



THE OLD  
FARMER'S ALMANAC

FOUNDED IN 1792

THE OLD FARMER'S ALMANAC MEDIA GROUP  
**MEDIA KIT 2026-2027**

The Old Farmer's Almanac is one of  
the most trusted brands in North America,  
with an active, loyal community of

**44 MILLION.**

JULY 2025

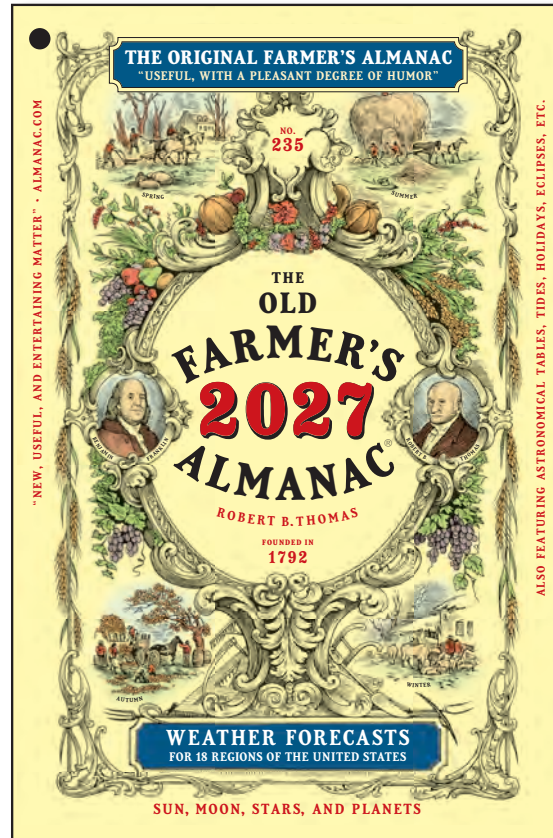
# *The Old Farmer's Almanac*

is much more than a brand or a publication.

We are an active community of  
**44 MILLION ADULTS.**  
On Almanac.com, we reach  
**1 IN 10 AMERICANS**  
(and 1 in 10 Canadians).

**EVERY DAY,**  
our audience engages across  
**MULTIPLE PLATFORMS**  
with our content and  
**BRAND PARTNERS.**

Rooted in tradition, growing  
with the times —  
**RELEVANT, RELIABLE,  
AND TRUSTED  
FOR 235 YEARS**  
(and counting).



**WE'VE STOOD THE TEST OF TIME FOR A REASON.**

**A PERENNIAL BESTSELLER** at major retailers and on leading book lists such as:

- Nonfiction List, *The Boston Globe*
- *Publishers Weekly*
- Barnes & Noble
- Amazon.com

Almanac.com is consistently used as a reference by **MAJOR NATIONAL SITES** including:

- CNN
- *Good Housekeeping*
- *Martha Stewart Living*
- *The Pioneer Woman*
- *USA Today*
- Yahoo

Our growing community includes over **95,000** subscribers to our publications and membership programs including the Almanac and themed clubs.

Published continuously since 1792, it is North America's **MOST LONG-LIVED ALMANAC.**

## ABOUT OUR COMMUNITY

OUR ASSETS REACH FAR AND WIDE:



**2.5 MILLION**  
copies distributed



**38 MILLION**  
unique visitors on  
Almanac.com



**1.8 MILLION**  
likes/followers



**275K**  
followers



**142K**  
followers



**57%**  
Female



**43%**  
Male

Average age: 46



**\$76,500**  
Average HHI



**87%**  
Home owners

“If you are thinking about doing ANYTHING in the yard or garden this year, buy this book. Thumb through it and you will not be disappointed. What’s not to like about hundreds of years of collective wisdom concentrated into likely-outcome predictions?”

## MEET SOME OF OUR FOLLOWERS



### THE NATURAL HEALTH ENTHUSIAST

- **77%** of our community members are environmentally conscious.
- **68%** take care of themselves and their family with regular use of vitamins/supplements.
- **NEARLY HALF** buy organic and nontoxic/biodegradable items.



### THE DIY-ER

- Our audience rolls up their sleeves. **58%** are more likely than the average adult to be a DIY-er.
- Our members are **TWICE AS LIKELY** as the average adult to take on home improvements.
- Our audience is interested in arts and crafts, indexing **27%** higher than the average adult.

### THE AVID GARDENER

- **86%** are active gardeners.
- To find their gardening supplies, **ONE-THIRD** of our gardeners use mail-order catalogs and nearly **HALF** purchase supplies online.
- **54%** of our audience tend a garden 200 square feet or larger.
- Gardening is one of our **MOST POPULAR** areas of content.
- **41%** of our audience spend 6+ hours a week in their garden.



### THE COOK/BAKER

- **71%** of our audience seek information on kitchen gadgets/tools and **58%** look for cooking/baking ingredients.
- **2 OUT OF 3** readers preserve/pickle their garden harvest.
- **43%** of readers have referenced a food article and **48%** have cooked a recipe.
- **61%** of our audience invest in organic food/products.



# PILLARS OF CONTENT

## GARDENING

We know how to make things grow, and our sought-after gardening content makes us a natural fit for businesses in the home/property maintenance and improvement sector. Our gardening resources focus on traditional practices combined with unconventional customs and modern methods for rural, suburban, and urban gardeners alike.



## ASTRONOMY

Moon phases, Mercury in retrograde, the night sky. Our website is a highly sought-out astronomical resource.

## WEATHER

We know it. We predict it every year, with traditionally 80% accuracy. Each year, millions of North Americans turn to our pages and website (Almanac.com) to view the long-range weather predictions, especially for the winter! Some brides even plan their big day based on our weather predictions.



## FOOD

We are the original farm-to-fork resource. From our cookbooks to our website, we focus on approachable, homemade dishes for holidays, picnics, and every day.

## NATURAL HOME & HEALTH

From traditional remedies to household and wellness tips, we share ways in which nature and the world around us can help everyone to live a healthier and more fulfilling life.

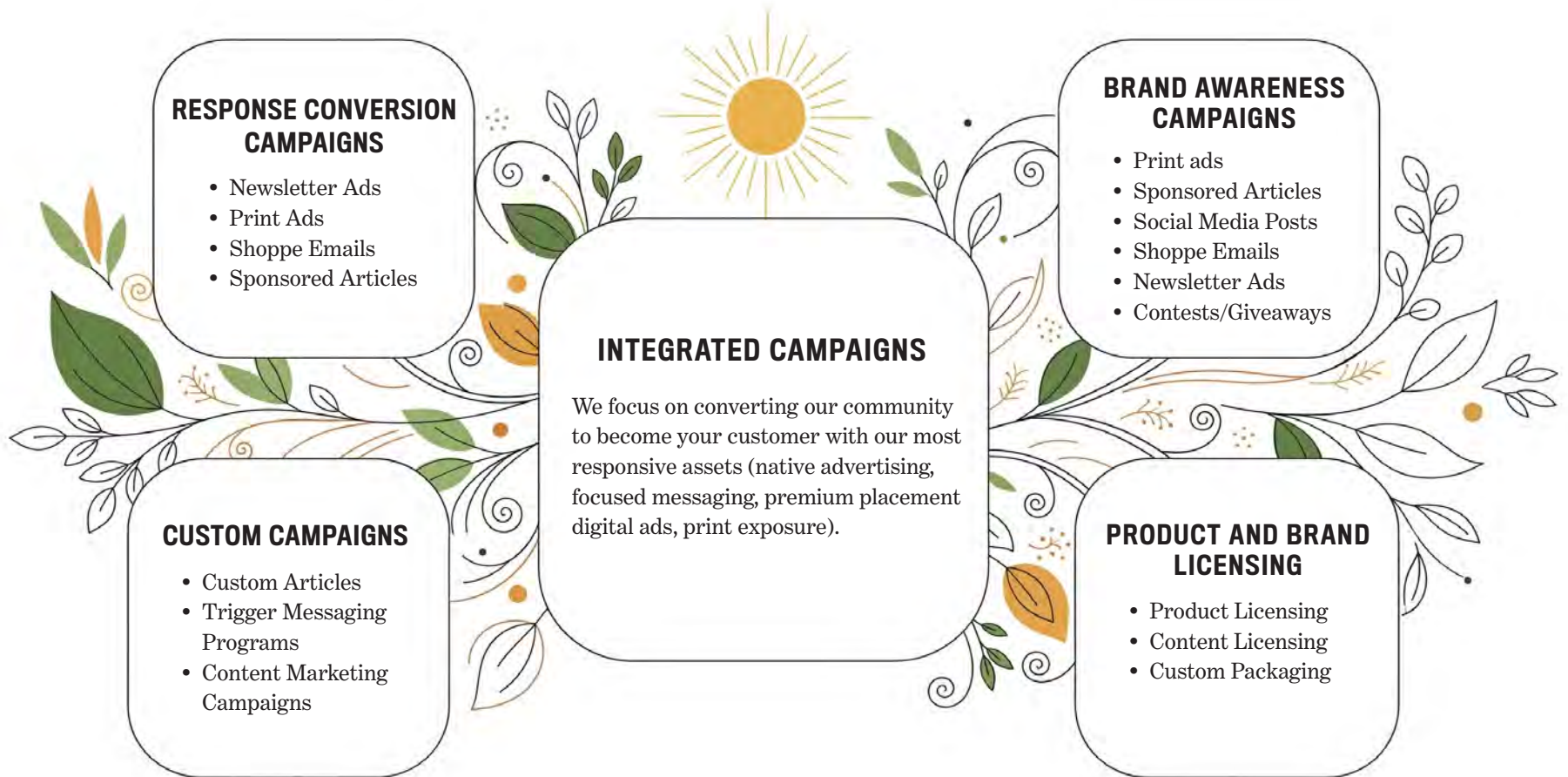


## PETS

Our treats bowl is full of feeding and care tips, breeding advice, and inspiration for house pets and farm animals, including dogs, cats, chickens, pigs, horses, cows, goats, sheep, birds, and more.

# PARTNERING WITH US

The Old Farmer's Almanac Media Group's marketing and new media teams collaborate with our business partners on custom programs, connecting you to our audience of 44 million. Our diverse suite of opportunities means that we can tailor the program to your specific needs through proven performers such as:





## WORK WITH THE BEST

We're the original Almanac, published since 1792



“This has always been part of my life. My family reads it, some use the charts for planting and tending animals. **We look to it for advice** and humor, **interesting articles** and curious **ads that made us wonder.**”

“**I still get the Almanac every year.** It's even nicer than when I was a child. The printing is beautiful. It's like a little book. Well worth the cost, **it's your companion daily** and many like to collect the volumes. The illustrations are beautiful.”

“This is a yearly book I recommend for every home. **Put the phone down and read this book** a little bit at a time. I'm pretty sure you will be happy you did.”

“**If you are thinking about doing ANYTHING in the yard or garden this year, buy this book.** Thumb through it and you will not be disappointed. What's not to like about hundreds of years of collective wisdom concentrated into likely-outcome predictions?”

