EDITORIAL MISSION

*Grit* is your hands-on, detailed, and in-depth resource for modern homesteading, livestock, practical preparedness, making money off the farm, bushcrafting, and more! We strive to revive lost skills, bolster familial and community ties, and celebrate the spirit of our passionate can-do readership rooted in rural traditions. *Grit* provides readers with the knowledge they need to work alongside friends and neighbors to turn dreams of contemporary rural living into a reality – no matter what life throws their way.
A UNIQUE AND POWERFUL MARKET
DISCOVER HIGHLY ENGAGED CUSTOMERS

Thousands of rural consumers find their dreams outside the city. *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.

52% female / 48% male
Average age: 48
Average HHI: $71k
Average acres owned: 48
Average value of home: $294k
85% live in C & D counties
96% garden
87% own livestock
95% take action from reading ads in *Grit*

Source: 2020 custom study and Google analytics
Relied upon by America’s rural families for more than a century (138 years), Grit enables consumers to buy the tools and equipment they need to enjoy the good life and get the most from their country properties. Grit has always shared vital content with engaged communities — wherever they are. This means that focused content gets delivered to the right audience with the right medium to achieve your goals. This is your opportunity to connect with our vast community … on the go, online, and wherever life takes them.

REACH THE RIGHT AUDIENCE AT THE RIGHT TIME
CONTENT THAT LEADS TO COMMERCE

385k PRINT*
213k DIGITAL
154k EMAIL
600k SOCIAL

*Includes total circulation and pass-along audience.
Source: 2019 reader survey
MAKE REGULAR AND RELIABLE CONNECTIONS

REACH YOUR GOALS BY EXPLORING NEW AVENUES IN AN EVER-EVOLVING MEDIA LANDSCAPE

The *Grit* audience is active, DIY-minded, and looking for tools, equipment, and services that enable their passion. In addition to traditional print and digital advertising, connect 24/7 via social media platforms, video and webinar sponsorships, online events, and more! We also have in-house talent available to collaborate on projects that naturally complement and run alongside our exceptional content to seamlessly spotlight your message.

- Digital, video, & social packages
- Native solutions
- Custom content
- Contests
- Sweepstakes
- Virtual events
- Podcasts
- Featured products/gift guides
- Dedicated emails
# 2021 Production Schedule

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For specs, visit [www.OgdenPubs.com/Ad-Specs](http://www.OgdenPubs.com/Ad-Specs)