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.

53% female / 47% male

Average age: 47

Average HHI: $82k

Average acres owned: 48

Average value of home: $303k

85% live in C & D counties

96% garden

80% own livestock

90% take action from reading ads in *Grit*

Source: 2021 custom study and Google analytics
REACH THE RIGHT AUDIENCE AT THE RIGHT TIME
CONTENT THAT LEADS TO COMMERCE

Relied upon by America’s rural families for more than a century (139 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.

367.5k PRINT*
358k DIGITAL
125k EMAIL
585k SOCIAL

Includes total circulation and pass-along audience. Source: 2021 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 passions. 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
<table>
<thead>
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<th>Jan/Feb</th>
<th>Mar/April</th>
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<th>July/Aug</th>
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<td>Jan. 4, 2022</td>
<td>March 1, 2022</td>
<td>May 2, 2022</td>
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For specs, visit [www.OgdenPubs.com/Ad-Specs](http://www.OgdenPubs.com/Ad-Specs)