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.
RURAL
- 29 average acres owned
- 90% live in C & D counties
- 77% own livestock

SELF-SUFFICIENT
- 98% garden
- 81% bake from scratch
- 92% cook from scratch

MAINTAIN PROPERTY
- 70% use fencing
- 65% plan to build or renovate a barn, shed, or outbuilding
- 49% own a tractor

OUTDOOR EnTHUSIASTS
- 91% participate in outdoor recreational activities
- 97% own outdoor clothing
- 88% own hunting equipment
- 81% own fishing equipment

ENGAGED
- 2 hours spent reading each issue
- Refer back to an issue 3.8 times
- 89% have taken action as a result of reading advertisements in Grit

Source: 2016 publisher’s own data
Demographics & Audience

- Average age: 49*
- Average HHI: $80,274
- Average value of owned home: $285,664
- Average acres owned: 29

<table>
<thead>
<tr>
<th>GENDER</th>
<th>% of readers</th>
<th>EDUCATION</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>48%</td>
<td>Attended/graduated college 78%</td>
<td></td>
</tr>
<tr>
<td>Women</td>
<td>52%</td>
<td>Postgraduate degree 16%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Graduated college plus 6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Attended college 56%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>% of readers</th>
<th>HHI</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>6%</td>
<td>Less than $20,000 10%</td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>16%</td>
<td>$20,000-$29,999 8%</td>
<td></td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
<td>$30,000-$39,999 6%</td>
<td></td>
</tr>
<tr>
<td>45-54</td>
<td>20%</td>
<td>$40,000-$49,999 7%</td>
<td></td>
</tr>
<tr>
<td>55-64</td>
<td>25%</td>
<td>$50,000-$74,999 23%</td>
<td></td>
</tr>
<tr>
<td>65 or older</td>
<td>13%</td>
<td>$75,000-$99,999 16%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100,000-$124,999 12%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$125,000-$149,999 6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$150,000 or more 12%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOME</th>
<th>% of readers</th>
<th>AREA OF RESIDENCE</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home owned</td>
<td>93%</td>
<td>County size A 2%</td>
<td></td>
</tr>
<tr>
<td>Home value:</td>
<td></td>
<td>County size B 8%</td>
<td></td>
</tr>
<tr>
<td>$500,000+</td>
<td>14%</td>
<td>County size C 18%</td>
<td></td>
</tr>
<tr>
<td>$200,000-$499,999</td>
<td>39%</td>
<td>County size D 72%</td>
<td></td>
</tr>
<tr>
<td>$100,000-$199,999</td>
<td>35%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: 2016 publisher’s own data
*Google Analytics
535k **Print Audience**

292k **Average Monthly Unique Visitors**

643k **Average Monthly Page Views**

96k **Newsletter Subscribers**

500k **Facebook Likes**

Total Audience: 1.2 MIL*

Subscriptions: 141,000

Single Copy Sales: 21,000

National Paid Circulation: 162,000

Total Print Audience: 535,000

Average Monthly Unique Visitors: 292,000

Source: 2016 publisher’s own data

*Print, online and newsletter.
By Stacy Tornio

Extend your growing season by months with an inexpensive do-it-yourself hoop house.

You don't have to have a big, expensive greenhouse to extend your garden's growing season. Thanks to a lovely invention called the hoop house, you can build one yourself without spending a lot of time or money.

To help you sort through all the designs and options, I recently sat down with Steve Marshall, one of the largest vegetable and herb producers in the United States. Freeman Agnew is horticulturist and head grower for Bonnie, and he says hoop houses are perfect for your garden, if you're looking to extend your growing season.

Check with a nearby greenhouse facility in your area. They can help you extend your growing season, and they use them in their own backyard gardening. He shares easy tips of his own to save money.

It's one of the best ways to help them extend their growing season, and he uses hoop houses to great advantage in his own backyard gardening. He shares easy tips of his own to save money.

For the first time ever, Marshall has made his one-of-a-kind hoop house design available to readers. The materials used to build this hoop house should be sourced from a cedar swamp or swale nearby.

The hoop house is designed by Marshall, you're going to have to go out to the cedar swamp to get it. But, the work is worth it, and he uses hoop houses to great advantage in his own backyard gardening. He shares easy tips of his own to save money.

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 New Sustainable Lifestyle Customers

*Grit* magazine provides you with multiple channels to reach a unique and passionate audience of sustainable rural lifestyle consumers. In fact, you can meet them face to face via the *Mother Earth News Fair*. Each year we bring thousands of excited people to our vast eco-friendly marketplace for family-friendly fun and learning. They’re looking for sustainable household and cleaning products, renewable energy systems, gardening supplies, organic food, quality farm equipment, property improvement materials, and much more.

**2017 SCHEDULE**

<table>
<thead>
<tr>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belton, Texas</td>
<td>Feb. 18-19</td>
</tr>
<tr>
<td>Asheville, N.C.</td>
<td>May 6-7</td>
</tr>
<tr>
<td>Burlington, Vt.</td>
<td>June 10-11</td>
</tr>
<tr>
<td>Albany, Ore.</td>
<td>Aug. 5-6</td>
</tr>
<tr>
<td>Seven Springs, Pa.</td>
<td>Sept. 15-17</td>
</tr>
<tr>
<td>Topeka, Kan.</td>
<td>Sept. 15-17</td>
</tr>
<tr>
<td>Topeka, Kan.</td>
<td>Oct. 21-22</td>
</tr>
</tbody>
</table>

*All tentative dates and locations are subject to change until confirmed. For more information: [www.motherearthnews.com/events](http://www.motherearthnews.com/events)*
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.

- Backyard Rabbits
- Chickens
- Homesteading
- DIY
Closing Dates

Jan/Feb 2017
Ad close: 10/31/16
Materials due: 11/2/16
On sale: 12/20/16

Mar/Apr 2017
Ad close: 1/2/17
Materials due: 1/5/17
On sale: 2/21/17

May/Jun 2017
Ad close: 2/27/17
Materials due: 3/2/17
On sale: 4/18/17

Jul/Aug 2017
Ad close: 5/1/17
Materials due: 5/4/17
On sale: 6/20/17

Sept/Oct 2017
Ad close: 6/26/17
Materials due: 6/29/17
On sale: 8/15/17

Nov/Dec 2017
Ad close: 8/28/17
Materials due: 8/31/17
On sale: 10/17/17

Special Interest Publications

COUNTRY SKILLS SERIES
Spring 2017
Ad close: 12/2/16
Materials due: 12/7/16
On sale: 2/14/17

Summer 2017
Ad close: 3/13/17
Materials due: 3/16/17
On sale: 5/16/17

Fall 2017
Ad close: 6/5/17
Materials due: 6/8/17
On sale: 8/22/17

Winter 2017
Ad close: 9/11/17
Materials due: 9/14/17
On sale: 11/14/17

BARNYARD SERIES
Spring 2017
Ad close: 12/12/16
Materials due: 12/15/16
On sale: 2/14/17

Summer 2017
Ad close: 6/26/17
Materials due: 6/29/17
On sale: 8/29/17

Winter 2017
Ad close: 10/2/17
Materials due: 10/5/17
On sale: 11/28/17
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. (PC users can download an FTP program called WS FTP and Mac users can download an FTP program called Fetch from www. Download.com.)
• 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.
• E-mail 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>Ad 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 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.

Trim size: 8” x 10.5”

## 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)
- Text Ad – logo (150 x 150) + 50 words

**MOBILE ADVERTISING:**
- Banner (300x50)
- Jumbo Box (300x250)

**FILE SIZE:** 40kb or less at 72 dpi (larger for Flash)

**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)/Flash (URL embedded). 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.