Extend Your Brand to America’s Affluent Rural Audience

Discover highly engaged customers

There is growth in the country as thousands of rural consumers find their dreams outside the city. The rural lifestyle market consists of buyers who are already living the country life – and those who are considering it. These mainstream rural consumers enjoy a higher-than-average income – and they spend their extra cash on their homes, gardens, livestock and equipment.

- More than 36% of all farms are considered recreational/lifestyle farms, with an additional 21% considered retirement farms.
- Small farms are growing because of better technology and farming techniques, rising demand for organic and local produce, and more direct-to-consumer sales (i.e., farmers’ markets).

Grit reaches this growing and lucrative rural market. We take your brand directly into the kitchens, gardens, pastures, backyards and smartphones of rural America. Our rural readers are looking for products and services such as lawn and property maintenance equipment, livestock and pet products, tillers and more.

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RURAL
- 28 average acres owned
- 85% live in C & D counties
- 79% of households own a pickup truck

SELF-SUFFICIENT
- 94% garden
- 89% cook from scratch
- 83% bake from scratch

MAINTAIN PROPERTY
- 71% plan to build or renovate a barn, shed, or outbuilding
- 63% use fencing
- 53% own a tractor

OUTDOOR ENTHUSIASTS
- 98% own outdoor clothing
- 87% participate in outdoor recreational activities
- 82% own hunting equipment
- 75% own fishing equipment

ENGAGED
- 2 hours spent reading each issue
- Refer back to an issue 3.4 times
- 88% have taken action as a result of reading advertisements in Grit

Source: 2017 publisher’s own data
Demographics & Audience

- Average age: 49*
- Average HHI: $76,250
- Average value of owned home: $266,779
- Average acres owned: 28

<table>
<thead>
<tr>
<th>GENDER</th>
<th>% of readers</th>
<th>HHI</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>50%</td>
<td>Less than $20,000</td>
<td>12%</td>
</tr>
<tr>
<td>Women</td>
<td>50%</td>
<td>$20,000-$29,999</td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$30,000-$39,999</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$40,000-$49,999</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$50,000-$74,999</td>
<td>20%</td>
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<tr>
<td></td>
<td></td>
<td>$75,000-$99,999</td>
<td>12%</td>
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<tr>
<td></td>
<td></td>
<td>$100,000-$124,999</td>
<td>14%</td>
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<td></td>
<td></td>
<td>$125,000-$149,999</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$150,000 or more</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>% of readers</th>
<th>AREA OF RESIDENCE</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended/graduated college</td>
<td>77%</td>
<td>County size A</td>
<td>4%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>10%</td>
<td>County size B</td>
<td>11%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>6%</td>
<td>County size C</td>
<td>10%</td>
</tr>
<tr>
<td>Attended college</td>
<td>61%</td>
<td>County size D</td>
<td>75%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>% of readers</th>
<th>HOME</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>6%</td>
<td>Home owned</td>
<td>90%</td>
</tr>
<tr>
<td>25-34</td>
<td>16%</td>
<td>Home value:</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
<td>$500,000+</td>
<td>12%</td>
</tr>
<tr>
<td>45-54</td>
<td>20%</td>
<td>$200,000-$499,999</td>
<td>38%</td>
</tr>
<tr>
<td>55-64</td>
<td>25%</td>
<td>$100,000-$199,999</td>
<td>27%</td>
</tr>
<tr>
<td>65 or older</td>
<td>14%</td>
<td>$50,000-$99,999</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less than $50,000</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: 2017 publisher’s own data
*Google Analytics
Total Audience: 1.8 MIL*

Subscriptions: 134K
Single Copy Sales: 20K
National Paid Circulation: 154K

Total Print Audience: 631K

Average Monthly Unique Visitors: 235K

Source: 2017 publisher’s own data
*Print, online, newsletters and social media.
more complex. Let's start from square one and go from there. Mechanical means that we are ignorant of re-making basics with limited technology. So, have been shaped and transformed by re and its myriad uses, even to the present day.

Humans first learned to create fire, that moment forever changed us: We rose Essentials of fire making that holds a spark or flame long enough before must have three components working to-

Cutline dept Cutline dept Cutline dept

SPRING GREEN SALAD

Yields 6 servings.

SPRING FRESH MENU

Yields 6 to 8 servings.

What Makes Grit Essential Reading for Rural Consumers?

Grit’s small-scale farmers tackle each day with a practical, self-sufficient attitude, which in turn influences their investments in tools, supplies and lifestyle. We deliver reliable, in-depth content that helps them wade through the mass of information and identify the most practical strategies to help them better their family’s home, farm and life.

- GARDENING
- DO-IT-YOURSELF HOMESTEAD PROJECTS
- MACHINERY & TOOLS
- LIVESTOCK
- FROM-SCRATCH COOKING
- WILDERNESS & WILDLIFE
Reach Your Audience
With Pinpoint Accuracy

Special issues are reference collections of articles on a single subject. Each special issue is 100 full-color pages of tips, information and instructions on the topics our audience of sustainable consumers wants, and is limited to only 10 pages of ads, giving your product or service high visibility and premium placement.

- HUNTING
- CHICKENS
- BREAD
- SURVIVAL
- BARNYARD ANIMALS
- DIY BARN PROJECTS
- BEES
Convergent Media: Your Ultimate Marketing Solution

For all our clients, we provide a full-scale content marketing department that can research and respond to the questions and challenges facing your business. Our 360° marketing solutions extend well beyond the page. From innovative online tools and sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI. With our sister publications combined, you can reach a total audience of more than 16 million – the ultimate destination for promoting your products and services.
Convergent media is the next frontier in your marketing strategy. Start by joining the conversation through traditional print advertising in the pages of *Grit*. Our readers are informed, engaged and loyal to our brand and its mission.

**CLOSING DATES**

**Jan/Feb 2018**
- Ad close: 10/30/17
- Materials due: 11/2/17
- On sale: 12/19/17

**Mar/Apr 2018**
- Ad close: 1/2/18
- Materials due: 1/4/18
- On sale: 2/20/18

**May/Jun 2018**
- Ad close: 2/26/18
- Materials due: 3/1/18
- On sale: 4/17/18

**Jul/Aug 2018**
- Ad close: 4/30/18
- Materials due: 5/3/18
- On sale: 6/19/18

**Sept/Oct 2018**
- Ad close: 6/25/18
- Materials due: 6/28/18
- On sale: 8/14/18

**Nov/Dec 2018**
- Ad close: 8/27/18
- Materials due: 8/30/18
- On sale: 10/16/18

**Country Skills Series**

**Spring 2018**
- Ad close: 12/1/17
- Materials due: 12/6/17
- On sale: 2/13/18

**Summer 2018**
- Ad close: 3/12/18
- Materials due: 3/15/18
- On sale: 5/15/18

**Fall 2018**
- Ad close: 6/4/18
- Materials due: 6/7/18
- On sale: 8/21/18

**Winter 2018**
- Ad close: 9/10/18
- Materials due: 9/13/18
- On sale: 11/13/18

**Barnyard Series**

**Spring 2018**
- Ad close: 12/10/17
- Materials due: 12/14/17
- On sale: 2/13/18

**Summer 2018**
- Ad close: 6/25/18
- Materials due: 6/28/18
- On sale: 8/28/18

**Winter 2018**
- Ad close: 10/2/18
- Materials due: 10/4/18
- On sale: 11/27/18

**Special Interest Publications**

**Print Advertising**

Convergent media is the next frontier in your marketing strategy. Start by joining the conversation through traditional print advertising in the pages of *Grit*. Our readers are informed, engaged and loyal to our brand and its mission.
Engage Readers to Build Trust

Rural and sustainable lifestyle audiences trust our brands to provide detailed information on the tools, skills, and techniques that enable their passion. Our print offerings give brands the opportunity to showcase their leadership in their fields of expertise. Whether you piggyback on an existing article with a sponsored sidebar, provide pages of detailed information with an advertorial, or feature your product line alongside our editor picks, print placement guarantees performance.

- CREATE AN ADVERTORIAL
Your advertorial package will be built by one of our creative teams, and promoted through a custom digital strategy.

- SPONSOR A SIDEBAR
Sponsored content links your expertise to our authoritative articles, placing your brand and services in a place that feels like a seamless and logical extension of our editorial pages.
Build Your Community

Our brands have always delivered dynamic content to engaged communities. We deliver to physical mailboxes; we deliver to email accounts; and we put magazines on community newsstands. Social media runs that model in reverse. By using content to build community, our native social media packages build an immediate community around your products. Whether on Facebook or YouTube, conversations about your product create instant connections—and those connections lead to large-scale action.

**INTERACTIVE POSTS**
Maximize engagement with sponsored content via live video streaming, product demonstrations and special guest collaborations.

**SOCIAL MEDIA EXPOSURE**
Sponsor videos, contests and other content on the most popular and infectious social media sites and apps.
Reach Your Target Audience with Pinpoint Accuracy

You can be confident that we assign a slew of wordsmiths, videographers, and designers to every campaign. But our involvement doesn’t stop there. Our creative marketing team is backed by a crew of digital analysts who wield audience development and targeting programs to tackle datasets at every scale.

This means that we can deliver relevant content to the specific audience of your choosing, or we can strategize the most effective targets for content based on your goals.

■ NEWSLETTER ADVERTISEMENTS

We deliver in-depth articles perfectly tailored to our readers’ interests every week, equipped with instant social media sharing capability.

■ CUSTOM EMAILS

Digitally target your email delivery to a dedicated audience or work with us to build a topical newsletter that will drive traffic to your business.
Bringing Our Editorial Mission to Life

We are happy to be part of the Mother Earth News family, which hosts fairs and interactive events all over the United States for passionate consumers invested in sustainable living and rural traditions. They're looking for eco-friendly household and cleaning products, renewable energy systems, gardening supplies, organic food, quality farm equipment, and much more.

Live events target people in our hands-on demographic, who come ready to learn about the best practices and products on the market. Our events provide hundreds of expert workshops and memorable product demonstrations. Strategic exposure at these events will build your brand’s credibility with our active audience while integrating your brand into the foundation of a memorable experience.

We invite all participating businesses to get interactive! Have an interesting idea to engage audience members? Submit it for a chance to be included as a featured demonstration!

2018 Schedule *

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belton, Texas</td>
<td>Feb. 17-18</td>
</tr>
<tr>
<td>Asheville, N.C.</td>
<td>April 28-29</td>
</tr>
<tr>
<td>Seven Springs, Pa.</td>
<td>Sept. 14-16</td>
</tr>
<tr>
<td>Topeka, Kan.</td>
<td>Oct. 13-14</td>
</tr>
</tbody>
</table>

*All tentative dates and locations are subject to change until confirmed. For more information: www.motherearthnews.com/mother-earth-news-events
2018 Specifications

We require all print ads to be supplied electronically to the following specifications:

PRINT FILE FORMATS: PDF/X-1a files or Macintosh InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Macintosh Quark files, Photoshop Tiffs and Illustrator EPS files (no TIFF-It, JPEG or GIF files, please). Send all support files that are incorporated into your ad (e.g., fonts, logos, images, etc.). All images must be at least 300 dpi. When submitting EPS files from Adobe Illustrator, be sure to convert all text to outlines before saving the file. We cannot accept TrueType fonts. Please note: All native files will be converted to PDF/X-1a files, and the publisher does not guarantee exact replication.

All colors must be in CMYK format: no RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

Thin lines, fine serifs and medium to small type should be restricted to one color and not reversed. As a guideline, reverse type and line art should not be less than .007” (equivalent to a 1/2 pt. rule) at the thinnest part of a character or rule.

Rich blacks should not exceed 280% and 100% is recommended for the black channel. Using 4-color black type on small type is not recommended.

SUBMITTING MATERIALS:

Email: Ads (no larger than 10 megabytes) can be emailed to afisher@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:
• Enter recipient email address: afisher@ogdenpubs.com and your email address.
• Select file and send it.

Ogden FTP Site:
• Install FTP software on your computer (www.filezilla-project.org).
• Log on to FTP address ftp.oweb.net.
• Enter login: ogdenpubs-guest (lower case).
• Enter confidential password: t017pa (lower case).
• Upload file/files in the grit folder within the ADS_IN folder. Save any Mac Files as Macbinaryii.
• Email afisher@ogdenpubs.com or fax a hard copy to (785) 274-4316 to let us know the file has been uploaded with information about the software used.

Please note that any files sent through email or FTP must be compressed. Please verify receipt of all emailed/FTP ads.

CD-ROM or DVD: Submit ads on a Macintosh-formatted CD-ROM or DVD. They must be accompanied by an accurate digital proof.

All ads are electronically archived for two years. Materials not in compliance with our published requirements will be accepted only at the publisher’s discretion. Additional production work for materials that do not meet our specifications may be billed at prevailing rates.

PRINT AD SPECIFICATIONS

<table>
<thead>
<tr>
<th>Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.5” x 10”</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8.25” x 10.75”</td>
</tr>
<tr>
<td>2 pg spread, bleed</td>
<td>16.25” x 10.75”</td>
</tr>
<tr>
<td>1/2 pg spread, bleed</td>
<td>16.25” x 5.25”</td>
</tr>
<tr>
<td>1/2 pg horizontal</td>
<td>7” x 4.5”</td>
</tr>
<tr>
<td>1/2 pg horizontal, bleed</td>
<td>8.25” x 5.375”</td>
</tr>
<tr>
<td>1/2 pg island</td>
<td>4.5” x 7”</td>
</tr>
<tr>
<td>2/3 pg vertical</td>
<td>4.5” x 9.75”</td>
</tr>
<tr>
<td>1/3 pg vertical</td>
<td>2.125” x 9.75”</td>
</tr>
<tr>
<td>1/3 pg square</td>
<td>4.5” x 4.5”</td>
</tr>
<tr>
<td>1/6 pg vertical</td>
<td>2.125” x 4.5”</td>
</tr>
<tr>
<td>1/6 pg horizontal</td>
<td>4.5” x 2.125”</td>
</tr>
<tr>
<td>1/9 pg</td>
<td>2.125” x 3”</td>
</tr>
<tr>
<td>1/12 pg</td>
<td>2.125” x 2.5”</td>
</tr>
<tr>
<td>2 inches</td>
<td>2.125” x 2”</td>
</tr>
<tr>
<td>1 inch</td>
<td>2.125” x 1”</td>
</tr>
</tbody>
</table>

Image area of all full bleed ads must extend 1/8” minimum beyond trim. Live area must have 1/4” allowance from trim on all four sides. 2-page spreads should have live area 1/2” in from the trim on all 4 sides and gutters.

Full page trim size: 8” x 10.5”
Half page trim size: 8” x 5.25”

ONLINE AD SPECIFICATIONS

RUN-OF-SITE ADVERTISING:
Leaderboard (728 x 90)
Skyscraper (160 x 600)
Double Skyscraper (300 x 600)
Jumbo Box (300 x 250)

NEWSLETTER ADVERTISING:
Banner Ad (468 x 60)
Skyscraper (160 x 600)
Jumbo Box (300 x 250)

TEXT AD – logo (150 x 150) + 50 words
MOBILE ADVERTISING:
Banner (300 x 50)
Jumbo Box (300 x 250)

FILE SIZE: 40kb or less at 72 dpi
ACCEPTED AD FORMATS:
GIF, GIF89, Animated GIF, JPEG. All ads should include a click-through URL. All ads may include an alternate text description.

(Website only) HTML/JavaScript (DHTML). Locally hosted on ad servers, these HTML and JavaScript ads can consist of text, images, pull-down menus and/or formats.

VIDEO ADVERTISING FORMATS:
.mp4 or .wmv; 4:3 aspect ratio

DIGITAL MATERIAL SUBMISSION: Send all ads to: lmathews@ogdenpubs.com. Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.