MOTHER EARTH NEWS

2022 MEDIA KIT

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.

50% female / **50%** male

Average age: **47**

Average HHI: **$77K**

Average acres owned: **30**

Average value of home: **$395K**

85% live in C & D counties

95% garden

83% own livestock

93% take action from reading ads in Mother Earth News

Source: 2021 custom study, Readex Research 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.

1.4M
PRINT*

2.3M
DIGITAL

850K
EMAIL

2.9M
SOCIAL

*Includes total circulation and pass-along audience.
Source: 2021 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
- Mohter Earth News Fairs
- Virtual events
- Podcast
- Featured products/gift guides
- Dedicated email

2022 PRODUCTION SCHEDULE

	Dec/Jan	Feb/Mar	Apr/May	Jun/July	Aug/Sept	Oct/Nov
Ad close	Oct. 4, 2021	Nov. 17, 2021	Jan. 31, 2022	March 28, 2022	May 31, 2022	Aug. 1, 2022
Materials due	Oct. 8, 2021	Nov. 23, 2021	Feb. 4, 2022	April 1, 2022	June 3, 2022	Aug. 5, 2022
On-sale	Nov. 23, 2021	Jan. 18, 2022	March 22, 2022	May 17, 2022	July 19, 2022	Sept. 20, 2022

For specs, visit www.OgdenPubs.com/Ad-Specs

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