



MOTHER EARTH living

2020 MEDIA KIT

Reach Out to Women Invested in Their Health

The number of people interested in managing their health, preventing chronic ailments and aging gracefully grows every year. For an example, we can look to the explosive rise of the natural health supplements market — valued at approximately \$36 million in 2016, this market is expected to reach \$68 million by the end of 2024. More and more, people realize the keys to good health are found in nature: nutritious, organic foods; moving our bodies daily; and lifestyle habits that emphasize stress management, time spent outdoors and a connection with others.

Despite the seeming simplicity of this advice, living well and maintaining our health is a perennially complex topic in our modern world. *Mother Earth Living* acts as a reliable friend and guide to those interested in creating a healthy home and lifestyle for themselves and their families, a trusted resource readers turn to for science-backed information and high-quality product recommendations. As an advertiser, you become a part of that voice and a critical resource to this important block of consumers, reaching engaged sustainable lifestyle consumers via one easy, targeted and effective buy.



AUDIENCE RESEARCH

THEY STAY HEALTHY NATURALLY

- 91% eat organic food regularly
- 81% use vitamin supplements daily
- 70% exercise regularly
- 69% use essential oils regularly
- 62% drink tea daily

THEY FEED THEIR FAMILIES HOMEGROWN PRODUCE

- 99% garden
- 92% feel it is important to use organic gardening methods
- 90% grow herbs

THEY PAY ATTENTION TO THEIR NUTRITION

- 93% cook from scratch
- 87% bake from scratch
- 74% use herbs in food preparation

Source: 2019 Custom Study





Demographics & Audience

- Average age: 47*
- Average HHI: \$83,370
- Average value of owned home: \$313,967

GENDER		% of readers	HHI	
Women		89%	\$150,000 or more	11%
Men		11%	\$125,000-\$149,999	5%
			\$100,000-\$124,999	11%
			\$75,000-\$99,999	17%
EDUCATION			\$50,000-\$74,999	24%
Attended/graduated college		52%	\$40,000-\$49,999	13%
Postgraduate degree		23%	\$30,000-\$39,999	7%
Postgraduate work		6%	\$20,000-\$29,999	7%
Attended college		22%	Less than \$20,000	5%
HOME			AREA OF RESIDENCE	
Home owned		91%	County size A	7%
Home value:			County size B	21%
\$500,000+		17%	County size C	25%
\$200,000-\$499,999		47%	County size D	47%
\$100,000-\$199,999		21%		
\$50,000-\$99,999		11%		
Less than \$50,000		4%		

*Google Analytics

Sources: 2019 Custom Study and Nov. 2018 American List Counsel

216_K

Print Audience

246_K

Average Monthly
Unique Visitors

473_K

Average Monthly
Page Views

109_K

Newsletter Subscribers

1.1_{MIL}

Facebook Likes

48_K

Instagram Followers

18_K

Twitter Followers

50_K

Pinterest Followers

Total Audience:

2 MIL*

Subscriptions:

45K

National Paid Circulation:

45K

Total Print Audience:

216K

Average Monthly Unique Visitors:

246K

* Print, online, and newsletters

Source: 2019 publisher's own data





EDITORIAL MISSION

Living Well Naturally

Our mission is to help readers create a life-style that starts with internal health and extends to their homes and communities — they feel their best using the wisdom of nature. *Mother Earth Living* is the ultimate guide to living a whole, healthy life — inspired by and connected with nature. Today more than ever, it's easy to become overwhelmed by the vast amount of information and products, including misleading labels and unproven claims. *Mother Earth Living* is here to help sort out the real, time-honored, and scientifically backed practices that yield results — whether it's perfectly baked whole-grain bread, a better night's sleep, or an easy and productive herb garden.

- NATURAL HEALTH
- FOOD AND RECIPES
- ORGANIC GARDENING
- HEALTHY HOMES



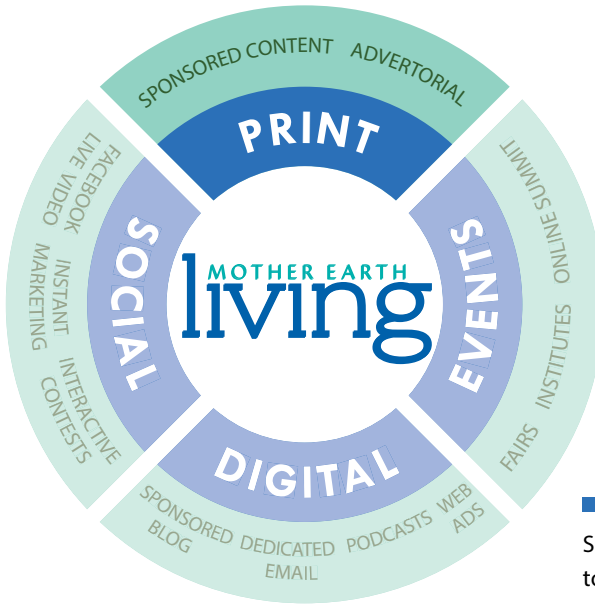


Convergent Media: Your Ultimate Marketing Solution

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.





PRINT INTEGRATION

Engage Readers to Build Trust

Health-conscious readers who seek natural, holistic solutions 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 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.

■ 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.



■ CONTENT MATCHING

Add your brand's message to the conversation naturally with product recommendations nestled into actual articles combined with key complementary ad placement.

Closing Dates

Spring 2020

Ad close: 1/10/20

Materials due: 1/15/20

Sub. copies ship: 3/3/20

Summer 2020

Ad close: 5/8/20

Materials due: 5/13/20

Sub. copies ship: 6/15/20

Fall 2020

Ad close: 7/31/20

Materials due: 8/5/20

Sub. copies ship: 9/7/20

Winter 2020

Ad close: 11/6/20

Materials due: 11/11/20

Sub. copies ship: 12/14/20



■ MAKING CONNECTIONS

Convergent media is the next frontier in your marketing strategy, and getting your brand in the pages of *Mother Earth Living* is one tried-and-trusted component. You can join the conversation and make an impact in a variety of ways, and that includes traditional print advertising. Our readers are informed, engaged, and enthusiastic about our brand and its mission.

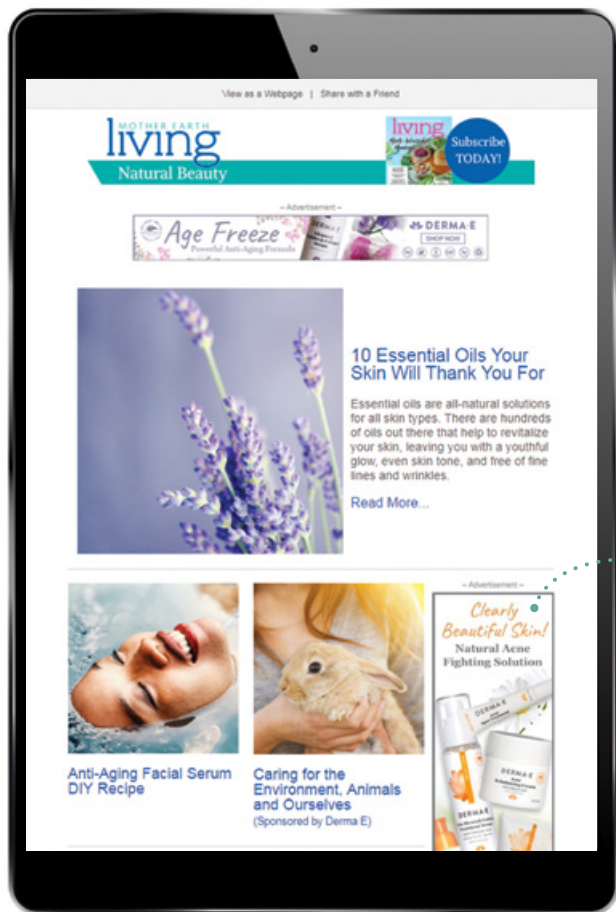
Check out
our sister site at
Herbs.MotherEarthLiving.com

HERBAL
living

DYNAMIC DIGITAL ACCESS

Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! A slew of proven and professional wordsmiths, videographers, and designers will work with you on every campaign. We are full-time storytellers — 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. Plus, we can follow up with custom analytics to enhance your audience development. We are here to pair the right message with the right medium: podcasts, sponsored digital articles, customized emails, and beyond ...



■ DEDICATED EMAILS

Digitally target your email delivery to a dedicated audience or work with us to build a topical, one-of-a-kind newsletter that will drive traffic to your business.



■ DIGITAL ARTICLES AND NEWSLETTERS

Our digital articles and newsletters 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 beyond!

heirlooms & HERBALS

Podcasts Are on the Rise — Where Are You?

Consumers are always on the go — and podcasts go with them! Active listeners tune in to be informed and inspired at the office, in the gym, during that 5 o'clock commute, and beyond! Heirlooms & Herbals is a biweekly program produced in conjunction with *Mother Earth Living* that explores a new herb each episode. Speak directly to curious and discerning consumers interested in fortifying their health with natural, organic products. Listeners hear your message introduced by our host, so it feels naturally nestled into the conversation. Plus, that message can be accessed for years to come in our archive — it's advertising without an expiration date.

As a bonus, when you join forces with Heirlooms & Herbals, you'll automatically join the MOTHER EARTH NEWS Network — a vast podcast community with over 300,000 downloads and counting. This is your chance to be heard and make an impact in the digital age with the authority of a major brand and the specificity of a niche market.

www.MotherEarthNews.com/podcast/Heirlooms-and-Herbals

54% of podcast listeners are more likely than not to consider buying an advertised product*

*Edison Research and Triton Digital, 2019





■ SOCIAL MEDIA EXPOSURE

Sponsor pins, contests, and other content on Instagram, Pinterest, Facebook, and beyond. Word of mouth increasingly relies upon popular social media sites and apps as found on smartphones and mobile devices.

SOCIAL MEDIA

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, Instagram, Twitter, 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 VIDEO POSTS

Maximize engagement with sponsored content via live video streaming, product demonstrations, and special guest collaborations.

Meet Passionate Consumers at Our Hands-on Events!

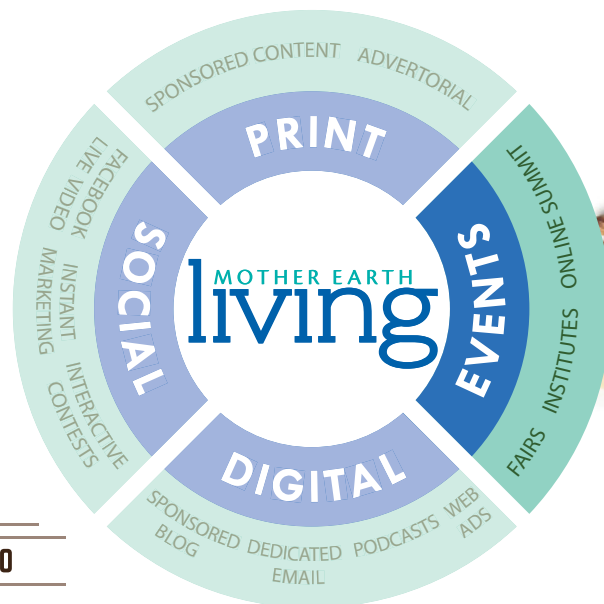
Mother Earth Living is an integral part of the MOTHER EARTH NEWS FAIR, which produces interactive events all over the United States for discerning and engaged consumers invested in sustainable living and rural traditions. Attendees are looking for natural health products, organic food, heirloom-variety seeds, gardening and farm supplies, renewable energy systems, and much more. *Mother Earth Living* even hosts its own stage for presentations, demos, and 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!

2020 SCHEDULE*

Belton, Texas Feb. 15-16	Polyface Farms — Swoope, Va. July 17-18
Nashville, Tenn. May 16-17	Seven Springs, Pa. Sept. 25-27



AUDIENCE ENGAGEMENT

The MOTHER EARTH NEWS FAIRS are fun-filled, family-oriented sustainable lifestyle events that feature hundreds of practical workshops from leading authorities.



**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:

- Visit www.Hightail.com.
- 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 Mother Earth Living 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

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"

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)

NEWSLETTER ADVERTISING:

Banner Ad (468 x 60)
Skyscraper (160 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)

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.

MOTHER EARTH living

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800.678.5779 • adinfo@ogdenpubs.com
www.MotherEarthLiving.com



Inspiring Passionate Can-Do Communities

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