There is growth in the country as thousands of rural consumers find their dreams outside the city. The rural lifestyle market consists of buyers who are already living the country life — and those who are considering it. These mainstream rural consumers enjoy a higher-than-average income — and they spend their extra cash on their homes, gardens, livestock, and equipment.

- More than 36% of all farms are considered recreational/lifestyle farms, with an additional 21% considered retirement farms.
- Small farms are growing because of better technology and farming techniques, rising demand for organic and local produce, and more direct-to-consumer sales (i.e., farmers markets).

*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.
RURAL
- 38.1 average acres owned
- 88% live in C & D counties
- 94% of households own a pickup truck

SELF-SUFFICIENT
- 90% garden
- 85% cook from scratch
- 81% bake from scratch

MAINTAIN PROPERTY
- 90% use electric fencing
- 79% use traditional fencing
- 75% use portable fencing
- 57% plan to build a barn, shed, or outbuilding
- 52% own a tractor
- 50% plan to renovate a barn, shed, or outbuilding

OUTDOOR ENTHUSIASTS
- 93% own hunting equipment
- 91% own fishing equipment
- 90% participate in outdoor recreational activities

ENGAGED
- 2 hours spent reading each issue
- Refer back to an issue 2.8 times
- 88% have taken action as a result of reading advertisements in Grit

Source: 2019 publisher’s own data
Demographics & Audience

- Average age: 50.8*
- Average HHI: $77,500
- Average value of owned home: $262,832
- Average acres owned: 38.1

<table>
<thead>
<tr>
<th>Demographics</th>
<th>% of readers</th>
<th>Demographics</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GENDER</strong></td>
<td></td>
<td><strong>HHI</strong></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>48.1%</td>
<td>Less than $20,000</td>
<td>9%</td>
</tr>
<tr>
<td>Women</td>
<td>51.9%</td>
<td>$20,000-$29,999</td>
<td>4%</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
<td></td>
<td>$30,000-$39,999</td>
<td>9%</td>
</tr>
<tr>
<td>Attended/graduated college</td>
<td>45%</td>
<td>$40,000-$49,999</td>
<td>11%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>14%</td>
<td>$50,000-$74,999</td>
<td>25%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>9%</td>
<td>$75,000-$99,999</td>
<td>20%</td>
</tr>
<tr>
<td><strong>HOME</strong></td>
<td></td>
<td>$100,000-$124,999</td>
<td>13%</td>
</tr>
<tr>
<td>Home owned</td>
<td>95%</td>
<td>$125,000-$149,999</td>
<td>6%</td>
</tr>
<tr>
<td>Home value:</td>
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<td>$150,000 or more</td>
<td>3%</td>
</tr>
<tr>
<td>$500,000+</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$200,000-$499,999</td>
<td>41%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100,000-$199,999</td>
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<tr>
<td>$50,000-$99,999</td>
<td>8%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>AREA OF RESIDENCE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>County size A</td>
<td>3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>County size B</td>
<td>10%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>County size C</td>
<td>17%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>County size D</td>
<td>70%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Signet Research Inc.
*Google Analytics
Print Audience: 451K
Average Monthly Unique Visitors: 130K
Average Monthly Page Views: 277K
Newsletter Subscribers: 235K
Facebook Likes: 535K
Pinterest: 39.5K
Twitter: 10.4K
Total Audience: 1.4 MIL*
Subscriptions: 117K
National Paid Circulation: 129K
Total Print Audience: 451.5K
Average Monthly Unique Visitors: 130.7K

Source: 2019 publisher’s own data
*Print, online, newsletters and social media.
What Makes *Grit* Essential for Rural Consumers?

*Grit*,s small-scale farmers tackle each day with a practical, self-sufficient attitude, which in turn influences their investments in tools, supplies, and lifestyle. We deliver reliable, in-depth content that helps them wade through the mass of information and identify the most practical strategies to help them better their family’s home, farm, and life.

- **GARDENING**
- **DO-IT-YOURSELF HOMESTEAD PROJECTS**
- **MACHINERY & TOOLS**
- **LIVESTOCK**
- **FROM-SCRATCH COOKING**
- **WILDERNESS & WILDLIFE**
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.

That’s where “convergent media” comes in — it’s a practice that 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

Our rural lifestyle audiences are active, DIY-minded, and trust our brands to provide detailed information on the tools, skills, and techniques that enable their passion. 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. As part of our convergent media strategy, we lend added credence to your story by shining an authoritative spotlight on your brand.

■ 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.
Capitalizing on Niche Markets

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 DIY consumers want, and is strictly limited to only 10 pages of ads, giving your product or service high visibility and premium placement. Showcase your specialty in a highly focused and specific platform.

- **HUNTING**
- **BARNYARD ANIMALS**
- **CHICKENS**
- **DIY BARN PROJECTS**
- **BREAD**
- **BEES**
- **SURVIVAL**
Convergent media is the next frontier in your marketing strategy, and print advertising is one tried and trusted component. Join the conversation through traditional print advertising in the pages of *Grit*. Our readers are informed, engaged, and loyal to our brand and its mission.

**CLOSING DATES**

<table>
<thead>
<tr>
<th>Jan/Feb 2020</th>
<th>Jul/Aug 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad close: 10/23/19</td>
<td>Ad close: 4/22/20</td>
</tr>
<tr>
<td>On sale: 12/17/19</td>
<td>On sale: 6/16/20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mar/Apr 2020</th>
<th>Sept/Oct 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad close: 1/2/20</td>
<td>Ad close: 6/17/20</td>
</tr>
<tr>
<td>On sale: 2/25/20</td>
<td>On sale: 8/11/20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>May/Jun 2020</th>
<th>Nov/Dec 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad close: 2/19/20</td>
<td>Ad close: 8/19/20</td>
</tr>
<tr>
<td>Materials due: 2/24/20</td>
<td>Materials due: 8/25/20</td>
</tr>
<tr>
<td>On sale: 4/14/20</td>
<td>On sale: 10/13/20</td>
</tr>
</tbody>
</table>

**SPECIAL INTEREST PUBLICATIONS**

**COUNTRY SKILLS SERIES**

**Spring 2020**
Ad close: 11/11/19  
Materials due: 11/25/19  
On sale: 2/11/20

**Summer 2020**
Ad close: 3/2/20  
Materials due: 3/16/20  
On sale: 5/12/20

**Fall 2020**
Ad close: 5/19/20  
Materials due: 6/1/20  
On sale: 8/18/20

**Winter 2020**
Ad close: 9/1/20  
Materials due: 9/14/20  
On sale: 11/10/20
Build 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, Twitter, or beyond, 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 POSTS**
  Maximize engagement with sponsored content via live video streaming, product demonstrations, and special guest collaborations.

- **SOCIAL MEDIA EXPOSURE**
  Sponsor videos, contests, and other content on the most popular social media sites and apps.
Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! We are full-time storytellers at Grit — it’s the heart and soul of what we do. 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. Take advantage of digital articles, customized emails, and our growing community of enthusiastic podcast listeners. With over 300,000 downloads and counting, we’re part of the MOTHER EARTH NEWS Network, which includes both the Community Chickens and Keeping Backyard Bees Podcasts. Topics can range from raising livestock to gardening, food preservation, and beyond!

Plus, we will follow up with custom analytics to enhance your audience development. This means that focused content gets delivered to the right audience with the right medium to achieve your goals.

■ NEWSLETTER ADVERTISEMENTS
We deliver in-depth articles perfectly tailored to our readers’ interests every week, equipped with instant social media sharing capability.

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

■ SPONSOR A DIGITAL ARTICLE
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!
Meet Passionate Consumers at Hands-on Events!

*Grit* 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. They’re looking for gardening and farm supplies, quality tractors and equipment, natural health products, renewable energy systems, organic food, and much more. *Grit* even has its own stage on site!

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!

**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.

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**2020 SCHEDULE***

<table>
<thead>
<tr>
<th>Belton, Texas</th>
<th>Nashville, Tenn.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 15 - 16</td>
<td>May 16 - 17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Polyface Farms</th>
<th>Seven Springs, Pa.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swoope, Va.</td>
<td>Sept. 25 - 27</td>
</tr>
<tr>
<td>July 17 - 18</td>
<td></td>
</tr>
</tbody>
</table>

*More dates and locations to be announced. While unlikely, dates and locations are always subject to change. For more information: [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 Macintosh InDesign CS files are preferred. Do NOT send low-res PDFs.

Other acceptable files include Macintosh Quark files, 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, 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: 017pa (lower case).
• Upload file/files in the Grit folder within the ADS_IN folder. Save any Mac Files as Macbinary II.
• 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

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.5” x 10”</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8.25” x 10.75”</td>
</tr>
<tr>
<td>2 pg spread, bleed</td>
<td>16.25” x 10.75”</td>
</tr>
<tr>
<td>1/2 pg spread, bleed</td>
<td>16.25” x 5.25”</td>
</tr>
<tr>
<td>1/2 pg horizontal</td>
<td>7” x 4.5”</td>
</tr>
<tr>
<td>1/2 pg horizontal, bleed</td>
<td>8.25” x 5.375”</td>
</tr>
<tr>
<td>1/2 pg island</td>
<td>4.5” x 7”</td>
</tr>
<tr>
<td>2/3 pg vertical</td>
<td>4.5” x 9.75”</td>
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<tr>
<td>1/3 pg vertical</td>
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<tr>
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<tr>
<td>1/6 pg vertical</td>
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<tr>
<td>1/9 pg</td>
<td>2.125” x 3”</td>
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<tr>
<td>1/12 pg</td>
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</tr>
<tr>
<td>2 inches</td>
<td>2.125” x 2”</td>
</tr>
<tr>
<td>1 inch</td>
<td>2.125” x 1”</td>
</tr>
</tbody>
</table>

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.

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
- 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.