

# fermentation

microbes + time = food & drink







## Fermentation Is on Fire

Humans have used fermentation for centuries to preserve food, and we now know that the process can increase nutritional value. It can improve digestion, boost immunity, and help people maintain a healthy weight. And not only is fermentation at the forefront of research and dietary development, it sits at the intersection of two trends that define today's eating patterns: the demand for natural products and food as medicine.

- The global fermented ingredients market is expected to be worth \$40 billion by 2022. Increasing demand for probiotics, coupled with a rising preference for nutrition-rich food, is expected to be among the key factors driving the growth of the global fermented ingredients market.
- The kombucha market is anticipated to reach \$1.8 billion in sales by 2019, growing annually by 15%. North America and Europe are the biggest players, sharing 50% of the market.
- The recent focus on gut health has consumers turning to naturally preserved foods. This means that fermentation has swept the restaurant industry, with a staggering 149% increase on menus (which made it the biggest trend in 2018).



# Demographics & Audience Research

- Average age: 50\*
- Average HHI: \$78,725
- Average value of owned home: \$258,000

	% of readers
<b>GENDER</b>	
Men	48%
Women	52%

<b>EDUCATION</b>	
Graduated high school/GED	9.4%
Some college	26.8%
Associate degree	13.4%
College graduate	16.8%
Post-graduate work	1.4%
Post-graduate degree(s)	22.1%

<b>AREA OF RESIDENCE</b>	
County size A	7%
County size B	17%
County size C	20%
County size D	56%

	% of readers
<b>HOME</b>	
Home owned	88%
Home value:	
\$500,000+	15%
\$200,000-\$499,999	28%
\$100,000-\$199,999	32%
\$50,000-\$99,999	17%
Less than \$50,000	8%

<b>HHI</b>	
\$150,000 or more	11%
\$125,000-\$149,999	8%
\$100,000-\$124,999	8%
\$75,000-\$99,999	19%
\$50,000-\$74,999	18%
\$40,000-\$49,999	13%
\$30,000-\$39,999	7%
\$20,000-\$29,999	9%
Less than \$20,000	7%

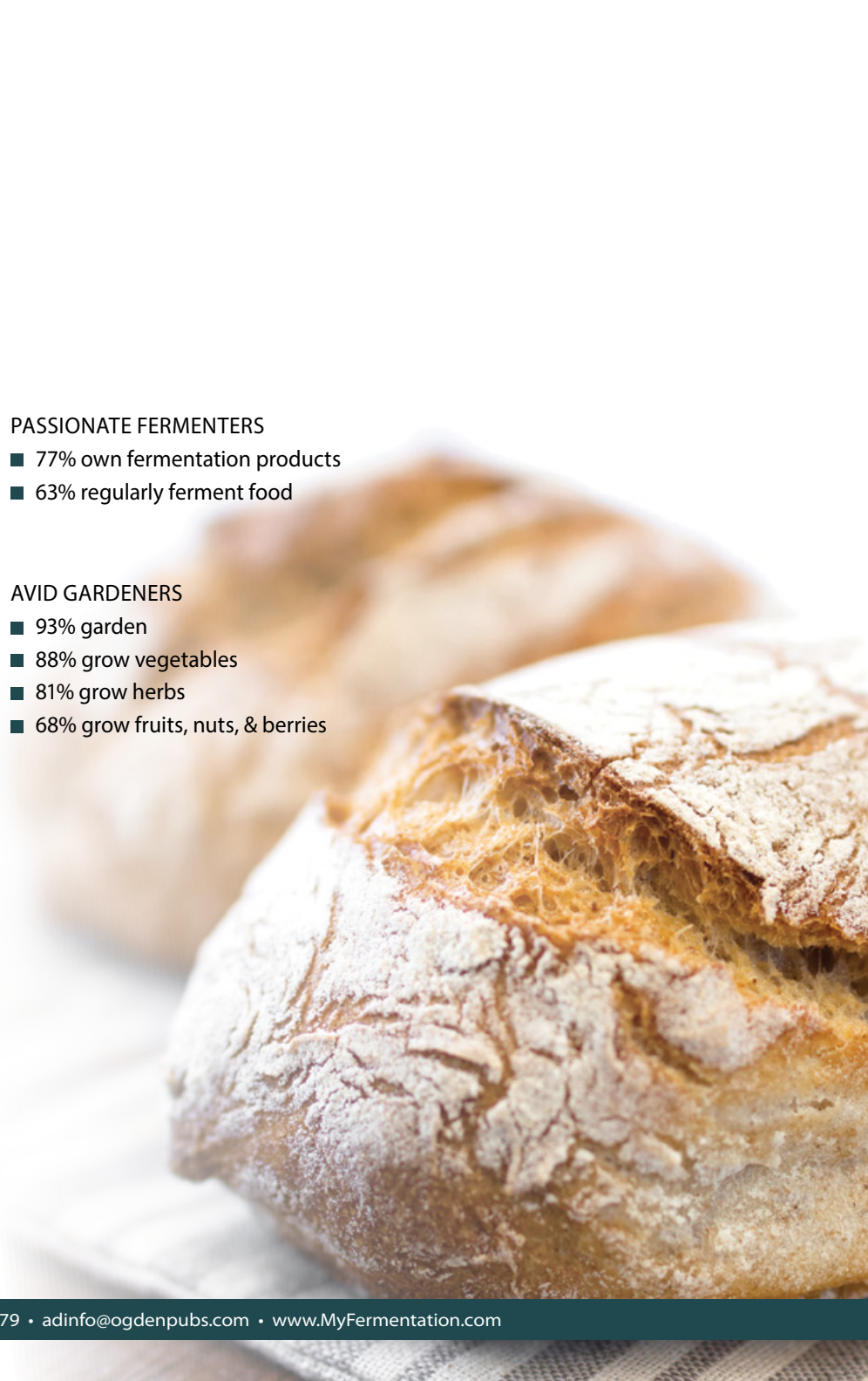
## PASSIONATE FERMENTERS

- 77% own fermentation products
- 63% regularly ferment food

## AVID GARDENERS

- 93% garden
- 88% grow vegetables
- 81% grow herbs
- 68% grow fruits, nuts, & berries

Source: 2019 custom study  
\* Google Analytics







## Distribution

As the publisher of multiple hands-on publications dedicated to people with a can-do attitude toward life, we've seen an increasing interest in learning about how to make fermented foods, their health benefits, and the history behind each delicious creation. Thousands of consumers attend our events, buy out our instructional classes on fermentation, and purchase books and tools from our e-commerce and event stores. Hundreds of thousands turn to our articles and recipes on the subject matter. *Fermentation* will target these consumers' wants and needs with a premium, quarterly publication, more hands-on events across the country, social interaction, and a storefront where they can find those hard-to-get tools to hone their new craft of making fermented foods.

Whether food — cheese, bread, kimchi, miso, salami, herring — or drink — soda, kefir, kombucha, beer, wine, mead — the science and art of fermentation is laid out for readers at all levels of interest both online and in print. Readers can expect interesting profiles, history, recipes, expert guidance, and DIY projects. The limited 50K premier issue distribution is both a reference tool and keepsake for foodies and others living a sustainable lifestyle.

Total Audience:	53.4K*
Subscriptions:	12K
Single Copy Sales:	8K
National Paid Circulation:	20K
Total Print Audience:	40K
Average Monthly Unique Visitors:	14K

**21**<sub>K</sub>  
Newsletter Subscribers

**38**<sub>K</sub>  
Average Monthly Web  
Page Views

\* Print, online and newsletters

Source: 2019 publisher's own data



## *Fermentation* provides a comprehensive marketing mix to an engaged and targeted audience.

Our mission is to unite fermenting and brewing communities by expanding their know-how and inspiring new epicurean adventures. *Fermentation* provides expert advice, scientific underpinnings, and accounts of historic, inventive, and creative experiments that have, and will, result in terrific food and drink. *Fermentation* presents the many and varied practices of fermentation in one magazine — from kombucha to kimchi, catsup to Camembert, and salami to sourdough to stout.

- DIY WITH RECIPES
- SCIENCE FOR FOODIES
- HISTORY OF FAMOUS FERMENTS
- PROFILES OF MAKERS AND THEIR FERMENTS
- TECH, TOOLS, AND TROUBLESHOOTING



# Convergent Media

## Your Ultimate Marketing Solution

We provide a full-scale marketing service that can research and respond to the questions and challenges facing your business.

Our Convergent Media Team has its eye on the future, as each new day is chock-full of opportunities spanning a vast, multilayered consumer landscape.

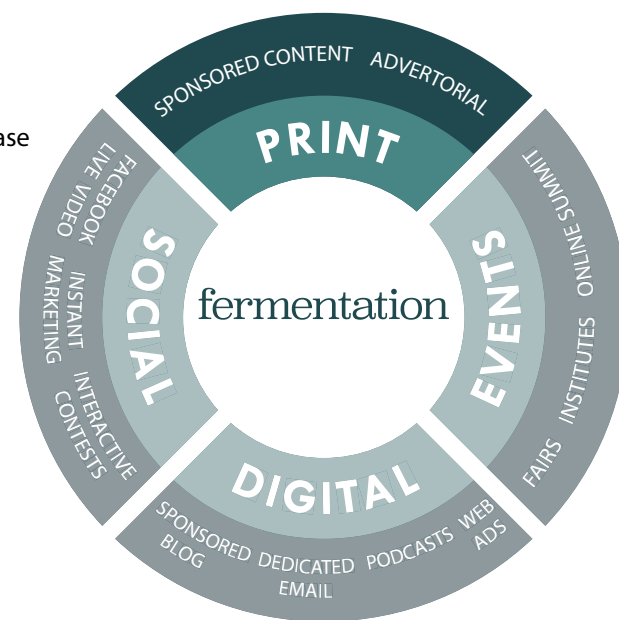
### Why Convergent Media?

A convergent media approach anticipates and embraces the ever-changing ways your target audience consumes information. **How will**

**you make your story count?** Where should you position your message? From engaging online platforms and social media to event marketing and sampling, we go beyond the page to activate all the channels that best suit your story. Let us design an expertly tailored promotional package that maximizes your ROI. With our sister publications combined, you can reach a total audience of more than 13 million.

## Engage Readers to Build Trust

Fermentation enthusiasts trust our titles to provide detailed information on the tools, skills, and techniques that facilitate their mission. Our print offerings give brands the opportunity to showcase their leadership in the fields of their 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. As part of our convergent media strategy, we lend added credence to your story by shining an authoritative spotlight on your brand.



### CLOSING DATES

#### Spring 2020

Ad Close 12/26/19  
Materials due 12/30/19  
On Sale 2/18/20

#### Summer 2020

Ad Close 3/16/20  
Materials due 3/25/20  
On sale 5/19/20

#### Fall 2020

Ad Close 6/15/20  
Materials due 6/24/20  
On sale 8/18/20

#### Winter 2020

Ad Close 9/21/20  
Materials due 9/30/20  
On sale 11/24/20

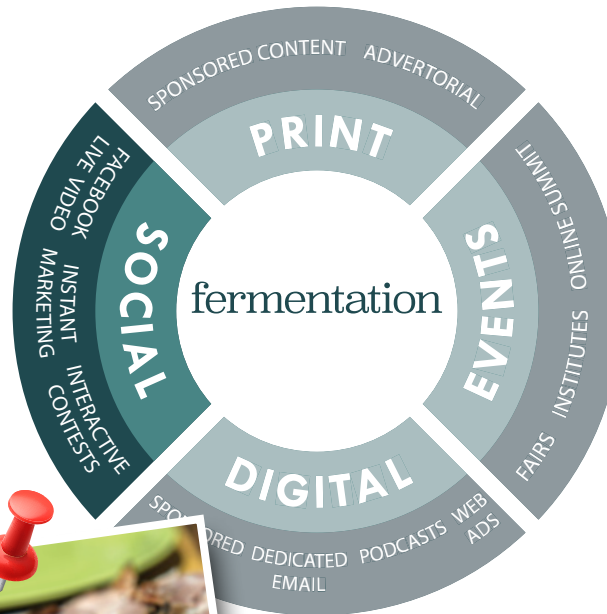
### CROSS-PROMOTION

■ Ask your sales representative about sponsoring a sweepstakes campaign to create extra buzz about your products or event tie-in. We'll provide targeted exposure in both print and online.



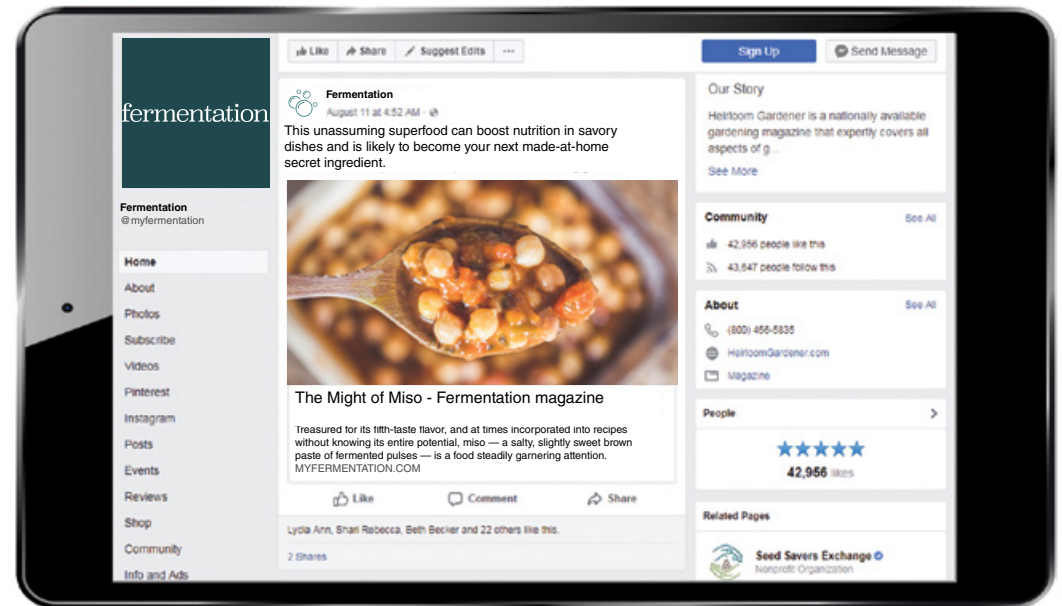
# Connect to Your Community

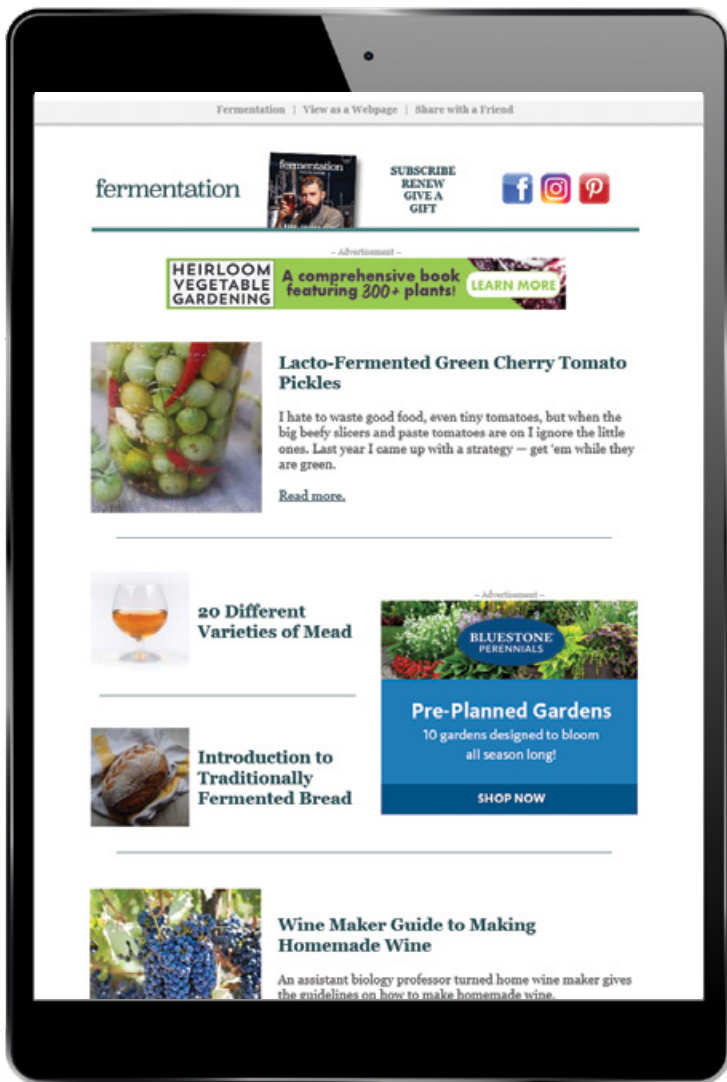
Our brands have always shared dynamic content with engaged communities — wherever they are. Social media is an interactive network where consumers are collaborators — they shape the conversation and influence their communities. By using content to inspire conversation, our convergent media packages build an immediate network around your products. Whether on Facebook, Pinterest, Instagram, or YouTube, real-time discussion about your brand creates instant connections — and those connections lead to attitudes and behaviors that generate awareness and sales. Tell your story to the discerning influencers who will “like,” “pin,” and “share” your message with like-minded consumers.



## INTERACTIVE EXPOSURE

■ Social media apps are wildly popular and cater to an audience who keeps itself informed of the latest opportunities, trends, and information.





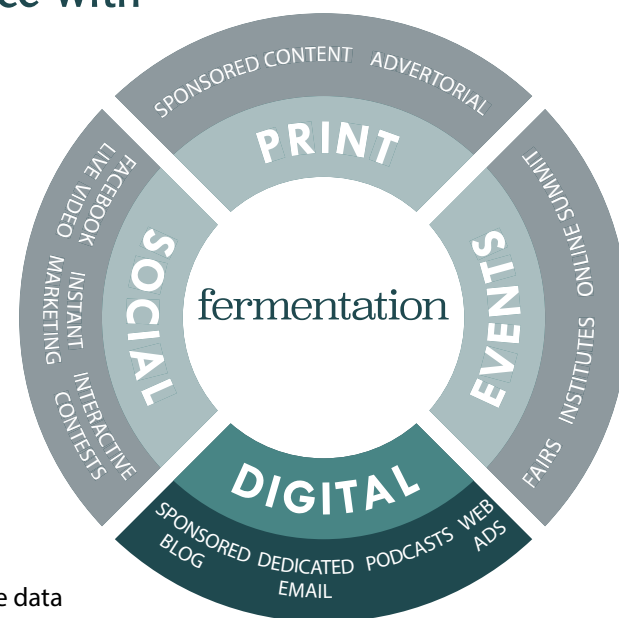
## DIGITAL ARTICLES AND NEWSLETTERS

■ Our digital articles bring together compelling information that specifically addresses our audience's needs along with calls to action from your brand in the form of web ads and complementary dedicated emails built from scratch! You can also sponsor one of our weekly newsletters, allowing our audience to access your message right in their inbox!

# Reach Your Target Audience with Pinpoint Accuracy

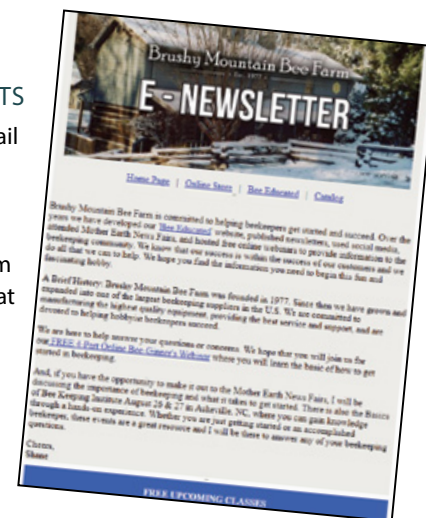
Stay front and center as the consumer market evolves online! We assign tried-and-trusted wordsmiths, videographers, and designers to every campaign. Storytelling is the heart and soul of what we do at *Fermentation*. Let's tell your story together, so that your message is carefully tailored to speak to the concerns and sensibilities of our loyal online followers. We are here to pair the right message with the right medium — podcasts, sponsored digital articles, customized emails, and beyond.

**PLUS** | Our Convergent Media Team is backed by a crew of digital analysts who use audience development and targeting programs to tackle data sets at every scale. This means that we can deliver focused content to the specific audience of your choosing to achieve your goals.

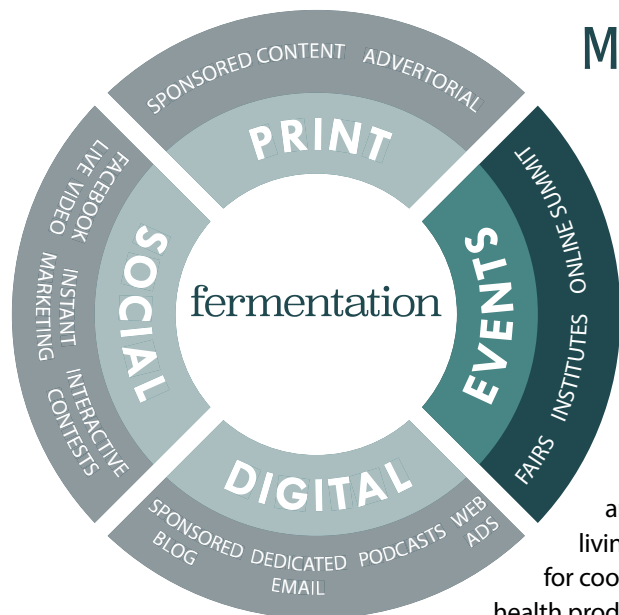


## DEDICATED EMAIL BLASTS

■ Digitally target your email delivery to a dedicated audience or work with us to build a topical newsletter or custom email campaign that will drive traffic to your business.







## Meet Passionate Consumers at Our Hands-on Events!



*Fermentation* is an integral part of the MOTHER EARTH NEWS FAIR, which produces interactive events all over the United States for discerning and engaged consumers invested in sustainable living and rural traditions. Attendees are looking for cooking supplies and utensils, organic food, natural health products, gardening and farm supplies, renewable energy systems, and much more. Plus, our hands-on workshops attract an enthusiastic can-do community looking to expand their culinary skill sets.

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!

### 2020 EVENT SCHEDULE\*

Belton, Texas  
Feb. 15-16

Polyface Farms —  
Swoope, Va.  
July 17-18

Nashville, Tenn.  
May 16-17

Seven Springs, Pa.  
Sept. 25-27

*\*More dates and locations to be announced. While unlikely, dates and locations are always subject to change. [www.MotherEarthNewsFair.com](http://www.MotherEarthNewsFair.com)*



# 2020 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 [adsupport@ogdenpubs.com](mailto:adsupport@ogdenpubs.com). (Only PDF/X-1A files are acceptable for production.)

## Hightail FTP site:

- Visit [www.Hightail.com](http://www.Hightail.com).
- Enter recipient email address: [adsupport@ogdenpubs.com](mailto:adsupport@ogdenpubs.com) and your email address.
- Select file and send it.

## Ogden FTP Site:

- Install FTP software on your computer. ([www.filezilla-project.org](http://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 Fermentation folder within the ADS\_IN folder.
- Email [adsupport@ogdenpubs.com](mailto:adsupport@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

### Run of Book

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"

### Marketplace

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"

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)  
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: [adsupport@ogdenpubs.com](mailto:adsupport@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.



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[www.MyFermentation.com](http://www.MyFermentation.com)



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