



*Celebrating Rural America Since 1882*

**GRIT**



2011



# ONE SOURCE. NATIONAL COVERAGE.

## Your best place to read.



### 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 who will drive up your sales! GRIT readers are affluent, independent do-it-yourselfers who 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 energy 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:

- \* Pickup 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%

Sources: 2009 and 2010 Custom Studies

# 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-







# 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 Grrr:** Beaver

**Comfort Foods:** Cooking with rolled oats

**Country Tech:** How to keep water pipes from freezing

**Humor:** Lost in the Supermarket

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## 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 Grrr:** Salamanders

**Comfort Foods:** Woodstove cooking

**Country Tech:** Used machinery

**Humor:** Runaway 4-H Calf

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## 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 Grrr:** 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

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## 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

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## 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: 198,900**

**Single Copy Sales: 21,100**

**National Paid Circulation: 220,000**

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

**Total Print Audience: 597,750**

**Total Audience: 825,182**

Source: 2010 GRIT & CAPPER'S Reader Study

Average age	55
Average HHI	\$78,505
Average 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: \$200,000-499,999	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%

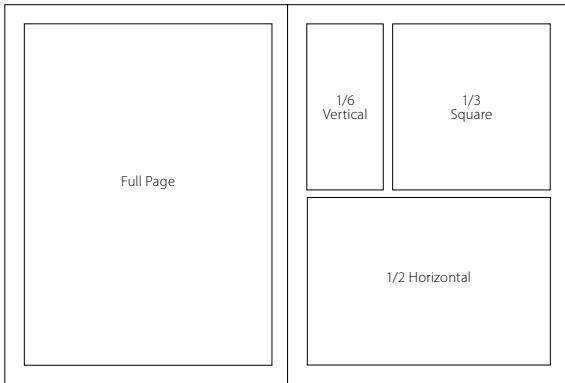
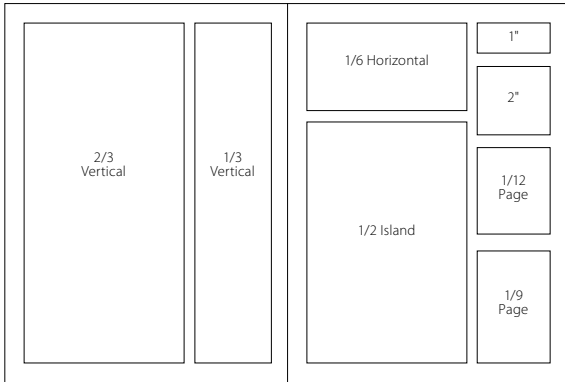
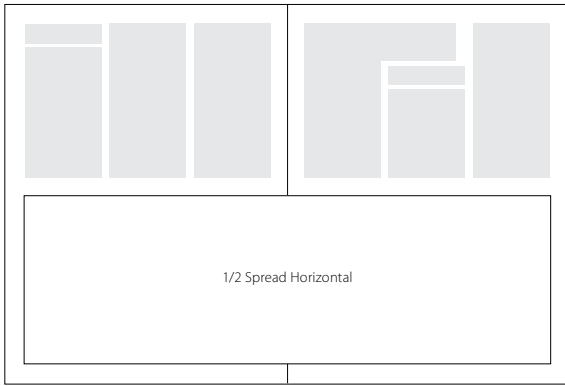
## Area of Residence

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 <sup>1</sup> / <sub>2</sub> "
Full page	7 <sup>1</sup> / <sub>2</sub> " x 10"
Full page with bleed	8 <sup>1</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
2 page spread	15" x 10"
2 page spread, bleed	16 <sup>1</sup> / <sub>4</sub> " x 10 <sup>3</sup> / <sub>4</sub> "
1/2 page spread	15" x 4 <sup>1</sup> / <sub>2</sub> "
1/2 page spread, bleed	16 <sup>1</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>4</sub> "
1/2 page horizontal	7" x 4 <sup>1</sup> / <sub>2</sub> "
1/2 page island	4 <sup>1</sup> / <sub>2</sub> " x 7"
2/3 page vertical	4 <sup>1</sup> / <sub>2</sub> " x 9 <sup>3</sup> / <sub>4</sub> "
1/3 page vertical	2 <sup>1</sup> / <sub>8</sub> " x 9 <sup>3</sup> / <sub>4</sub> "
1/3 page square	4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>1</sup> / <sub>2</sub> "
1/6 page vertical	2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>1</sup> / <sub>2</sub> "
1/6 page horizontal	4 <sup>1</sup> / <sub>2</sub> " x 2 <sup>1</sup> / <sub>8</sub> "
1/9 page	2 <sup>1</sup> / <sub>8</sub> " x 3"
1/12 page	2 <sup>1</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>2</sub> "
2 inches	2 <sup>1</sup> / <sub>8</sub> " x 2"
1 inch	2 <sup>1</sup> / <sub>8</sub> " x 1"

### PUBLICATION TRIM SIZE

8" x 10<sup>1</sup>/<sub>2</sub>"

### PERFECT BINDING

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

Live area must have <sup>1</sup>/<sub>4</sub>" 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](http://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 [afisher@ogdenpubs.com](mailto:afisher@ogdenpubs.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](http://www.yousendit.com).
- Enter recipient e-mail address: [afisher@ogdenpubs.com](mailto:afisher@ogdenpubs.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](http://www.download.com)).
- Log on to FTP address [ftp.oweb.net](http://ftp.oweb.net).
- Enter login: [ogdenpubs-guest](mailto:ogdenpubs-guest) (lowercase).
- Enter confidential password: [t017pa](mailto:t017pa) (lowercase).
- Upload file/files in the *Grit* folder within the ADS\_IN folder. Save any Mac files as Macbinaryll.
- E-mail [afisher@ogdenpubs.com](mailto:afisher@ogdenpubs.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: [afisher@ogdenpubs.com](mailto:afisher@ogdenpubs.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!

“Sims Cab Depot just started to use MOTHER EARTH NEWS, GRIT and *Farm Collector* with great SUCCESS! With the vast exposure that Ogden Publication offers with each book we have seen immediate responses from customers interested in our products! Interest is good, but what makes them stand out from the rest is that this interest actually turns into sales! You can’t go wrong; the services we have been offered are great and the people at Ogden Publications have been even better.

“Sims Cab Depot is very pleased to have a partnership with a company who cares about their customers as much as Ogden Publications does. It’s simply a breath of fresh air!”

– BRANDON CRAWFORD, *Marketing Manager*  
**SIMS CAB DEPOT**

“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](http://www.Grit.com)

This site offers editorial content covering topics related to country living, land management, wildlife, gardening, livestock or pets, skills and techniques, seasonal food, community, machinery or tools, and lifestyle events.

Average Monthly Page Views: 275,125

Average Monthly Unique Visitors: 87,118



### [www.MotherEarthNews.com](http://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, such as: outdoor power equipment buyer's guides, do-it-yourself building projects, small-scale farming, livestock care, forestry, gardening, lawn and pasture care, nature/environment, and self-reliant living.

Average Monthly Page Views: 3,346,214

Average Monthly Unique Visitors: 697,232



### [www.FarmCollector.com](http://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: 113,525

Average Monthly Unique Visitors: 48,091



### [www.FarmersAlmanac.com](http://www.FarmersAlmanac.com)

FarmersAlmanac.com offers entertaining yet 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 have better gardens.

Average Monthly Page Views: 1,000,000

Average Monthly Unique Visitors: 170,000



### [www.CommunityChickens.com](http://www.CommunityChickens.com)

CommunityChickens.com is the website for people looking for information, products and services for raising poultry. Save big when you promote your products and services with this one-stop shop for chicken enthusiasts. This site helps readers learn the basics and keeps them up to date on the latest products to make raising poultry fun and rewarding.

Average Monthly Page Views: 41,731

Average Monthly Unique Visitors: 16,850



# 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:

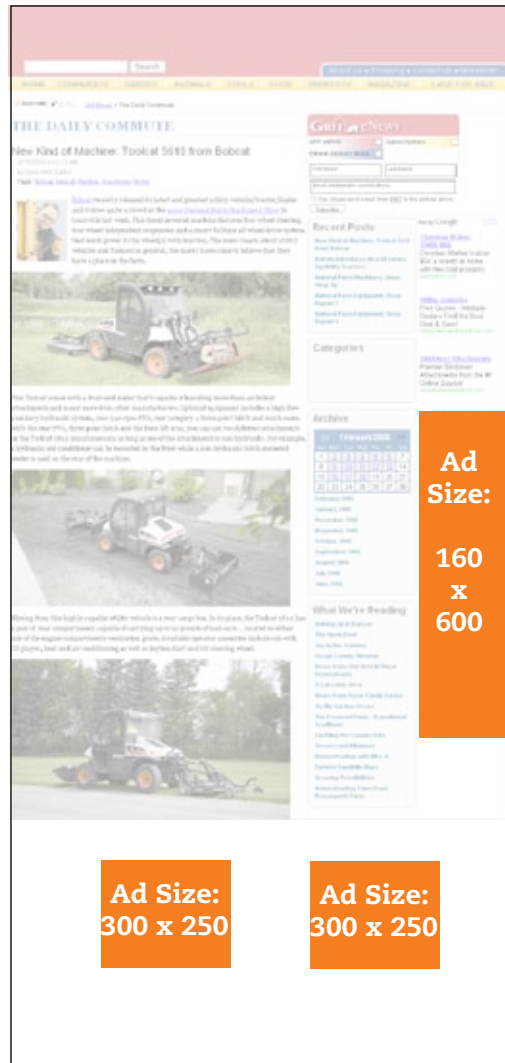
- File size of 40kb or less
- at 72 dpi

## VIDEO ADVERTISING FORMATS:

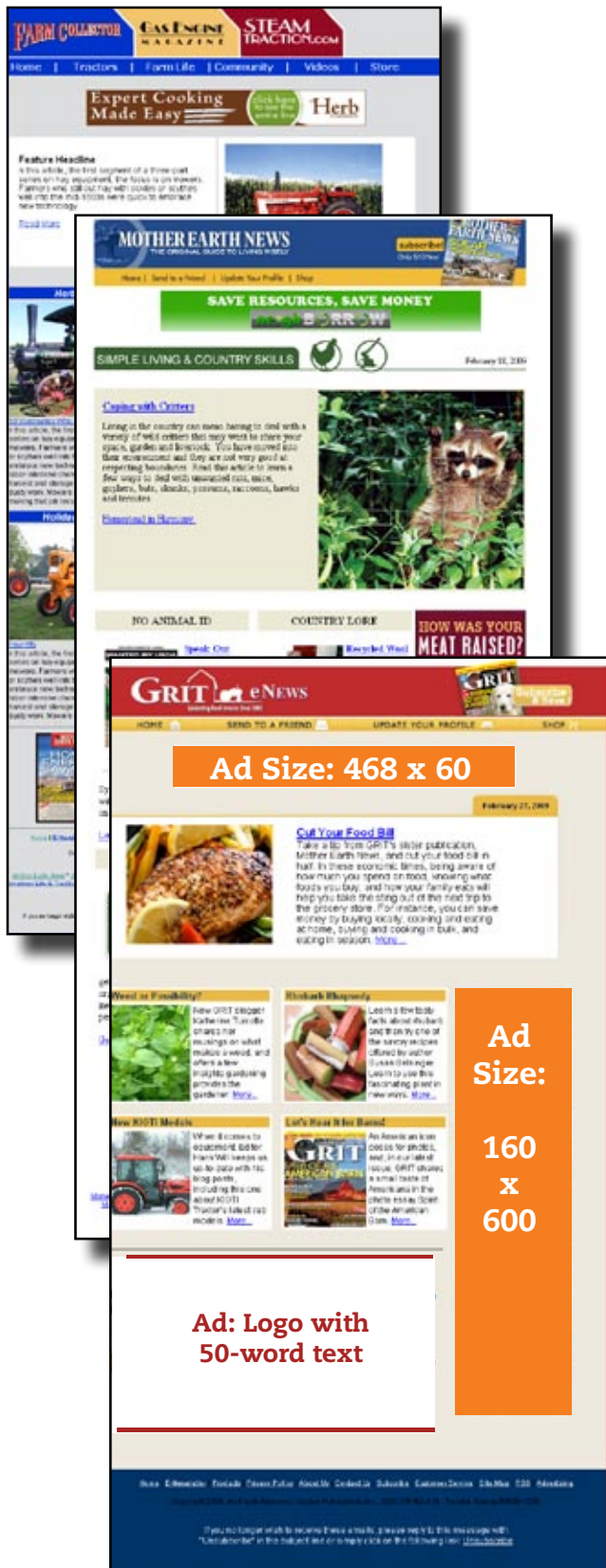
- .mp4 or .wmv
- 4:3 aspect ratio

## MATERIAL SUBMISSION:

- Send all ads to [bhurwitz@ogdenpubs.com](mailto:bhurwitz@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:** 53,196

## 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:** 15,046

## MOTHER EARTH NEWS

### (5 categories – 10 issues per month)

Use MOTHER EARTH NEWS' 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.

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

**Current Circulation:** 217,073

## Community Chickens (bi-weekly)

CommunityChickens is the e-newsletter for people looking for information, products and services for raising poultry.

**Rates:** Please see advertising account executive for details.

**Current Circulation:** 50,000

## 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)

Skyscraper (160 x 600)

Text Ad — logo (150 x 150) + 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 [bhurwitz@ogdenpubs.com](mailto:bhurwitz@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.

## Online

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

## Branded Products

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

## Events

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

## Custom Publishing

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

## Research

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

## Direct Mail

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

## Print

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

**360°**  
MARKETING







# 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 power is to tools and appliances.

### Watt's up with it

Any appliance with color sets, drill, water pump, sump pump, washing machine or refrigerator means energy demand - or two after start-up. I times as many watts is required while running. In cases where no is stamped on an item, in watts. You'll almost certainly be stamped somewhere.

As you do the math, you want more than 5,000 watts. These units are covered are ready to kick in either whenever the power goes more than portables. Prices for units large - sizes and lights during \$3,000 to more than \$1

The screenshot shows the GRIT eNews website interface. At the top, there's a navigation bar with 'HOME', 'SEND TO A FRIEND', 'UPDATE YOUR PROFILE', and 'SHOP'. Below that is a featured article titled 'Poultry Vaccines' with a sub-headline 'Sharing the excitement of raising chickens and bird watching'. To the right of this article is a 'Community Chickens' section with a photo of a white chicken and text about adding chickens to your managerie. Below these are several smaller article teasers: 'Try Sprouts', 'Top Tatters', 'Adventures in Chicken Keeping', and 'Preserving Fruits'. On the far right, there's a vertical advertisement for 'become the dog's best friend' featuring a photo of a dog.

This screenshot shows the 'CAPPERS' section of the GRIT website. At the top, there's a search bar and a 'GRIT GIVE A GIFT \$14.95' banner. Below the search bar are navigation links for 'About Us', 'Shopping', 'Contact Us', and 'Newsletter'. A main banner features several chicken sandwiches on a plate with the title 'Cooking Chicken for Fun and Profit'. To the right of the banner is a 'Fresh Content' sidebar with links to 'Farm and Garden Update: Where Have We Been?', 'Renting Chickens - Chooks!', 'Wizardry in Everyday Life', 'Farmers Market Joys', 'Foraging for Wild Blueberries: Free Food!', 'Chicken Coop Building: The Rise of the Mega-Coop', and 'Guinea Fowl Keet Healthcare'. At the bottom, there's a 'Soapbox' section titled 'The Daily Commute' and a 'Spotlight' section titled 'Foaling Season: A Little Grit and Grace'.

