



GRIT 

2024 MEDIA KIT



EDITORIAL MISSION

Grit is your hands-on, detailed, and in-depth resource for modern homesteading, livestock, practical preparedness, making money off the farm, bushcrafting, and more! We strive to revive lost skills, bolster familial and community ties, and celebrate the spirit of our passionate can-do readership rooted in rural traditions. *Grit* provides readers with the knowledge they need to work alongside friends and neighbors to turn dreams of contemporary rural living into a reality – no matter what life throws their way.

A UNIQUE AND POWERFUL MARKET

DISCOVER HIGHLY ENGAGED CUSTOMERS

Thousands of rural consumers find their dreams outside the city. *Grit* reaches this growing and lucrative 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 lawn and property maintenance equipment, livestock and pet products, tractors, hay equipment, tillers, and more.

52% female / **48%** male

Average age: **48**

Average HHI: **\$83k**

Average acres owned: **51**

Average value of home: **\$320k**

87% live in C & D counties

97% garden

85% own livestock

93% take action from reading ads in *Grit*

Source: 2023 custom study and Google analytics



REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

CONTENT THAT LEADS TO COMMERCE

Relied upon by America's rural families for more than a century (139 years), *Grit* enables consumers to buy the tools and equipment they need to enjoy the good life and get the most from their country properties. *Grit* 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.

275.2k
PRINT*

548k
DIGITAL

74.3k
EMAIL

604k
SOCIAL

*Includes total circulation and pass-along audience.
Source: 2023 reader survey



MAKE REGULAR AND RELIABLE CONNECTIONS

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

The *Grit* 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



2024 PRODUCTION SCHEDULE

	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad close	Oct. 31, 2023	Jan. 18, 2024	March 15, 2024	May 10, 2024	July 12, 2024	Aug. 30, 2024
Materials due	Nov. 3, 2023	Jan. 26, 2024	March 29, 2024	May 24, 2024	July 26, 2024	Sept. 13, 2024
Sub copies ship	Dec. 12, 2023	Feb. 27, 2024	April 30, 2024	June 25, 2024	Aug. 27, 2024	Oct. 22, 2024

For specs, visit www.OgdenPubs.com/Marketing-Solutions

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Inspiring Passionate Can-Do Communities

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Farm Collector Gas Engine Magazine Motorcycle Classics Utne Reader Tri-State Livestock News The Fence Post
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