



Celebrating Rural America Since 1882

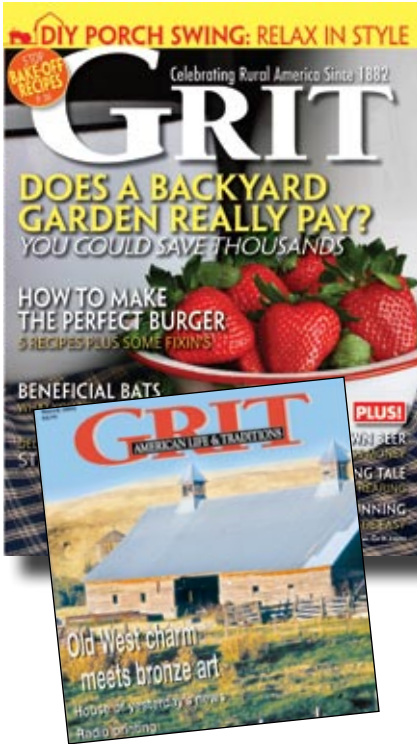
GRIT



2011

ONE SOURCE. NATIONAL COVERAGE.

Your best place to m



A HISTORY OF REGIONAL BRAND LOYALTY

Roughly 130 years ago, more than just miles separated rural America from the hustle and bustle of the big cities; distinct cultural views and differing informational needs distinguished town and country, as well. A strong need existed for good news and practical information, to keep this nation's small-town residents, ranchers, farmers and their families connected with the world and up to date with developments important to their everyday lives. On the East Coast, GRIT filled this void; in the Midwest, readers looked to CAPPER'S.

After years of providing excellent content that addressed rural American families' wants and needs, GRIT and CAPPER'S became family necessities – a way of life. They were what folks grew up reading, and then wanted their children to grow up reading.

TWO TRUSTED NAMES – ONE SOURCE

As America became more mobile, the titles extended their reach nationwide – each taking their brand's heritage and loyalty to new places. GRIT and CAPPER'S eventually came together under one owner who built a more efficient distribution model as well as a stronger base for the content the magazines provide. The individual brands remain, however, because of the trust each has built with its readers.



AGE, REGIONAL BRAND AFFINITY.

arket to rural America.



A CENTURY OF TRUST REACHING ACROSS THE NATION

Now, depending on the roots of the family, you'll find either GRIT or CAPPER's in hundreds of thousands of rural American homes. While these publications began in a simpler time, their celebration of rural community, resilience and positive news resonates now more than ever. Increasingly, Americans are rediscovering the joy of living outside the city limits. Wide open spaces. Neighbors. Getting their hands dirty in the garden. Raising their own livestock. Living life on their own terms and at their own pace. As folks return to these more traditional pastimes and ways of life, the guidance and unrivaled expertise that GRIT and CAPPER's offer are there to show them the way.

STILL APPEARING IN RURAL AMERICAN HOMES

Today, many people maintain a rural American property as an escape from urban life – not because they have a career feeding the nation. GRIT and CAPPER's are right there, too – delivering the best of country living: product reviews; features on property maintenance, livestock and gardening; and plenty of recipes, nostalgia and more. The combined power of GRIT and CAPPER's, along with the other fine magazines in Ogden Publications' Rural Lifestyles Group, is truly the most effective way to reach this growing audience.



THE **AUTHORITY**
ON **COUNTRY LIVING**



GRIT

Dirt on their hands and the sun on their backs – these are the rural consumers that will drive up your sales! GRIT readers are affluent, independent do-it-yourselfers that spend their hard-earned cash on chain saws, tractors, fencing, septic systems, and the other necessities of rural life. These ‘ruralpolitans’ tackle each day with a practical, self-sufficient attitude, which in turn influences the investments in tools, supplies, and lifestyle they make. They’re also passionate about gardening, animal husbandry and land management – perhaps that’s why so many own homes on sizeable acreages. They rely on GRIT to deliver the down-to-earth advice and information needed to make their rural dreams come true – whether it’s building a barn, raising chickens or harvesting timber. From DIY projects to humorous and heartwarming stories of rural America, these consumers turn to GRIT for advice and answers.



GRIT READERS ARE **AFFLUENT**, INDEPENDENT,
PRACTICAL, SELF-SUFFICIENT,
NEIGHBORLY AND **SMART**. THEY
APPROACH CHALLENGES **HEAD-ON**, SAVOR
WIDE-OPEN SPACES AND **TREASURE** THE **COZY**
COMFORTS OF **HOME**.

GRIT readers live the rural lifestyle

- * 93% garden; average garden size is 310 sq. ft.
- * 94% own livestock
- * 71% list do-it-yourself articles among their favorites
- * 71% are planning property improvements in the next 24 months

High level of engagement

- * 157 minutes spent reading each issue
- * Refer back to an issue 3.2 times

Readers act on advertising

- * 83% take action as a result of reading advertisements

GRIT readers invest in their lifestyle

Property improvements planned:

- * Landscaping/lawn improvements, 31%
- * New fencing, 25%
- * Road maintenance, 25%
- * Renovate/build barn, 34%
- * Build/improve pond, 10%

Equipment ownership:

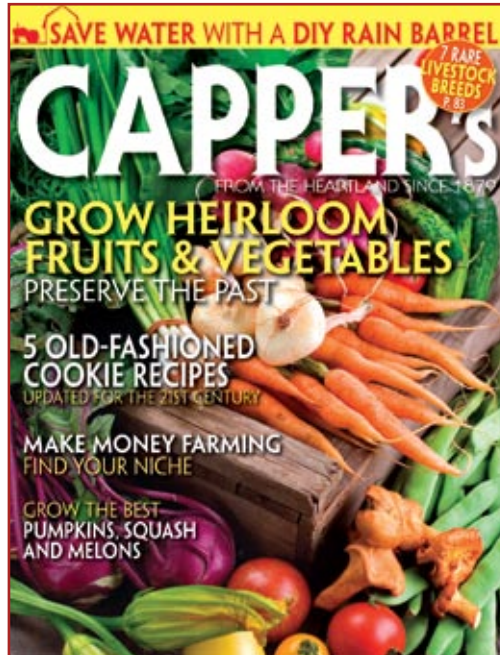
- * Pick-up truck, 66%
- * Chain saw, 73%
- * 40- hp tractor, 19%
- * 40+ hp tractor, 18%
- * Riding lawn mower, 59%
- * ATV/UTV, 24%

Acreage Owned:

- * Less than 1 acre, 28%
- * 1-3 acres, 22%
- * 4-9 acres, 10%
- * 10-39 acres, 19%
- * 40+ acres, 15%

Source: 2009 and 2010 Custom Study

IN EVERY ISSUE OF GRIT



POWER EQUIPMENT Taking care of a country property requires a lot of gear. From riding mowers, small tractors and tillers to chain saws, septic systems and driveway graders, GRIT readers learn to buy smart. **ANIMALS** What's life in the country without a few horses, chickens or goats? And, of course, the dogs and barn cats. In our pages, readers learn how to choose the animals that are best for them and find the best resources and advice to care for them. **GARDENING/FOOD** Each issue is chock-full of recipes and advice for gardeners just starting out or those who've been at it for years. Plus hot products to make the job easier and more successful. **DO-IT-YOURSELF PROJECTS** Chickens need coops, dogs need houses, the property needs landscaping and the deck needs a couple of great-

You Can Save Money with Heating Stoves
Everything you need to know when considering a biomass system to heat your home or shop.
By Carol S. Davis
When the cold weather hits, the last thing you need to worry about is how you'll afford to keep the house warm and the pipes from freezing. Since you have no control over the volatile bulk-fossil-fuel markets, it's virtually impossible to budget accurately, unless you look to alternative fuels such as biomass to generate heat. Install a biomass-burning stove today, and you can cut your conventional fuel or electric bill substantially. Make the installation before the end of 2010, and you can get a federal tax credit of up to \$1,500 on qualifying models (75 percent efficient).

How biofuel stoves work
Combustion occurs because heat through the rapid oxidation of fuel-producing cells from their carbon dioxide and water under ideal conditions. Biofuel is an environmentally sensitive because they come about as being carbon dioxide neutral - carbon dioxide is pulled out of the atmosphere as the plants that create the fuel grow and is released back into the atmosphere when burned. It's true, some pellets are a constant as the production, processing and transporting of bio-fuels or heating them will result in a small net addition of carbon dioxide into the atmosphere.
The amount of heat produced by a biofuel stove is related to the cost of the combustion chamber and fuel feed rate. Manufacturers provide BTU ratings and emissions of the amount of output fuel each unit is designed to use.

Source that stone
Stone equipment for heating your home. If you need to heat an entire house, you'll need a higher capacity stove than you need to heat a single room. As you receive quotations, check on increasing models, consider these features: fuel storage capacity and ease of loading the fuel; type of ignition system (manual); make home of biomass (wood); what type of thermostat you want (if any); and the manufacturer's recommendations for cleaning. If you don't do a checklist ahead of time, receiving the stove will be a pain.
Remember the stove is also a source of pollution for the home. Many models feature glass viewing surfaces but require an expensive venting to the outside which may be a pain to install. It's likely to be installed with heat stone, and a stone addition would add to the cost.

GARDENING: Good for the Soul and the Wallet
Suburban farmer loves to garden and reaps wide-ranging benefits from his effort.
By Paul Gardner
I I love home vegetable gardens. It's a simple enough thing to say, but I really, really love home vegetable gardens! The simple act of placing a seed in fertile soil, watering it and harvesting its fruits is almost a personal revolution. It's a way of declaring my independence and providing healthful, fresh food for my family. And I always assume we save some money, but just how much?



Machine Maintenance Made Easy

Save money and time with routine equipment checks.

By Oscar H. Wilf III

You've been living that life out where the pavement ends now for a couple of years, and your machine shed is no longer empty. Daily life is a joy and, for the most part, pretty smooth, but now your tractor has sufficient hours to require service, the mower's cut is really ragged, and the tires on the utility vehicle go flat overnight. In some ways, it feels like the party's over - what can you do?

If you need to make your car service for an hour every time it makes a new noise or "oil change" light comes on, you might be tempted to skip the maintenance or to hire local mechanics for service. But when you get the motor out of the shed, you notice that most of the hours are on the "You can't call AAA to haul you out, and having a harder to come and go the maintenance, or a mobile repair service to come and fix things at your place isn't in the budget.

If you haven't done so already, now is the time to take a good look at the service system of the machine. An owner's manual you have stuffed away in your home office, grab some tools and tear down those routine maintenance measures that serve to add stress to the work every bit of the tractor's hour meter. Triage your machines more routinely, and you'll save yourself a lot of money. Fuel, grease and major bearing wear equipment will go the distance.

Mechanics make the magic

The first and arguably most important step in maintaining any piece of machinery is to obtain an owner's manual and read it cover to cover. If that manual lacks sufficient information for determining service intervals and specifications, spend a little money on a separate service manual. If you find yourself confused when reading the manual, you might also visit a book or two covering the fundamentals of mechanics and general repair. Armed with general manuals and a sufficient tool kit, you can easily perform all the routine checks and adjustments required to keep your machine running safely and smoothly.

Fluid fun

Most machines with internal combustion engines without fluid fuel - either gasoline or diesel fuel. Some you need to fill your fuel tank sufficient times to get to the point where other fluids might need your attention, so it's just good fuel for now - other than to say the words handling it, and change either draw more from the fuel than is specified in the manual. Other important fluids are required for keeping machine components cool, especially engines and transmissions. Lubricating oils sometimes come double duty by carrying heat from moving parts to reduce the heat exposure, while water-based solutions, generally known as coolant or antifreeze, carry engine heat to an external radiator.

Lubricating oil is one general category of fluid you'll encounter with most machines - it's available in many formulations specific to transmissions, engines, gearboxes, drive shafts and tie rods. Many manufacturers brand around the farm also require hydraulic fluid which is designed to transfer mechanical energy efficiently using a working volume of liquid. Your tractor's brake system is hydraulic, of the power transmission.

When you're done with the fluids, you'll need to check to make sure your fluids are at the right level. In many cases, hydraulic fluids need to be present transmission, lubrication and/or cooling.

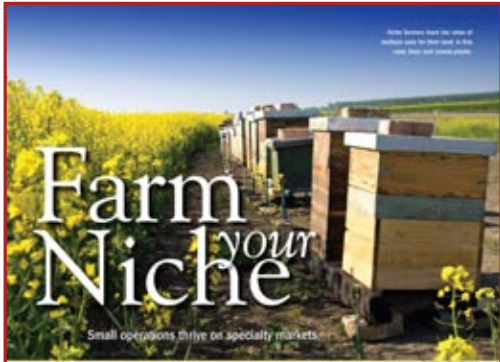
When you're done with the fluids, you'll need to check to make sure your fluids are at the right level. In many cases, hydraulic fluids need to be present transmission, lubrication and/or cooling.



until the oil just begins to drip out of the pan. Replace the oil plug, and you're set. Changing virtually any machine's oil pretty much follows the same routine.

Fluid dynamics

When approaching your original tractor's transmission and hydraulic system, there are some fluids you will want to purchase the necessary fluid about a year and read the manual carefully. In some cases, there are two different types of fluid that can be used to drive the oil, and mixing can require the use of more than one oil type. The manual will show you where and how to incorporate this. In some cases,



Farm Niche

Small operations thrive on specialty markets.

By Richard L. Crowell

Every day in the United States, close to 3,000 acres of productive farmland are lost to development. Adapting to survive, many farmers have embraced a new paradigm that focuses on agricultural models custom-fit to changing markets and filling local niches with specialty produce and value-added products. The movement seems to be working.

Nearly 300,000 new farms have begun operations since 2002, according to recent Agricultural Census data. Compared with old farm operations, these new arrivals and their owners diversified production, lower costs, lower risk and higher sales and operations who also work off farm. Many of these operations are located in densely settled and urban areas.

Farming the Niche

Bob Hagan, a sixth-generation farmer, works ancestral land first settled in 1791 and located on the outskirts of Charlotte, North Carolina. Hagan and his wife, Ann Leonard, live on the farm where they raised their three sons. The homestead built for Hagan's great-grandparents in the 1840s.

In 1970, the Hagan family embarked on a dairy venture. Like Hagan Farms, for 40 years, the Hagan family and supplied milk to its neighboring counties. In 1990, the family transitioned to increasing property value and property taxes and local development pressures, and sold Lake Hagan Farms, retaining 100 acres that Hagan currently cultivates as Hagan's Magnolia Farm.

looking chairs. Who better to build them than our readers - with plans and helpful directions from GRIT. **TOOLS AND TECHNIQUES** Just because they live in the country doesn't mean readers are behind the times. Each issue features up-to-date information on the latest and greatest innovations to make life easier or just more fun. **PRACTICAL ADVICE** How much firewood will readers need to get through the winter? How much mulch will it take to cover the garden? How deep should the well be drilled and how much will it cost? GRIT offers practical information on all aspects of a great life in the country. **HUMOR** In each issue we look at the humorous, heartwarming and nostalgic experiences of rural American life.





When Dave Baker took his garden this year, it didn't have an owner. I live in the suburbs and still have had no means of any garden space for I was certain that my hands are better with less experience because of my gardening efforts, but it never actually did the math, so I decided to make the commitment and give back as best as I can. Here goes.

Building the spreadsheet

A few years back, when we moved to our new house, I had the opportunity to visit a garden from scratch. The soil I was made with was not only in the sense that it was on the surface of the Earth, and it had things growing in it, but of course, because of that, I decided to build my garden in raised beds. I could have purchased them, but because of all the construction around me, I was able to get a lot of things for the low fee. It took more time, but the cost savings was worth it to me, making calculated decisions should always be a part of the garden, whether it's buying supplies or deciding when to plant.

For the growing medium, I went with a coffee mix. Each of my 4 by 4 ft raised beds was spaced with a little of 1/2 inch compost, peat, and vermiculite. Keeping all that growing medium and the hardware to build my beds cost me nearly \$200 - a lot more than I had anticipated. I did not realize my own coffee mix, but the next year because of what it costs, the materials of compost at \$10 a bag add up to in the region, the amount I use. I would guess generally that I spend about \$200 to \$300 per year for garden-related materials, and keep me close to \$1,000 overall on building my garden, including raised beds, soil and drip irrigation. I could have spent much more, but honestly I could have spent less, so what? Again, it's all about choices. What did I get for the investment? What I got is so much more than what I put in that I hardly ever quantify it accurately.

Before I try to put monetary value on it, I have to explain why I garden. It's not a hobby, much in the way

the AMAZING BENEFITS of GRASSFED MEAT

A profitable model brings healthy beef to market.

By Richard Manning

Few years now, I have been fascinated by the permanence and healing power of grassland. If we respect the great original wisdom of the prairies, I'm convinced we can heal the wounds inflicted on the American landscape by industrial agriculture. I first had a hint as to how this might work for America's farms when a friend explained to me why he chose to raise beef on slaughter, marketing the meat with a guarantee the animals had eaten nothing but native grasses. He thought if he could make such a model pay on his own land, he could do more to save native landscapes than any amount of activism, litigation or regulation. Profitable solutions self-replicate. Like viruses, they creep from one farm to the next, eventually exploding in exponential growth. They scale up.



2011 EDITORIAL CALENDAR

January/February 2011

Ad Close: November 1, 2010 **On Sale:** December 28, 2010

Breeding Heirloom Seeds: Everything you need to know to create vegetable varieties suited to your garden.

Dabble With Ducks: Learn to manage the flock for high yields of food, bug control and fun.

Food Foraging for Fun: How to track, collect, preserve and use wild fruits (strawberries, blackberries, apples, cherries and other wild-grown species).

Tiny Tractors: Learn how to choose the subcompact tractor that's right for you.

So You Moved to the Country: Arms the reader with all they need to get the most from living out where the pavement ends.

Aquaponics: Firsthand report on how farming in the water can produce food and fuel.

Agritourism: What do you need to know before inviting the public to your farm for a day of fun?

DEPARTMENTS:

In The Shop: Build a Garden Gate

Sow Hoe: Revitalizing Soil

Wild Grit: Beaver

Comfort Foods: Cooking with rolled oats

Country Tech: How to keep water pipes from freezing

Humor: Lost in the Supermarket

March/April 2011

Ad Close: January 3, 2011 **On Sale:** February 22, 2011

Microfarming: Get the most garden production from the least amount of space.

Manage the Septic System: Everything you need to know about keeping the waste water flowing.

All About Mulch: From newspaper to pine straw, mulch is a powerful weapon against weeds, plant dehydration and garden pests.

Live Off the Land: Firsthand report on making do with what you can gather, hunt and grow yourself.

Chippers and Shredders: When it comes to mulch-making and debris reduction, these machines earn their keep.

Beginning With Bees: All you need to know to get your own beehive up and buzzing.

Backyard Chicken Safety: What you need to know to keep Rover from ranging into the chicken coop and wreaking havoc.

DEPARTMENTS:

In The Shop: Build a Methane Power System

Sow Hoe: Grow Great Peppers

Wild Grit: Salamanders

Comfort Foods: Woodstove cooking

Country Tech: Used machinery

Humor: Runaway 4-H Calf

May/June 2011

Ad Close: March 1, 2011 **On Sale:** April 26, 2011

Manage Your Woodlot: Get the most from your tree-covered acres.

Food Corn: All about growing and preparing corns for fresh eating, milling into meal and flour, and popping good times.

Wild Mushrooms: 'Tis the season to hit the woods and meadows in search of the choicest, most succulent 'shrooms.

Farm Safety: Danger lurks around every corner out in the country – this feature offers insight on how to safely enjoy the life.

Mid-Season Garden Replacements: All you need to know about filling the spaces once you've harvested all the greens, potatoes and other early-season garden crops.

Meat Rabbits: Firsthand report on making heritage-breed meat rabbits into an enjoyable and profitable business.

Country Dogs: Covers the nitty-gritty of living with dogs in the country and profiles breeds and temperaments that will thrive out there.

DEPARTMENTS:

In The Shop: DIY Shed-Roof Barn

Sow Hoe: Heirloom Tomatoes

Wild Grit: Catfish

Comfort Foods: Zucchini magic

Country Tech: Fishing 101

Humor: Fishing in America



July/August 2011

Ad Close: May 2, 2011 **On Sale:** June 28, 2011

Broccoli Basics: Everything you need to know about raising and using members of the cabbage family.

World-Class Goats: Learn how to tap diverse ethnic markets and create culinary delicacies at the same time.

Cooking With Fire: Create sumptuous fare over an open fire, over banked coals, on the charcoal grill and in the smoker.

Management Intensive Grazing: Why/how controlling the timing and duration of grazing is good for the animals and the land.

Let Your Landscape be Your Gym: A realistic look at how you can get a significant workout while keeping your place in order.

All About Mowers: Choose the right mower or mowing attachment for the job.

Ginseng: How to grow, market and use this powerful root.

DEPARTMENTS:

In The Shop: DIY Backyard Smoker

Sow Hoe: Soil Testing

Wild GRIT: Mosquitoes

Comfort Foods: Buns and burgers

Country Tech: All About Backhoes

Humor: Spiders

September/October 2011

Ad Close: July 1, 2011 **On Sale:** August 23, 2011

Go Vertical: Create a hanging garden almost anywhere.

Great Grains: A delicious look at grains with tips on how to grow and process them.

Beneficial Bugs: Tap into the power of insects to control pests in the garden.

Rural Water Supply: How to keep your place well hydrated with wells, springs and other water supply systems.

No Barcode Eating: Firsthand report on procuring or producing all the food you need without paying a visit to the grocery store.

Managing the Laying Flock: Keep those eggs coming year round.

Round Barns: Explore the visual history of these rare rural icons.

DEPARTMENTS:

In The Shop: DIY Water Well

Sow Hoe: Raspberries

Wild GRIT: Crows

Comfort Foods: Peasant Fare

Country Tech: Scarecrows

Humor: Get Your Goat

November/December 2011

Ad Close: September 1, 2011 **On Sale:** October 25, 2011

Turnips and Rutabagas: Ultimate guide to growing, storing and preparing these big, beautiful roots.

Stone Fruit Staples: Create a diverse orchard with apricots, peaches, plums and cherries.

Daily Grind: All about milling whole grains into healthy and delicious cereals, meals and flours.

Bring the Outdoors Inside: Brighten your winter home with blooming flowers, fresh vegetables and herbs grown indoors.

Pickup Trucks: How to choose new and used pickups and get the most bang for your truck buck.

Simple Soap: Make herb-scented lye soaps using a few readily available ingredients.

Homemade Wine: Everything on how to make delicious and refreshing beverages the easy way.

DEPARTMENTS:

In The Shop: Build a portable stock fence

Sow Hoe: Apricots and Peaches

Wild GRIT: Squirrels

Comfort Foods: Magnificent Meatloaf

Country Tech: Home water treatment

Humor: Herding cats

Editorial lineups are frequently updated and revised; contact us for the most current information.

AUDIENCE DEMOGRAPHICS

Subscriptions: 201,800

Single Copy Sales: 18,200

National Paid Circulation: 220,000

Source: Jan-June 2010 Publisher's Own Data GRIT & CAPPER'S

Total Audience: 600,600

Source: 2010 GRIT & CAPPER'S Reader Study

Average age	54.7
Average HHI	\$78,505
Average of value of owned home	\$246,077
Average number of acres owned	24.1

Gender

% of readers

Men	42.5%
Women	57.5%

Education

Attended/graduated college	65.3%
Graduated college	21.6%
Attended college	27.4%
Post graduate	16.3%

Age

18-24	0%
25-34	6.6%
35-44	12.0%
45-54	29.7%
55-64	32.0%
65+	19.7%

Marital Status

Married or committed relationship	79.6%
Legally separated/widowed/divorced	15.5%
Never married	4.9%

Home

% of readers

Home owned	91.9%
Home value: \$500,000+	9.4%
Home value: \$200,000-499,000	35.9%
Home value: \$100,000-199,999	30.2%
Home value: \$50,000-99,999	19.8%
Home value: <\$50,000	4.7%

HHI

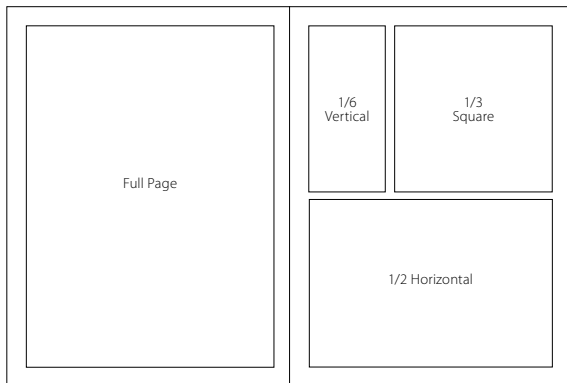
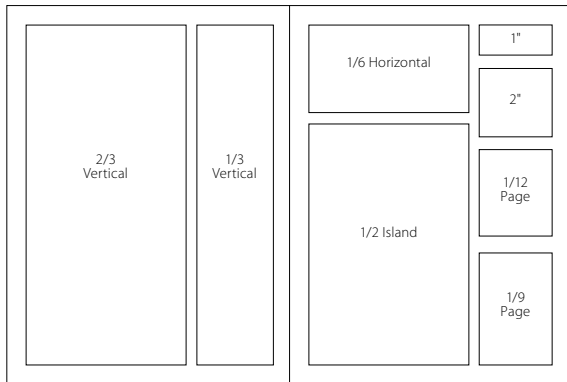
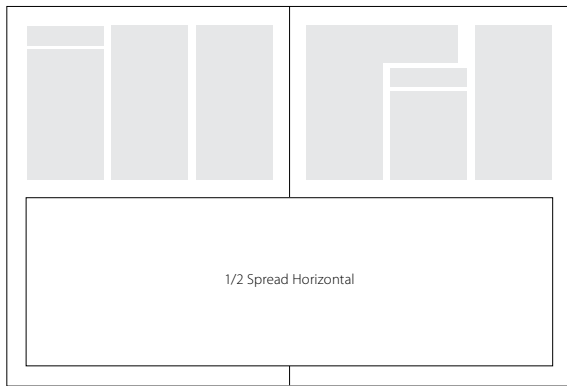
\$150,000+	8.8%
\$100,000-149,999	14.8%
\$75,000-99,999	15.4%
\$50,000-74,999	24.2%
\$40,000-49,999	10.4%
\$30,000-39,999	11.5%
\$20,000-29,999	8.8%
Less than \$20,000	6.0%

Area of Residence

County size A	3.3%
County size B	13.7%
County size C	14.7%
County size D	68.2%

Source: 2009 GRIT AND CAPPER'S Reader Study

AD SIZES



AD TYPES	SIZES
Trim size	8" x 10 ¹ / ₂ "
Full page	7 ¹ / ₂ " x 10"
Full page with bleed	8 ¹ / ₄ " x 10 ³ / ₄ "
2 page spread	15" x 10"
2 page spread, bleed	16 ¹ / ₄ " x 10 ³ / ₄ "
1/2 page spread	15" x 4 ¹ / ₂ "
1/2 page spread, bleed	16 ¹ / ₄ " x 5 ¹ / ₄ "
1/2 page horizontal	7" x 4 ¹ / ₂ "
1/2 page island	4 ¹ / ₂ " x 7"
2/3 page vertical	4 ¹ / ₂ " x 9 ³ / ₄ "
1/3 page vertical	2 ¹ / ₈ " x 9 ³ / ₄ "
1/3 page square	4 ¹ / ₂ " x 4 ¹ / ₂ "
1/6 page vertical	2 ¹ / ₈ " x 4 ¹ / ₂ "
1/6 page horizontal	4 ¹ / ₂ " x 2 ¹ / ₈ "
1/9 page	2 ¹ / ₈ " x 3"
1/12 page	2 ¹ / ₈ " x 2 ¹ / ₂ "
2 inches	2 ¹ / ₈ " x 2"
1 inch	2 ¹ / ₈ " x 1"

PUBLICATION TRIM SIZE

8" x 10¹/₂"

PERFECT BINDING

Image area of all full-bleed ads must extend ¹/₈" minimum beyond trim.

Live area must have ¹/₄" allowance from trim on all four sides.

2011 ISSUE AND CLOSING DATES

Issue Date	Ad Close	Materials Due	On Sale Date
Nov/Dec 2010	Sept 1, 2010	Sept 7, 2010	Oct 26, 2010
Jan/Feb 2011	Nov 1, 2010	Nov 5, 2010	Dec 28, 2010
Mar/Apr 2011	Jan 3, 2011	Jan 6, 2011	Feb 22, 2011
May/June 2011	March 1, 2011	March 8, 2011	Apr 26, 2011
July/Aug 2011	May 2, 2011	May 11, 2011	June 28, 2011
Sept/Oct 2011	July 1, 2011	July 6, 2011	Aug 23, 2011
Nov/Dec 2011	Sept 1, 2011	Sept 7, 2011	Oct 25, 2011

MATERIAL SPECIFICATIONS

We require all ads to be supplied electronically to the following specifications:

FILE FORMATS: PDF/X-1a files or Adobe InDesign CS files are preferred. Do NOT send low-res PDFs. For tips on creating PDF/X-1a files, visit www.quebecorworld.com/uploadedfiles/Client_Tools/how2pdf.pdf.

Other acceptable files include Macintosh Quark files, 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 or 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 non-compliant 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:

E-mail: Ads (no larger than 10 megabytes) can be e-mailed to AdCoordinator@Grit.com. Any ad sent via e-mail should be accompanied by a PDF for proofing purposes only. (Only PDF/X-1A files are acceptable for production.)

YouSendIt FTP site:

- Visit www.yousendit.com.
- Enter recipient e-mail address: AdCoordinator@Grit.com and your e-mail address.
- Select file and send it.

Ogden FTP site:

- Install FTP software on your computer. (PC users can download an FTP program called WS FTP and Mac users can download an FTP program called Fetch from www.download.com).
- Log on to FTP address ftp.oweb.net.
- Enter login: ogdenpubs-guest (lowercase).
- Enter confidential password: t017pa (lowercase).
- Upload file/files in the *Grit* folder within the ADS_IN folder. Save any Mac files as Macbinaryll.
- E-mail AdCoordinator@Grit.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 e-mail or FTP must be compressed. Please verify receipt of all e-mailed/FTP ads.

CD-ROM or DVD: Ads submitted on a Macintosh-formatted CD-ROM or DVD 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.

Send all materials to:

Advertising Department
Ogden Publications Inc.
1503 SW 42nd St.
Topeka, KS 66609
E-mail: AdCoordinator@Grit.com
(800) 678-5779

COPY AND CONTRACT REGULATIONS

- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
- Publisher reserves the right to charge advertiser the cost of production and film work.
- All insertion orders are accepted subject to provisions of our current rate card. Rates are subject to change upon notice from the publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate in that contract year.
- All contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy.
- The publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders or copy instruction, that conflict with set policies.
- Advertisements received after closing date will not have the privilege of OK or revision by the advertiser or its agency.
- Failure to make the order correspond in price or otherwise with the rate card is regarded as a clerical error, and the advertiser will be billed under the terms of the schedule in force without further notice.
- All advertising is published upon the understanding that the advertiser and the agency assume full and complete responsibility and liability for advertising submitted, printed or published.
- The liability of the publisher for any error for which the publisher may be held legally responsible will not exceed the cost of the space. The publisher specifically assumes no liability for errors in the key numbers or in type set by the publisher.

All advertising insertion orders are accepted subject to the condition that the publisher should have no liability for failure to execute accepted advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely producing, publishing or distributing *Grit* or *Grit* Online.

WHY ADVERTISERS DEPEND ON GRIT

Because every article, photograph and column in the magazine motivates readers to buy products – yours!

“I just wanted to write and tell you what a pleasure it has been working with GRIT and MOTHER EARTH NEWS. Your readers are fantastic and have responded quite enthusiastically to our chicken coop. We consistently get an excellent response in both requests for information and sales.

We appreciate the way your team has partnered with us on the chicken coop give-away campaign. Your expertise, willingness to listen to our needs and ability to put together several packages for print and online advertising has enabled us to get the most out of our marketing dollars.

Again, we’re thrilled to be part of such an excellent publication. Working with the people who put GRIT and MOTHER EARTH NEWS together has been great. They make my job that much easier!”

– JILL SIRAGUSA, *Sales & Marketing Manager*
HORIZON STRUCTURES, LLC

“Thank you, GRIT magazine! Your staff is phenomenal and absolutely the best in regards to advertising, special interests, food/recipes, you name it, you guys are great! As a first-time advertiser, I’m thrilled with the response I’ve had thus far – I had NO idea so many would call, ask and get excited about our destination – I look forward to a long and rewarding business relationship with GRIT magazine, you guys and gals make it EASY!”

– MARYBETH MOORE, *Tourism Coordinator*
PONCA CITY AREA CHAMBER OF COMMERCE

ONLINE

THE MOST COMPREHENSIVE RURAL LIFESTYLE DIGITAL BUY ON THE PLANET.



www.Grit.com

This site offers editorial content covering topics related to country living, such as land management, wildlife, gardening, community, seasonal food, live-stock, pets, machinery, tools and lifestyle events.

Average Monthly Page Views: 265,148

Average Monthly Unique Visitors: 80,740



www.MotherEarthNews.com

Contains all editorial content from the magazine's first 40 years in a searchable database, which includes thousands of articles, many relating to the rural property owner, covering topics such as gardening, forestry, nature, small-scale farming, livestock care, self-reliant living, the environment, and lawn and pasture care. This thorough website includes complete do-it-yourself building projects and such helpful resources as outdoor power equipment buyers guides.

Average Monthly Page Views: 3,536,062

Average Monthly Unique Visitors: 756,383



www.FarmCollector.com

Your resource for vintage farm equipment. This site offers editorial content from the magazine, e-shopping and the *Farm Collector Show Directory*, as well as a huge classified advertising section.

Average Monthly Page Views: 157,554

Average Monthly Unique Visitors: 52,233



www.FarmersAlmanac.com

FarmersAlmanac.com offers entertaining and informative video, as well as pages of seasonal and everyday recipes, natural cures and remedies, and fantastic features that provide ways to live smarter, live with less, live more organically, and grow better gardens.

Average Monthly Page Views: 1,000,000

Average Monthly Unique Visitors: 170,000



Video

Our rural network visitors always enjoy watching our video features on raising livestock, gardening, weather, recipes, helpful hints and more.

Average Monthly Views: 400,000

Ad spot: 15 second pre-roll

ONLINE ADVERTISING SPECIFICATIONS

ARTICLE PAGES

All Titles

BLOG PAGES

All Titles

SIZES FOR RUN-OF-SITE ADVERTISING:

- Leaderboard (728 x 90)
- Banner Ad (468 x 60)
- Jumbo Box (300 x 250)
- Skyscraper (160 x 600)

CURRENTLY ACCEPTED AD FORMATS:

- GIF, GIF89, Animated GIF, JPEG
- All ads should include a click-through URL.
- All ads may include an alternate text description.

HTML/JavaScript (DHTML)/Flash (URL embedded)

- Locally hosted on ad servers, these HTML and Javascript ads can consist of text, images, pull-down menus and/or formats.

FILE SIZE:

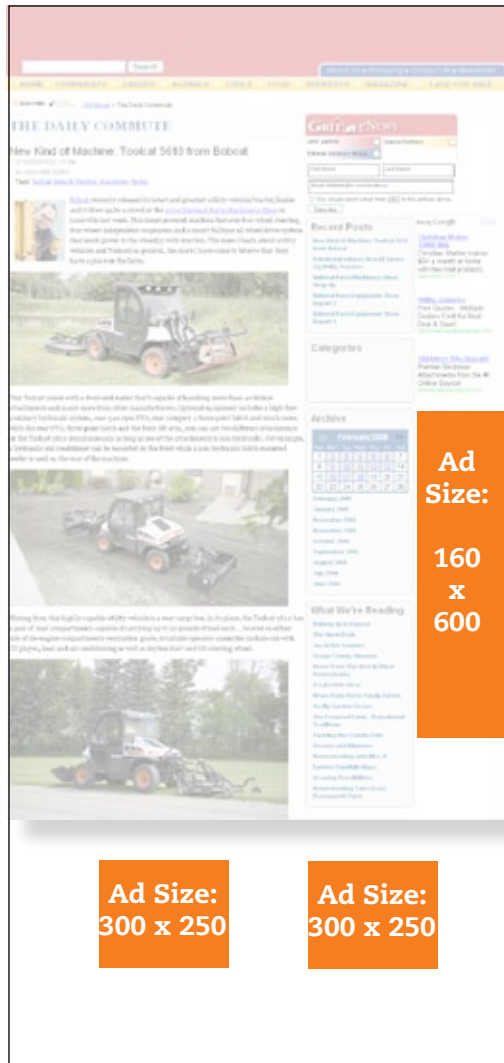
- File size of 40kb or less at 72 dpi

VIDEO ADVERTISING FORMATS:

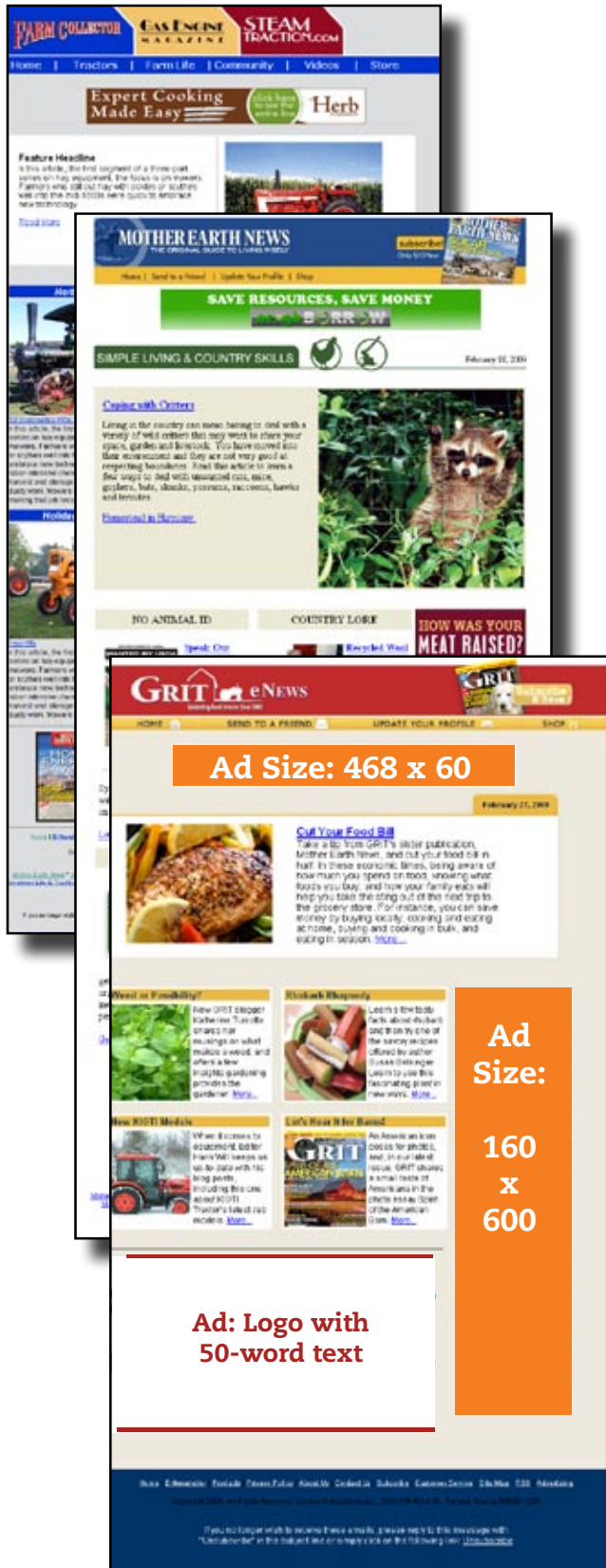
- .mp4 or .wmv
- 4:3 aspect ratio

MATERIAL SUBMISSION:

- Send all ads to advertising@ogdenpubs.com.
- Within the e-mail please note the following: *Company name, contact name, contact number, website ad will be running on and expected start date.*



E-NEWSLETTER SPECIFICATIONS



GRIT (weekly)

Celebrate the country lifestyle with timely tidbits, humor and practical GRIT-ty content.

Rates: \$500 per ad or \$1,000 for all 3 ad positions

Current Circulation: 42,117

MOTHER EARTH NEWS (5 categories - 10 issues per month)

Use Mother Earth's unique insight to reach subscribers interested in DIY skills and projects, food and gardening, simple living and country skills, green energy and great homes, and health and environment. Available for entire month or by category.

Rates: \$1,250 per ad or \$2,500 for all 3 ad positions

Current Circulation: 182,976

Farm Collector (weekly)

The weekly e-newsletter features original online articles, blogs, expert answers to readers' questions, articles from current and past issues of the magazines, forum topics, photo galleries, and much more.

Rates: \$80 per ad or \$160 for all 3 ad positions

Current Circulation: 7,915

Farmers' Almanac (weekly)

Use *Farmers' Almanac's* weekly e-newsletter to target people who are passionate about their rural lifestyle.

Rates: \$3,000 per month or \$1,000 per issue

Current Circulation: 34,000

Specifications

SIZES FOR E-NEWSLETTER ADVERTISING:

- Banner Ad (468 x 60)
- Scraper (160 x 600)
- Text Ad (logo + 50 words)

CURRENTLY ACCEPTED AD FORMATS:

- GIF, GIF89, Animated GIF, JPEG
- All ads should include a click-through URL.
- All ads may include an alternate text description.

FILE SIZE:

File size of 40kb or less @ 72 dpi

MATERIAL SUBMISSION:

Send all ads to advertising@ogdenpubs.com. Within the e-mail please note the following:
Company name, contact name, contact number, date and name of newsletter.

360° MARKETING

GRIT has been the authority on country living since 1882 and will help you increase your share of the rural lifestyle market with an extensive and powerful media package that improves your bottom line. For all our customers, we offer 360° experiential marketing solutions that extend well beyond the page. From innovative online tools and sweepstakes to event marketing and sampling, let us design the promotional package that maximizes your ROI.



Video/Television

Ogden Publications develops entertaining video content for cable, network and online platforms, delivering brand integration opportunities.

Sweepstakes

Grow your e-mail lists for future e-commerce communications.

Branded Products

Partnering with us can provide new audiences and instant authority, as well as huge promotional vehicles through our media.

Custom Publishing

Custom content is the perfect opportunity to build relationships with customers, employees and prospects.

Direct Mail

Let us create targeted direct mail lists and help you find new customers.

360° MARKETING

Online

We'll partner with you to develop a 360°, 24/7 online destination that meets your company's goals and needs.

Events

Consumers can experience your brand firsthand at one of our live, exclusive events, bringing you closer to your customer.

Research

We can provide marketing intelligence to help you understand and define the market for your product or service.

Print

Let our sales team work with you to create a print campaign that will reach your target audience.

Radio

The *Mother Earth News* Radio Show offers countless opportunities to extend your messaging on-air.



Protect yourself from electrical outages with the right generator. **Powerless More!**



Stationary or portable, having a generator at your country home can prove vital any time of year.

All generators combine an internal combustion engine with electrical components to create electricity for powering appliances and tools. Choosing a generator involves several key decisions. How much power do you really need? How often do you expect to use it? Will it be for emergency household backup? For tools? Both? What level of quality makes sense? What kind of fuel? How will you get the power from the generator to items in your home?

More power to you

The first thing to consider is generator output - determining the size that is right for your situation. This sounds simpler than it really is because not all items on your wish list are going to be used all the time or at the same time. Also, some appliances (such as furnace fans, sump pumps, washing machines and refrigerators) require more start-up power than their specified ratings.

Generator output is measured in watts, a unit of power derived by multiplying electrical flow rate (amps) by electrical pressure (volts). One typical household outlet, for example, delivers a maximum of 1,800 watts (15 amps multiplied by 120 volts), or the equivalent of a small portable generator. Many people buy a small generator and regret it later because they didn't understand the basic issues. I'm one of those people.

The generator I've used for the last 20 years has a maximum rated output of 3,500 watts. That seemed like enough when I bought it, but it's proven barely adequate for emergency backup. By the time the submersible well pump kicks in (1,500 watts at start-up), the basement freezer is running (800 watts) and a few lights are on (100 watts for several compact fluorescents), there's not much power left for other things.

If we want to use the microwave or toaster oven, we have to make sure that most other items are switched off. There's also the issue of sustained output. When manufacturers rate generator output, they usually refer to a maximum, short-term level only. In practice, most gener-



The advantage portable generators to tools and appliances.

Watt's up with it

Any appliance with color sets, drill, water pump, lawnmower or other power tools that don't draw significant power at start-up. In cases where no stamp is on an item, in watts. You'll almost certainly be stamped somewhere.

As you do the math, you should wind directly into your generator's output. These units are covered in more than portables. Prices for units large enough to power a house range from \$3,000 to more than \$10,000.

