



# COUNTRYSIDE

2025 MEDIA KIT





## EDITORIAL MISSION

At *Countryside*, our purpose is to inspire self-reliant living at any level, with a strong focus on family. We acknowledge that the path to self-sufficiency is as unique as the person who accepts the journey. We strive to strengthen the homesteading movement by sharing the diverse voices and knowledge of today's practitioners. We teach our readers how to grow and raise their own food; build, fix, and craft with their own two hands; and walk as gently on this planet as possible.



# A UNIQUE AND POWERFUL MARKET

## DISCOVER HIGHLY ENGAGED CUSTOMERS

Thousands of rural consumers find their preferred lifestyle outside the city. *Countryside* reaches this growing and lucrative, family-focused rural market. We take your brand directly into the kitchens, gardens, pastures, backyards, and smartphones of rural America. Our rural readers are looking for products and services such as gardening and food preservation equipment, livestock and pet products, fencing, tillers, tractors, hay equipment, and more.

50% female / 50% male

Average age: 41

Average HHI: \$81K

Average acres owned: 41

Average value of home: \$387,500

86% live in C & D counties

98% garden

88% own livestock

90% take action from reading ads in *Countryside*

Source: 2024 custom study and Google analytics





# REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

## CONTENT THAT LEADS TO COMMERCE

A staple of America's rural family farms for more than a century (106 years), *Countryside & Small Stock Journal* enables consumers to buy the tools and equipment they need to enjoy the lifestyle they cherish. *Countryside & Small Stock Journal* has always shared vital content with engaged communities — wherever they are. This means that focused content gets delivered to the right audience with the right medium to achieve your goals. This is your opportunity to connect with our vast community ... on the go, online, and wherever life takes them.

**33.6k**  
PRINT\*

**176k**  
DIGITAL

**117k**  
EMAIL

**59k**  
SOCIAL

\*Includes total circulation and pass-along audience.  
Source: 2024 reader survey





# MAKE REGULAR AND RELIABLE CONNECTIONS

REACH YOUR GOALS BY EXPLORING NEW AVENUES IN  
AN EVER-EVOLVING MEDIA LANDSCAPE

The *Countryside* audience is active, DIY-minded, and looking for tools, equipment, and services that enable their passions. 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**

**Podcasts**

**Featured products/gift guides**

**Dedicated emails**

**E-newsletters**





## 2025 PRODUCTION SCHEDULE

	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad close	10/23/24	1/3/25	2/12/25	4/23/25	6/25/25	8/20/25
Materials due	11/6/24	1/8/25	2/26/25	5/7/25	7/9/25	9/3/25
Sub copies ship	12/16/24	2/3/25	3/31/25	6/3/25	8/11/25	10/6/25

For Specs, Visit: [www.ogdenpubs.com/marketing-solutions](http://www.ogdenpubs.com/marketing-solutions)

# COUNTRYSIDE

1503 SW 42nd St., Topeka, KS 66609  
800-678-5779 • AdInfo@OgdenPubs.com  
www.IAmCountryside.com



*Inspiring Passionate Can-Do Communities*

Mother Earth News   Grit   Capper's Farmer   Countryside   Goat Journal   Backyard Poultry   Backyard Beekeeping   Mother Earth Living  
Farm Collector   Gas Engine Magazine   Motorcycle Classics   Utne Reader   Tri-State Livestock News   The Fence Post  
Sunflower Regional Publishing   Capper's Insurance Service