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

<table>
<thead>
<tr>
<th>GENDER</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>48%</td>
</tr>
<tr>
<td>Women</td>
<td>52%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduated high school/GED</td>
<td>9.4%</td>
</tr>
<tr>
<td>Some college</td>
<td>26.8%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>13.4%</td>
</tr>
<tr>
<td>College graduate</td>
<td>16.8%</td>
</tr>
<tr>
<td>Post-graduate work</td>
<td>1.4%</td>
</tr>
<tr>
<td>Post-graduate degree(s)</td>
<td>22.1%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>AREA OF RESIDENCE</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>County size A</td>
<td>7%</td>
</tr>
<tr>
<td>County size B</td>
<td>17%</td>
</tr>
<tr>
<td>County size C</td>
<td>20%</td>
</tr>
<tr>
<td>County size D</td>
<td>56%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HHI</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150,000 or more</td>
<td>11%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>8%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>8%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>19%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>18%</td>
</tr>
<tr>
<td>$40,000-$49,999</td>
<td>13%</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>7%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>9%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: 2019 custom study

* Google Analytics

### 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
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.

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Total Audience: 53.4K*

Subscriptions: 12K
Single Copy Sales: 8K
National Paid Circulation: 20K

Total Print Audience: 40K

Average Monthly Unique Visitors: 14K

* 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
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

<table>
<thead>
<tr>
<th>Season</th>
<th>Ad Close</th>
<th>Materials due</th>
<th>On Sale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2020</td>
<td>12/26/19</td>
<td>12/30/19</td>
<td>2/18/20</td>
</tr>
<tr>
<td>Fall 2020</td>
<td>6/15/20</td>
<td>6/24/20</td>
<td>8/18/20</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>3/16/20</td>
<td>3/25/20</td>
<td>5/19/20</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>9/21/20</td>
<td>9/30/20</td>
<td>11/24/20</td>
</tr>
</tbody>
</table>

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.
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.

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!
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*

<table>
<thead>
<tr>
<th>Location</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belton, Texas</td>
<td>Polyface Farms —</td>
</tr>
<tr>
<td>Feb. 15-16</td>
<td>Swoope, Va.</td>
</tr>
<tr>
<td></td>
<td>July 17-18</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>Seven Springs, Pa.</td>
</tr>
<tr>
<td>May 16-17</td>
<td>Sept. 25-27</td>
</tr>
</tbody>
</table>

*More dates and locations to be announced. While unlikely, dates and locations are always subject to change. 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. (Only PDF/X-1A files are acceptable for production.)

Hightail FTP site:
• Enter recipient email address:
  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)
• 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 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)
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. Within the email please note the following: Company name, contact name, contact number, website the ad will be running on and expected start date.