



# MOTHER EARTH NEWS

2025 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.

**48%** female / **52%** male

Average age: **48**

Average HHI: **\$91,500**

Average acres owned: **30**

Average value of home: **\$442,900**

**81%** live in C & D counties

**96%** garden

**76%** own livestock

**90%** take action from reading ads in MOTHER EARTH NEWS

Source: 2024 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.

**820K**  
PRINT\*

**1M**  
DIGITAL

**385k**  
EMAIL

**2.8M**  
SOCIAL

\*Includes total circulation and pass-along audience.  
Source: 2024 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

Live events

Virtual events

Podcast

Featured products/gift guides

Dedicated email

E-newsletters





## 2025 PRODUCTION SCHEDULE

	Dec/Jan	Feb/Mar	Apr/May	Jun/July	Aug/Sept	Oct/Nov
Ad close	Sept. 25, 2024	Nov. 22, 2024	Jan. 24, 2025	March 21, 2025	May 21, 2025	July 18, 2025
Materials due	Oct. 2, 2024	Nov. 27, 2024	Jan. 31, 2025	March 28, 2025	May 30, 2025	July 25, 2025
On-sale	Nov. 19, 2024	Jan. 21, 2025	March 18, 2025	May 13, 2025	July 15, 2025	Sept. 16, 2025

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



# MOTHER EARTH NEWS

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