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: 2019 custom study
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>
<td>53%</td>
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<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>Attended/Graduated college</td>
<td>58%</td>
</tr>
<tr>
<td>Postgraduate degree</td>
<td>16%</td>
</tr>
<tr>
<td>Postgraduate work</td>
<td>7%</td>
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<table>
<thead>
<tr>
<th>HOME</th>
<th>% of readers</th>
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<tbody>
<tr>
<td>Home owned</td>
<td>94%</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>43%</td>
</tr>
<tr>
<td>$100,000-$199,999</td>
<td>29%</td>
</tr>
<tr>
<td>$50,000-$99,999</td>
<td>11%</td>
</tr>
<tr>
<td>Less than $50,000</td>
<td>5%</td>
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</table>

<table>
<thead>
<tr>
<th>HHI</th>
<th>% of readers</th>
</tr>
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<tbody>
<tr>
<td>$150,000 or more</td>
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<tr>
<td>$125,000-$149,999</td>
<td>6%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>14%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>20%</td>
</tr>
<tr>
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<td>8%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>7%</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>AREA OF RESIDENCE</th>
<th>% of readers</th>
</tr>
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<tbody>
<tr>
<td>County size A</td>
<td>3%</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>69%</td>
</tr>
</tbody>
</table>

Source: 2019 custom study
*Google Analytics
1.5 MIL
Print Audience

1.2 MIL
Average Monthly Unique Visitors

2.5 MIL
Average Monthly Page Views

600K
Newsletter Subscribers

80K
MOTHER EARTH NEWS FAIR Attendance

2.4 MIL
Facebook Likes

168.3K
Pinterest

69.5K
Twitter

23.6K
Instagram

Total Audience: 7.1 MIL*

Subscriptions: 278K
Single Copy Sales: 32K
National Paid Circulation: 310K

Source: Publisher’s own data

Total Print Audience: 1.5 MIL

* 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, 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.
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.

- **SPONSORED CONTENT**
  Naturally integrate sponsored content — like sidebars and tips — into complementary articles.

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**Top 10 Reasons to Own a Compact Tractor**

Hands-on, compact tractors give you economic features and power to get jobs done.

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**A Tip from the Incubator Specialists**

If you don’t have a hygrometer to measure the humidity in your incubator, weigh the eggs every 3 to 4 days. Most eggs lose between 13 and 15 percent over the incubation period, and early problems can be corrected by hatch time.
Make Regular and Reliable 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.

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. The number of ads per issue are limited, giving your product or service high visibility and premium placement. Showcase your specialty in a highly focused and specific platform.

- Organic Gardening
- Canning
- Self-Reliance
- DIY
DYNAMIC DIGITAL ACCESS

Reach Your Target Audience with Pinpoint Accuracy

Stay front and center as the consumer market evolves online! Let our proven and professional wordsmiths, videographers, and designers do the work. 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.

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!
Podcasts Are on the Rise — Where Are You?

Consumers are always on the go — and podcasts go with them! At the office, in the gym, during that 5 o’clock commute … and they provide the perfect companion for baking, crafting, and chores around the house and homestead. When you join forces with the Mother Earth News Network, listeners hear your message delivered by our hosts, so it feels naturally nested into the conversation. Plus, that message can be accessed for years to come in our archive — it’s advertising without an expiration date.

We help you make the case for your brand and how it relates to the topic of the day …

- Raising chickens, goats, poultry, and more
- Organic pest control, gardening, permaculture
- Herbs, essential oils, natural health
- The art and science of fermentation and food preservation
- Home butchering and charcuterie
  ... And more!

Podcasts include Mother Earth News and Friends, Community Chickens, Keeping Backyard Bees, and Heirlooms & Herbals. We’ve also featured the likes of Joel Salatin, Meredith Leigh, Janice Cox, Rob Greenfield, Jessi Bloom, and many other popular authors and experts to lend their authority and visibility in their fields.

With over 300,000 downloads, a complementary newsletter, and a growing audience of curious, engaged consumers ready for new ideas, this is your chance to be heard and make an impact in the digital age.

*Edison Research and Triton Digital, 2019
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.

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

- **SOCIAL MEDIA EXPOSURE**
  Sponsor posts on Instagram and Facebook, pins and contests on Pinterest, and more! Don’t miss out on the buzz that social media apps can create!
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, Grit, Heirloom Gardener, Community Chickens, and Homestead Hustle, 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!

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

*More dates and locations to be announced. While unlikely, dates and locations are always subject to change. For more information: 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:
• 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

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