



 **MOTHER  
EARTH NEWS**

2024 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 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.

**53%** female / **47%** male

Average age: **48**

Average HHI: **\$88k**

Average acres owned: **31**

Average value of home: **\$408k**

**84%** live in C & D counties

**97%** garden

**81%** own livestock

**95%** take action from reading ads in MOTHER EARTH NEWS

Source: 2023 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.

**1M**  
PRINT\*

**2.4M**  
DIGITAL

**725k**  
EMAIL

**2.9M**  
SOCIAL

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

Mother Earth News Fairs

Virtual events

Podcast

Featured products/gift guides

Dedicated email

E-newsletters



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## 2024 PRODUCTION SCHEDULE

	Dec/Jan	Feb/Mar	Apr/May	Jun/July	Aug/Sept	Oct/Nov
Ad close	Sept. 25, 2023	Nov. 22, 2023	Jan. 24, 2024	March 20, 2024	May 22, 2024	July 24, 2024
Materials due	Oct. 4, 2023	Nov. 29, 2023	Jan. 31, 2024	March 27, 2024	May 29, 2024	July 31, 2024
On-sale	Nov. 21, 2023	Jan. 16, 2024	March 19, 2024	May 14, 2024	July 16, 2024	Sept. 17, 2024

For specs, visit [www.OgdenPubs.com/Marketing-Solutions](http://www.OgdenPubs.com/Marketing-Solutions)



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