2019 MEDIA KIT
A Unique and Powerful Market

Discover highly engaged customers

The $290 billion sustainable lifestyle sector represents one in every four Americans — a massive group of green consumers focused on the environment, health, and sustainable living. Country dwellers, including folks who formerly lived in cities, generate $32 billion in homes, gardens, livestock, and equipment spending. This rural lifestyle market — constituting an estimated 27 million rural property owners — focuses on sustainability, self-reliance, and healthy living.

- The number of acres in organic production continues to rise, and sales of organic foods are growing as much as 25 percent a year.
- The Agricultural Act of 2014 continues a strong overall commitment to conservation.
- More Americans are recognizing the benefits of growing their own produce. In a recent study, $2.5 billion was reportedly spent on food gardening alone.

Mother Earth News propels you into the sustainable lifestyle market. We take your brand directly into the living rooms, barns, gardens, smartphones, tablets, and backyards of a targeted, highly engaged sector.
### Audience Research

#### Rural
- 21.3 average acres owned*
- 85% live in C & D counties
- 96% of households own a pickup truck

#### Self-Sufficient & Shop with Values
- 97% garden
- 98% think it is important to grow plants using organic gardening methods
- 90% cook from scratch
- 72% of owners raise livestock for personal food supply
- 73% are willing to pay more for organic foods/products

#### Maintain Acreage
- 95% own riding or zero-turn mowers
- 88% have made land improvements or plan to make them in the next 12 months
- 57% plan to build or renovate a barn, shed, or outbuilding in the next 12 months
- 54% own or plan to purchase fencing

#### Engaged
- 2 hours spent reading each issue
- Refer back to an issue 3.4 times
- 82% have taken action as a result of reading Mother Earth News

Source: 2018 custom study | *Readex Companion
Demographics & Audience

- Average age: 46*
- Average HHI: $78,708
- Average value of owned home: $281,955
- Average acres owned: 21.3**

<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>
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<table>
<thead>
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<th>EDUCATION</th>
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<td>Attended/Graduated college</td>
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<tr>
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</tr>
<tr>
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<tr>
<td>Attended college</td>
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<table>
<thead>
<tr>
<th>AGE</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>18-24</td>
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<td>55-64</td>
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<tr>
<td>65 or older</td>
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<table>
<thead>
<tr>
<th>HOME</th>
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<tr>
<td>Home owned</td>
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<tr>
<td>$200,000-$499,999</td>
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<tr>
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</tr>
<tr>
<td>$50,000-$99,999</td>
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<tr>
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<table>
<thead>
<tr>
<th>HHI</th>
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<td>$150,000 or more</td>
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<tr>
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<td>Less than $20,000</td>
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<table>
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<th>AREA OF RESIDENCE</th>
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<tr>
<td>County size B</td>
<td>12%</td>
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<tr>
<td>County size C</td>
<td>16%</td>
</tr>
<tr>
<td>County size D</td>
<td>69%</td>
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Source: 2018 custom study
*Google Analytics
**Readex Companion
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Print Audience</td>
<td>1.9 MIL</td>
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<tr>
<td>Average Monthly Unique Visitors</td>
<td>1.4 MIL</td>
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<td>Average Monthly Page Views</td>
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<tr>
<td>Newsletter Subscribers</td>
<td>233 K</td>
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<td>MOTHER EARTH NEWS FAIR Attendance</td>
<td>80 K</td>
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<tr>
<td>Facebook Likes</td>
<td>2.4 MIL</td>
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<tr>
<td>Pinterest</td>
<td>93 K</td>
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<tr>
<td>Twitter</td>
<td>69.4 K</td>
</tr>
<tr>
<td>Instagram</td>
<td>15.6 K</td>
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**Total Audience:** 7.8MIL*

**Subscriptions:** 300K

**Single Copy Sales:** 41K

**National Paid Circulation:** 340K

* Source: Publisher’s own data

**Total Print Audience:** 1.9MIL

* Print, online, newsletters, and social media
We Cover a Broad Range of Topics with Expertise

Approaching sustainable issues from a down-to-earth, practical, how-to standpoint, Mother Earth News is a pioneer in promoting waste reduction, family farms, saner agricultural practices, better eating habits, natural and herbal remedies, more meaningful education, and affordable housing. In the process, the magazine offers a platform for some of the most forward-thinking minds of the day.

What makes Mother Earth News essential reading for sustainable rural consumers? We deliver reliable, in-depth information that helps them wade through the available resources and target organic products, natural health remedies, quality farming equipment, building supplies, and many other products and services that help them achieve self-reliance.

- Homesteading & Livestock
- Organic Gardening
- DIY
- Real Food
- Renewable Energy
- Natural Health
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

Rural and sustainable lifestyle audiences 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 custom-built by our creative team and perfectly tailored for your target audience.

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

MAKING CONNECTIONS

Convergent Media is the next frontier in your marketing strategy, and getting your brand in the pages of Mother Earth News 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.

Closing Dates

Dec./Jan. 2019
Ad close: 9/17/18
Materials due: 9/26/18
On sale: 11/13/18

Aug./Sept. 2019
Ad close: 5/28/19
Materials due: 5/31/19
On sale: 7/16/19

Feb./March 2019
Ad close: 11/19/18
Materials due: 11/23/19
On sale: 1/15/19

Oct./Nov. 2019
Ad close: 7/29/19
Materials due: 8/2/19
On sale: 9/17/19

April/May 2019
Ad close: 1/28/19
Materials due: 2/1/19
On sale: 3/19/19

Dec./Jan. 2020
Ad close: 9/23/19
Materials due: 9/27/19
On sale: 11/12/19

June/July 2019
Ad close: 3/25/19
Materials due: 3/29/19
On sale: 5/14/19

How a co-op feeds your coop

The journey of Purina® poultry feed

We're an American farmer-owned cooperative. Purina is part of Land O'Lakes, Inc. Many of the farmers who grow our grains help lead our team. That's how it's been since 1921.

To learn more about how our co-op feeds your coop, visit purinamills.com.

We make feed locally.

With more than 60 feed mills throughout the United States, we likely have a feed mill in your area. This means your feed may be made closer than you think.

Our chicken feed recipes start at our 12 backyard coops at the Purina Animal Nutrition Center in Gray Summit, Missouri.

We raise chickens just like you.

We support local businesses.

Purina supports more than 4,700 local cooperatives, independent retailers and other stores throughout the United States. Our local retailers are community resources that host workshops.

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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 sustainable consumers want.Ads are limited, giving your product or service high visibility and premium placement. Showcase your specialty in a highly focused and specific platform.

- Organic Gardening
- Self-Reliance
- Canning
- DIY

Closing Dates

WISER LIVING SERIES

Spring 2019
- Ad close: 11/21/18
- Materials due: 12/5/18
- On sale: 2/1/19

Summer 2019
- Ad close: 2/21/19
- Materials due: 3/12/19
- On sale: 5/3/19

Fall 2019
- Ad close: 5/28/19
- Materials due: 6/11/19
- On sale: 8/6/19

Winter 2019
- Ad close: 8/27/19
- Materials due: 9/10/19
- On sale: 11/5/19
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.

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

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

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

DYNAMIC DIGITAL ACCESS
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 storytellers at Mother Earth News – 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.
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. 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!

2019 SCHEDULE *

Belton, Texas         Frederick, Md.  
Feb. 16-17            June 1-2

Asheville, N.C.      Seven Springs, Pa.
April 27-28          Sept. 13-15

*All tentative dates and locations are subject to change until confirmed. For more information: www.MotherEarthNews.com/Fair

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.
2019 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.)

High tail 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 News 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

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<thead>
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<th>Size Description</th>
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<th>Height (in)</th>
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<tbody>
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<td>10</td>
</tr>
<tr>
<td>Full page with bleed</td>
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<td>10.75</td>
</tr>
<tr>
<td>2 pg spread, bleed</td>
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<tr>
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<tr>
<td>1 inch</td>
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ONLINE AD SPECIFICATIONS

RUN-OF-SITE ADVERTISING:
Leaderboard (728 x 90)
Jumbo Box (300 x 250)
Double Skyscraper (300 x 600)
Skyscraper (160 x 600)

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.