EDITORIAL MISSION

Mother Earth News approaches sustainable issues from a down-to-earth, practical, how-to standpoint. Our readers receive detailed and in-depth coverage of organic gardening, food independence, sustainable living, quality farming equipment, livestock management, energy independence, and natural health and herbal remedies. We also provide product reviews, recipes, tips, and other inspiring solutions that help more than a million consumers achieve self-sufficiency.
A UNIQUE AND POWERFUL MARKET

NOW MORE THAN EVER, GENERATIONS YOUNG AND OLD ARE FOCUSED ON THE HEALTH AND WELL-BEING OF OUR COMMUNITIES AND THE ENVIRONMENT.

Don’t get left behind. Our readers turn to us for the latest on how to cultivate the land to grow, harvest, and prepare healthy food; manage small acreage and care for chickens and other livestock; cut down on energy costs with innovative technologies; rethink what’s possible with tiny homes and other building projects; protect their families with green cleaning solutions and natural wellness remedies … and more! Help us equip this energetic community with the resources they’re looking for to succeed.

46% female / 54% male
Average age: 47
Average HHI: $78k
Average acres owned: 30
Average value of home: $272k
85% live in C & D counties
96% garden
71% own livestock
95% take action from reading ads in Mother Earth News

Source: 2020 custom study and Google analytics
CUT THROUGH THE NOISE
TAKE ADVANTAGE OF THE AUTHORITY, RECOGNITION, AND REACH THAT MOTHER EARTH NEWS HAS MAINTAINED FOR OVER 50 YEARS.

Communicate effectively and efficiently with an engaged audience hungry for new ideas. The sustainable lifestyle market is booming as people get back to basics and seek natural alternatives to the harmful effects of heavily processed foods and chemical-laden products. This is your opportunity to connect with our vast community … on the go, online, and wherever life takes them.

1.6M PRINT†
1.6M DIGITAL
758K EMAIL
2.7M SOCIAL

†Includes total circulation and pass-along audience. Source: 2019 reader survey
GO BEYOND THE PAGE
REACH YOUR GOALS BY EXPLORING NEW AVENUES IN AN EVER-EVOLVING MEDIA LANDSCAPE.

Showcase the value your company’s products and services will bring to our audience. In addition to traditional print and digital advertising, connect 24/7 via social media platforms, video and webinar sponsorships, online events, and more! We also have in-house talent available to collaborate on projects that naturally complement and run alongside our exceptional content to seamlessly spotlight your message.

Digital, video, & social packages
Native solutions
Custom content
Contests
Sweepstakes
Virtual events
Podcast
Featured products/gift guides
Dedicated email
### 2021 PRODUCTION SCHEDULE

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For specs, visit [www.OgdenPubs.com/Ad-Specs](http://www.OgdenPubs.com/Ad-Specs)