pest management
- Chickens
- Harvesting, storing, canning and preserving
- Health, natural remedies and everyday wellness
- Seasonal food, cooking and recipes

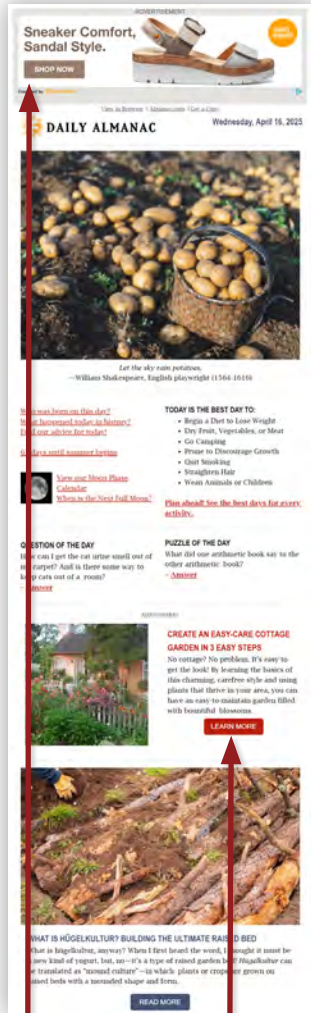
*For a full list of articles, please contact us. We'll find the best editorial alignment for your business.

Native ads include: Headline, thumbnail image, text and link.

Looking to sponsor the article, ask us about our article sponsorships!

ARTICLE SPONSORSHIP

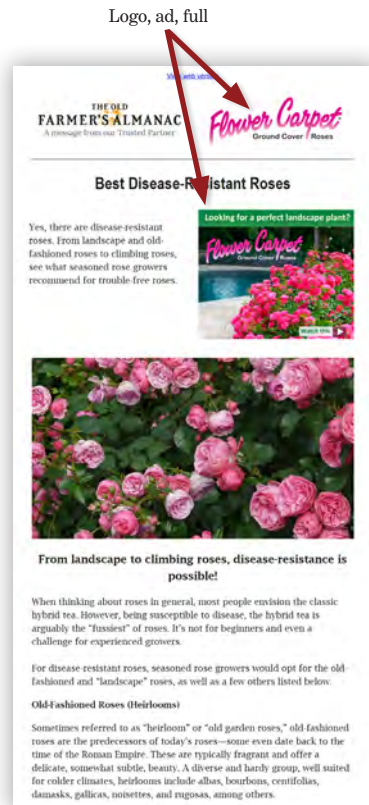
Companion Newsletter



570x325 or 300x250
Links to client site

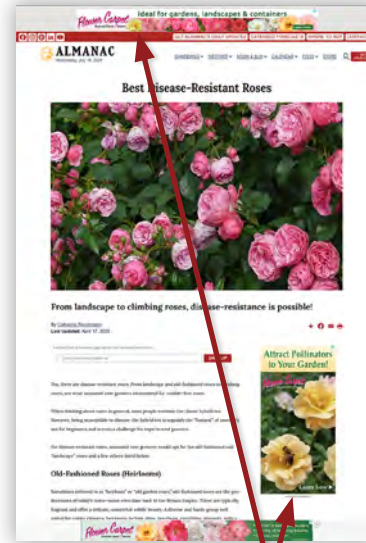
Native Ad
Links to client

Focus Newsletter



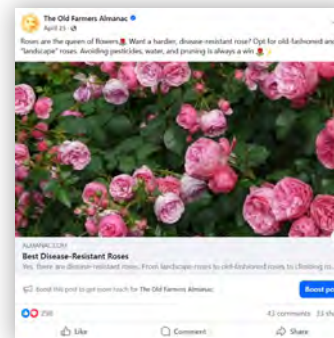
Logo, ad, full

Article Page



Own all the ad spots on page

Facebook



OVERVIEW

Content alignment ad program

Roadblock your ads alongside Almanac digital articles about like-minded content.

Market your product to our audience at a time they are interested in similar content.

Minimum Package Components:

- 1 OFA article sponsored (1 month)
- +
- 1 Facebook sponsored post (drives to sponsored article)
- +
- 1 Companion newsletter native ad (drives to sponsored article)
- +
- 2 Companion newsletter native ads (drives to your website)
- +
- 1 Companion newsletter sponsorship (300x250 ad)
- +
- 1 Focus email about the article (drives to your site & article page)

ARTICLE SPONSORSHIP

OVERVIEW

Duration:

Minimum one month

Goals:

Align brand with OFA brand, trusted by our audience

Drive visitation to the client website

Incorporate organic link to client website within article where relevant



If you are looking for a campaign to **build brand awareness** and includes direct audience drivers, the article sponsorship is a popular choice among our leading partners.

This campaign provides you a month-long sponsorship of a content-appropriate article on Almanac.com. Plus social and email marketing assets driving our audience to your sponsored article and your website.

Program Assets:

- Almanac will work closely with you to select an existing OFA digital article to sponsor (an article that complements your brand/product).
 - Ad units (roadblocked, providing 100% SOV): 728x90 or 970x90, 300x600 and 320x50
 - Organic embedded link within the article directed to client’s website.
- Social and eNewsletter promotion
 - 1 Facebook post on Almanac page promoting article. Drives directly to the article on Almanac.com.
 - 1 Focus newsletter with the article contained within the newsletter, including 300x250 ad unit and embedded link to client’s site
 - Native Ads within Companion Newsletter.
 - 1 Native ad about the article and linking to the sponsored article on Almanac.com.
 - 2 Native ads from client and linking to the client’s website.
- 1 Companion sponsorship (300x250). Ad drives to client’s website

Example Schedule

	Week 1	Week 2	Week 3	Week 4
eNewsletter: Native Ad (article)	X			
eNewsletter: Native Ad (client)		X		X
eNewsletter: 300x250 Sponsorship			X	
Facebook Post	X			
eNewsletter: Focus			X	
Article Sponsorship	X	X	X	X