Extend Your Brand to America’s Affluent Rural Audience

Discover highly engaged customers

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
- 29.8 average acres owned*
- 86% live in C & D counties
- 93% of households own a pickup truck

SELF-SUFFICIENT
- 96% garden
- 91% cook from scratch
- 81% bake from scratch

MAINTAIN PROPERTY
- 60% plan to build or renovate a barn, shed, or outbuilding
- 59% use fencing
- 53% own a tractor

OUTDOOR ENTHUSIASTS
- 98% own outdoor clothing
- 87% participate in outdoor recreational activities
- 90% own hunting equipment
- 73% own fishing equipment

ENGAGED
- 2 hours spent reading each issue
- Refer back to an issue 3.3 times
- 88% have taken action as a result of reading advertisements in Grit

Source: 2018 publisher’s own data | *Readex Companion surveys
## Demographics & Audience

- **Average age**: 49*
- **Average HHI**: $72,370
- **Average value of owned home**: $254,221
- **Average acres owned**: 29.8

### GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>47%</td>
</tr>
<tr>
<td>Women</td>
<td>53%</td>
</tr>
</tbody>
</table>

### EDUCATION

<table>
<thead>
<tr>
<th>Education Type</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended/graduated college</td>
<td>51%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>14%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>5%</td>
</tr>
<tr>
<td>Attended college</td>
<td>27%</td>
</tr>
</tbody>
</table>

### HOME

<table>
<thead>
<tr>
<th>Home Ownership</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home owned</td>
<td>90%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home Value</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500,000+</td>
<td>11%</td>
</tr>
<tr>
<td>$200,000-$499,999</td>
<td>35%</td>
</tr>
<tr>
<td>$100,000-$199,999</td>
<td>33%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>15%</td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>6%</td>
</tr>
</tbody>
</table>

### HHl

<table>
<thead>
<tr>
<th>Income Range</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>7%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>9%</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>11%</td>
</tr>
<tr>
<td>$40,000-$49,999</td>
<td>12%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>21%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>17%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>10%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>4%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>9%</td>
</tr>
</tbody>
</table>

### AREA OF RESIDENCE

<table>
<thead>
<tr>
<th>County Size</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>County size A</td>
<td>2%</td>
</tr>
<tr>
<td>County size B</td>
<td>12%</td>
</tr>
<tr>
<td>County size C</td>
<td>16%</td>
</tr>
<tr>
<td>County size D</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Google Analytics

Source: 2018 publisher’s own data
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Audience</td>
<td>603K</td>
</tr>
<tr>
<td>Average Monthly Unique Visitors</td>
<td>163K</td>
</tr>
<tr>
<td>Average Monthly Page Views</td>
<td>294K</td>
</tr>
<tr>
<td>Newsletter Subscribers</td>
<td>125K</td>
</tr>
<tr>
<td>Facebook Likes</td>
<td>541K</td>
</tr>
<tr>
<td>Pinterest</td>
<td>22K</td>
</tr>
<tr>
<td>Twitter</td>
<td>10K</td>
</tr>
<tr>
<td>Total Audience:</td>
<td>1.6 MIL*</td>
</tr>
<tr>
<td>Subscriptions:</td>
<td>132K</td>
</tr>
<tr>
<td>Single Copy Sales:</td>
<td>15K</td>
</tr>
<tr>
<td>National Paid Circulation:</td>
<td>147K</td>
</tr>
<tr>
<td>Total Print Audience:</td>
<td>603K</td>
</tr>
<tr>
<td>Average Monthly Unique Visitors:</td>
<td>163K</td>
</tr>
</tbody>
</table>

Source: 2018 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, multi-layered 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 16 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.
Special Interest Publications

Capitalize 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

**Jan/Feb 2019**
- Ad close: 10/29/18
- Materials due: 11/1/18
- On sale: 12/18/18

**Mar/Apr 2019**
- Ad close: 1/2/19
- Materials due: 1/7/19
- On sale: 2/26/19

**May/Jun 2019**
- Ad close: 2/20/19
- Materials due: 2/25/19
- On sale: 4/16/19

**Jul/Aug 2019**
- Ad close: 4/24/19
- Materials due: 4/29/19
- On sale: 6/18/19

**Sept/Oct 2019**
- Ad close: 6/19/19
- Materials due: 6/24/19
- On sale: 8/13/19

**Nov/Dec 2019**
- Ad close: 8/21/19
- Materials due: 8/26/19
- On sale: 10/15/19

## SPECIAL INTEREST PUBLICATIONS

### COUNTRY SKILLS SERIES

**Spring 2019**
- Ad close: 11/12/18
- Materials due: 11/26/18
- On sale: 2/12/19

**Summer 2019**
- Ad close: 3/4/19
- Materials due: 3/18/19
- On sale: 5/14/19

**Fall 2019**
- Ad close: 5/21/19
- Materials due: 6/3/19
- On sale: 8/20/19

**Winter 2019**
- Ad close: 9/3/19
- Materials due: 9/16/19
- On sale: 11/12/19

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**An Easy Day’s Work.**

No one really wants a hard day’s work. The truth is you want to be productive, but you also want things to be simple. That’s what the all-new John Deere 2025R Compact Utility Tractor offers – easy, like quick, easy attaching of your mid-mount mower with our industry-exclusive AutoConnect Deck.

Plus, it’s easy on you, thanks to added comfort from our new premium seat and full-vest suspension. And, available LED lights make it even easier to work once the sun sets. So be productive. But be sure to take it easy. Easy like a Sunday morning. Ask your dealer about the 2025R from John Deere … America’s Tractor.
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, and 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 and infectious social media sites and apps
Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! You can be confident that we assign a slew of tried and trusted wordsmiths, videographers, and designers to every campaign. We are full-time story-tellers 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. 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 wield audience development and targeting programs to tackle datasets at every scale. This means that we can deliver focused content to the specific audience of your choosing 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!

As part of a lifestyle brand collective that includes MOTHER EARTH News, Mother Earth Living, Capper’s Farmer, and Grit, we produce interactive events all over the United States for discerning and engaged consumers invested in sustainable living and rural traditions. They’re looking for natural health products, renewable energy systems, gardening and farm supplies, organic food, quality tractors and equipment, and much more.

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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**2019 SCHEDULE** *

- **Belton, Texas**  
  Feb. 16 - 17
- **Frederick, Md.**  
  June 1 - 2
- **Asheville, N.C.**  
  April 27 - 28
- **Seven Springs, Pa.**  
  Sept. 13 - 15

*More dates and locations to be announced. While unlikely, dates and locations are always subject to change. For more information: [www.MotherEarthNews.com/Fair](http://www.MotherEarthNews.com/Fair)
2019 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 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: 017pa (lower case).
• Upload file/files in the Grit folder within the ADS_IN folder. Save any Mac Files as MacbinaryII.
• 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

| 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” |
| 1/2 pg island | 4.5” x 7” |
| 2/3 pg vertical | 4.5” x 9.75” |
| 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” |
| 1/9 pg | 2.125” x 3” |
| 1/12 pg | 2.125” x 2.5” |
| 2 inches | 2.125” x 2” |
| 1 inch | 2.125” x 1” |

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)
Double Skyscraper (300 x 600)
Jumbo Box (300 x 250)

Text Ad – logo (150 x 150) + 50 words
MOBILE ADVERTISING:
Banner (300 x 50)
Jumbo Box (300 x 250)

IMPRESSIONS: 400k 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.