2019 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
■ 94% have purchased natural or organic food in the past 30 days
■ 86% are willing to pay more for organic foods and products
■ 82% use vitamin supplements
■ 69% participate in regular exercise

THEY FEED THEIR FAMILIES HOMEGROWN PRODUCE
■ 99% feel it is important to use organic gardening methods
■ 94% garden
■ 85% grow herbs

THEY CARE ABOUT THE ENVIRONMENT AND FAIR TRADE
■ 92% consider the environmental impact of their purchases
■ 81% are willing to pay more for products that promote fair trade
■ 81% are willing to pay a higher price for products and services that are environmentally friendly

THEY PAY ATTENTION TO THEIR NUTRITION
■ 96% cook from scratch
■ 84% bake from scratch

Source: 2018 Custom Study
Demographics & Audience

- Average age: 45*
- Average HHI: $77,869
- Average value of owned home: $281,955

<table>
<thead>
<tr>
<th>GENDER</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>92%</td>
</tr>
<tr>
<td>Men</td>
<td>8%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended/graduated college</td>
<td>59%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>19%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>7%</td>
</tr>
<tr>
<td>Attended college</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>5%</td>
</tr>
<tr>
<td>25-34</td>
<td>13%</td>
</tr>
<tr>
<td>35-44</td>
<td>13%</td>
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<tr>
<td>45-54</td>
<td>16%</td>
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<tr>
<td>55-64</td>
<td>28%</td>
</tr>
<tr>
<td>65 or older</td>
<td>25%</td>
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<table>
<thead>
<tr>
<th>HOME</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home owned</td>
<td>90%</td>
</tr>
<tr>
<td>Home value:</td>
<td></td>
</tr>
<tr>
<td>$500,000+</td>
<td>12%</td>
</tr>
<tr>
<td>$200,000-$499,999</td>
<td>41%</td>
</tr>
<tr>
<td>$100,000-$199,999</td>
<td>29%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>12%</td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>6%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>HHI</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150,000 or more</td>
<td>10%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>6%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>11%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>17%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>23%</td>
</tr>
<tr>
<td>$40,000-$49,999</td>
<td>12%</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>9%</td>
</tr>
<tr>
<td>$20,000-$29,999</td>
<td>7%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AREA OF RESIDENCE</th>
<th>% of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>County size A</td>
<td>6%</td>
</tr>
<tr>
<td>County size B</td>
<td>21%</td>
</tr>
<tr>
<td>County size C</td>
<td>27%</td>
</tr>
<tr>
<td>County size D</td>
<td>46%</td>
</tr>
</tbody>
</table>

*Google Analytics
Source: 2018 Custom Study
Total Audience: 2.3 MIL*

- Subscriptions: 60K
- Single Copy Sales: 20K
- National Paid Circulation: 80K

Total Print Audience: 352K

Average Monthly Unique Visitors: 331K

Source: 2018 publisher's own data
Our mission is to help readers create naturally healthy homes and families — to feel their best using the wisdom of nature. *Mother Earth Living* is the ultimate guide to living the good life — inspired by and connected with nature. Today more than ever, it’s easy to become overwhelmed by the vast amount of information, products 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, 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.
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 adverorial, 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.

- SWEEPSTAKES
  Boost visibility and generate buzz around your brand with sweepstakes … they’re one of our most versatile packages – perfect for print and beyond!
Closing Dates

**Jan./Feb. 2019**
Ad close: 10/12/18  
Materials due: 10/17/18  
On sale: 12/11/18

**March/April 2019**
Ad close: 12/12/18  
Materials due: 12/17/18  
On sale: 2/19/19

**May/June 2019**
Ad close: 2/6/19  
Materials due: 2/11/19  
On sale: 4/16/19

**July/Aug. 2019**
Ad close: 4/10/19  
Materials due: 4/15/19  
On sale: 6/11/19

**Sept./Oct. 2019**
Ad close: 6/5/19  
Materials due: 6/10/19  
On sale: 8/6/19

**Nov./Dec. 2019**
Ad close: 8/7/19  
Materials due: 8/12/19  
On sale: 10/8/19

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**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.
Capitalize on Niche Markets

Special issues are reference collections we create in partnership with our sister title, Mother Earth News, on a single topic. Each special issue is 100 full-color pages of tips, information, and instructions on the topics our audience of natural health enthusiasts want, and is strictly limited to only 10 pages of ads. This gives your product or service high visibility and premium placement. Showcase your specialty in a highly focused and specific platform.

SPECIAL INTEREST PUBLICATIONS

OUR 2019 SPECIAL INTEREST TOPICS INCLUDE:

- Unknown Herbs
- Mediterranean Herbs
- Ginger
- Super Herbs

Special Interest Publications
HERB COMPANION SERIES

Spring 2019
Ad close: 12/26/18
Materials due: 1/8/19
On sale: 3/12/19

Summer 2019
Ad close: 4/2/19
Materials due: 4/16/19
On sale: 6/11/19

Fall 2019
Ad close: 7/2/19
Materials due: 7/16/19
On sale: 9/10/19

Winter 2019
Ad close: 10/1/19
Materials due: 10/15/19
On sale: 12/10/19
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.

- **SOCIAL MEDIA EXPOSURE**
  Sponsor pins, boards and contests on Pinterest + other content on the most popular and infectious social media sites and apps.

- **INTERACTIVE VIDEO POSTS**
  Maximize engagement with sponsored content via live video streaming, product demonstrations and special guest collaborations.
Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! A slew of tried and trusted wordsmiths, videographers, and designers will work with you on every campaign. We are full-time story-tellers – 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.

CUSTOM 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 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! You can also sponsor one of our weekly newsletters, allowing our audience to access your message right in their inbox!
CONSUMER EVENTS

Meet Passionate Consumers at Our 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. Attendees are looking for natural health products, renewable energy systems, gardening and farm supplies, organic food, 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!

2019 SCHEDULE *

<table>
<thead>
<tr>
<th>Location</th>
<th>Location</th>
<th>Tentative Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belton, Texas</td>
<td>Frederick, Md.</td>
<td>Feb. 16-17</td>
</tr>
<tr>
<td>Asheville, N.C.</td>
<td>Seven Springs, Pa.</td>
<td>April 27-28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>June 1-2</td>
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<tr>
<td></td>
<td></td>
<td>Sept. 13-15</td>
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</tbody>
</table>

*All tentative dates and locations are subject to change until confirmed. For more information:

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:  
• 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

<table>
<thead>
<tr>
<th>Spec</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full page with bleed</td>
<td>8.25&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>2 pg spread, bleed</td>
<td>16.25&quot; x 10.75&quot;</td>
</tr>
<tr>
<td>1/2 pg spread, bleed</td>
<td>16.25&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>1/2 pg horizontal</td>
<td>7&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/2 pg horizontal, bleed</td>
<td>8.25&quot; x 5.375&quot;</td>
</tr>
<tr>
<td>1/2 pg island</td>
<td>4.5&quot; x 7&quot;</td>
</tr>
<tr>
<td>2/3 pg vertical</td>
<td>4.5&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>1/3 pg vertical</td>
<td>2.125&quot; x 9.75&quot;</td>
</tr>
<tr>
<td>1/3 pg square</td>
<td>4.5&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/6 pg vertical</td>
<td>2.125&quot; x 4.5&quot;</td>
</tr>
<tr>
<td>1/6 pg horizontal</td>
<td>4.5&quot; x 2.125&quot;</td>
</tr>
<tr>
<td>1/9 pg</td>
<td>2.125&quot; x 3&quot;</td>
</tr>
<tr>
<td>1/12 pg</td>
<td>2.125&quot; x 2.5&quot;</td>
</tr>
<tr>
<td>2 inches</td>
<td>2.125&quot; x 2&quot;</td>
</tr>
<tr>
<td>1 inch</td>
<td>2.125&quot; x 1&quot;</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.

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 (130 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 lmathews@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.