2018 MEDIA KIT
Reach Out to Women Invested in Their Health

The number of people interested in managing their health, preventing chronic ailments and aging gracefully grows every year. For an example, we can look to the explosive rise of the natural health supplements market—valued at approximately $36 million in 2016, this market is expected to reach $68 million by the end of 2024. More and more, people realize the keys to good health are found in nature: nutritious, organic foods; moving our bodies daily; and lifestyle habits that emphasize stress management, time spent in nature and a connection with others.

Despite the seeming simplicity of this advice, living well and maintaining our health is a perennially complex topic in our modern world. *Mother Earth Living* acts as a reliable friend and guide to those interested in creating a healthy home and lifestyle for themselves and their families, a trusted resource readers turn to for science-backed information and high-quality product recommendations. As an advertiser, you become a part of that voice and a critical resource to this important block of consumers, reaching engaged sustainable lifestyle consumers via one easy, targeted and effective buy.
AUDIENCE RESEARCH

THEY STAY HEALTHY NATURALLY
- 91% use vitamin supplements
- 86% participate in regular exercise
- 84% have purchased natural or organic food in the past 30 days
- 76% are willing to pay more for organic foods and products

THEY FEED THEIR FAMILIES HOMEMADE PRODUCE
- 99% feel it is important to use organic gardening methods
- 96% garden
- 84% grow herbs

THEY CARE ABOUT THE ENVIRONMENT AND FAIR TRADE
- 92% consider the environmental impact of their purchases
- 85% are willing to pay more for products that promote fair trade
- 84% are willing to pay a higher price for products and services that are environmentally friendly

THEY PAY ATTENTION TO THEIR NUTRITION
- 96% cook from scratch
- 86% bake from scratch
- 79% use herbs in food preparation

Source: 2017 Custom Study
Demographics & Audience

- Average age: 45*
- Average HHI: $72,159
- Average value of owned home: $274,497

<table>
<thead>
<tr>
<th>GENDER</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>89%</td>
</tr>
<tr>
<td>Men</td>
<td>11%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>% of readers</th>
</tr>
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<tbody>
<tr>
<td>Attended/graduated college</td>
<td>81%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>15%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>7%</td>
</tr>
<tr>
<td>Attended college</td>
<td>59%</td>
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<table>
<thead>
<tr>
<th>AGE</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>18-24</td>
<td>11%</td>
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<tr>
<td>25-34</td>
<td>21%</td>
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<td>35-44</td>
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<td>45-54</td>
<td>17%</td>
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<tr>
<td>55-64</td>
<td>20%</td>
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<tr>
<td>65 or older</td>
<td>11%</td>
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<table>
<thead>
<tr>
<th>HOME</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>Home owned</td>
<td>90%</td>
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<tr>
<td>Home value:</td>
<td></td>
</tr>
<tr>
<td>$500,000+</td>
<td>12%</td>
</tr>
<tr>
<td>$200,000-$499,999</td>
<td>40%</td>
</tr>
<tr>
<td>$100,000-$199,999</td>
<td>28%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>15%</td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>5%</td>
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</table>

<table>
<thead>
<tr>
<th>HHI</th>
<th>% of readers</th>
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<td>$150,000 or more</td>
<td>7%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>5%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>15%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>12%</td>
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<tr>
<td>$40,000-$49,999</td>
<td>8%</td>
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<tr>
<td>$30,000-$39,999</td>
<td>6%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>13%</td>
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<tr>
<td>Less than $20,000</td>
<td>10%</td>
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<table>
<thead>
<tr>
<th>AREA OF RESIDENCE</th>
<th>% of readers</th>
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<tr>
<td>County size A</td>
<td>6%</td>
</tr>
<tr>
<td>County size B</td>
<td>24%</td>
</tr>
<tr>
<td>County size C</td>
<td>26%</td>
</tr>
<tr>
<td>County size D</td>
<td>44%</td>
</tr>
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* Google Analytics
Source: 2017 Custom Study
Total Audience: 2.6 MIL*

Subscriptions: 54.5K
Single Copy Sales: 25K
National Paid Circulation: 79.5K
Total Print Audience: 350K

Average Monthly Unique Visitors: 460K

* Print, online and newsletters

Source: 2017 publisher’s own data
Living Well Naturally

Our mission is to help readers create naturally healthy homes and families — to feel their best using the wisdom of nature. Mother Earth Living is the ultimate guide to living the good life — inspired by and connected with nature. Today more than ever, it’s easy to become overwhelmed by the vast amount of information, products and unproven claims. Mother Earth Living is here to help sort out the real, time-honored and scientifically backed practices that yield results — whether it’s perfectly baked whole-grain bread, a better night’s sleep, or an easy and productive herb garden.

- NATURAL HEALTH
- FOOD AND RECIPES
- ORGANIC GARDENING
- HEALTHY HOMES
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 want, and is strictly limited to only 10 pages of ads, giving your product or service high visibility and premium placement.

OUR 2018 SPECIAL INTEREST TOPICS INCLUDE:

- Unknown Herbs
- Mediterranean Herbs
- Ginger
- Super Herbs
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 Mother Earth Living. Our readers are informed, engaged and loyal to our brand and its mission.

Closing Dates

**Jan./Feb. 2018**
Ad close: 10/13/17
Materials due: 10/18/17
On sale: 12/12/17

**March/April 2018**
Ad close: 12/15/17
Materials due: 12/20/17
On sale: 2/20/18

**May/June 2018**
Ad close: 2/9/18
Materials due: 2/14/18
On sale: 4/17/18

**July/Aug. 2018**
Ad close: 6/9/18
Materials due: 6/13/18
On sale: 8/8/18

**Sept./Oct. 2018**
Ad close: 8/10/18
Materials due: 8/15/18
On sale: 10/9/18

**Nov./Dec. 2018**
Ad close: 10/12/18
Materials due: 10/17/18
On sale: 12/11/18

**Spring 2018**
Ad close: 1/12/18
Materials due: 1/18/18
On sale: 3/13/18

**Summer 2018**
Ad close: 4/13/18
Materials due: 4/18/18
On sale: 6/12/18

**Fall 2018**
Ad close: 7/13/18
Materials due: 7/18/18
On sale: 9/11/18

**Winter 2018**
Ad close: 10/12/18
Materials due: 10/17/18
On sale: 12/11/18

Special Interest Publications

**HERB COMPANION SERIES**

**Spring 2018**
Ad close: 1/12/18
Materials due: 1/18/18
On sale: 3/13/18

**Summer 2018**
Ad close: 4/13/18
Materials due: 4/18/18
On sale: 6/12/18

**Fall 2018**
Ad close: 7/13/18
Materials due: 7/18/18
On sale: 9/11/18

**Winter 2018**
Ad close: 10/12/18
Materials due: 10/17/18
On sale: 12/11/18
PRINT INTEGRATION

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 passions. 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, Pinterest or Instagram, conversations about your product create instant connections — and those connections lead to large-scale action.

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

- SOCIAL MEDIA EXPOSURE
  Sponsor pins, boards and contests on Pinterest + 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 native content to the specific audience of your choosing, or we can strategize the most effective targets for content based on your goals. When it comes to digital targeting, we can deliver precisely what you need to the audience you want.

- **NEWSLETTER ADVERTISEMENTS**
  We deliver in-depth articles perfectly tailored to our readers’ interests every week, equipped with instant social media sharing capability.
Mother Earth News Fair 2.0: A New Interactive Experience!

Mother Earth Living provides you with multiple channels to reach our 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 passionate 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.

We’re strengthening our commitment to interactive programming in 2018, replacing many presentation-style workshops with demonstrations that provide a more hands-on experience. Attendees will have the opportunity to preserve their own food, test garden tools, weave fiber, make tinctures, and more! We invite all participating businesses to get interactive! Have an interesting idea to engage audience members? Submit it for a chance to be listed as a featured demonstration in the scheduled program!

2018 SCHEDULE *

Belton, Texas
Feb. 17-18

Seven Springs, Pa.
Sept. 14-16

Asheville, N.C.
April 28-29

Topeka, Kan.
Oct. 13-14

*All tentative dates and locations are subject to change until confirmed.

For more information: www.motherearthnews.com/mother-earth-news-events

AUDIENCE ENGAGEMENT

The MOTHER EARTH NEWS FAIRS are fun-filled, family-oriented sustainable lifestyle events that feature hundreds of practical workshops from the leading authorities.
2018 Specifications

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

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

Other acceptable files include 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 lmathews@ogdenpubs.com. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:
• Enter recipient email address: lmathews@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 Mother Earth Living folder within the ADS_IN folder.
• Email lmathews@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

| Full page | 7.5" x 10" |
| Full page with bleed | 8.25" x 10.75" |
| 2 pg spread, bleed | 16.25" x 10.75" |
| 1/2 pg spread, bleed | 16.25" x 5.25" |
| 1/2 pg horizontal | 7" x 4.5" |
| 1/2 pg horizontal, bleed | 8.25" x 5.375" |
| 1/2 pg island | 4.5" x 7" |
| 2/3 pg vertical | 4.5" x 9.75" |
| 1/3 pg vertical | 2.125" x 9.75" |
| 1/3 pg square | 4.5" x 4.5" |
| 1/6 pg vertical | 2.125" x 4.5" |
| 1/6 pg horizontal | 4.5" x 2.125" |
| 1/9 pg | 2.125" x 3" |
| 1/12 pg | 2.125" x 2.5" |
| 2 inches | 2.125" x 2" |
| 1 inch | 2.125" x 1" |

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)

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.

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