



# COUNTRYSIDE

2023 MEDIA KIT





## EDITORIAL MISSION

At *Countryside*, our purpose is to inspire self-reliant living at any level, with a strong focus on family. We acknowledge that the path to self-sufficiency is as unique as the person who accepts the journey as we strive to strengthen the homesteading movement by sharing the diverse voices and knowledge of today's practitioners. We teach our readers how to grow and raise their own food; build, fix, and craft with their own two hands; and walk as gently on this planet as possible.



# A UNIQUE AND POWERFUL MARKET

## DISCOVER HIGHLY ENGAGED CUSTOMERS

Thousands of rural consumers find their preferred lifestyle outside the city. *Countryside & Small Stock Journal* reaches this growing and lucrative, family-focused rural market. We take your brand directly into the kitchens, gardens, pastures, backyards, and smartphones of rural America. Our rural readers are looking for products and services such as gardening and food preservation equipment, livestock and pet products, fencing, tillers, and more.

**51%** female / **49%** male

Average age: **50**

Average HHI: **\$88K**

Average acres owned: **38**

Average value of home: **\$295K**

**91%** live in C & D counties

**98%** garden

**71%** own livestock

**93%** take action from reading ads in *Countryside*

Source: 2022 custom study and Google analytics



# REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

## CONTENT THAT LEADS TO COMMERCE

A staple of America's rural family farms for more than a century (106 years), *Countryside & Small Stock Journal* enables consumers to buy the tools and equipment they need to enjoy the lifestyle they cherish. *Countryside & Small Stock Journal* has always shared vital content with engaged communities — wherever they are. This means that focused content gets delivered to the right audience with the right medium to achieve your goals. This is your opportunity to connect with our vast community ... on the go, online, and wherever life takes them.

**44.1k**  
PRINT\*

**255k**  
DIGITAL

**51k**  
EMAIL

**52k**  
SOCIAL

\*Includes total circulation and pass-along audience.  
Source: 2022 reader survey







# MAKE REGULAR AND RELIABLE CONNECTIONS

**REACH YOUR GOALS BY EXPLORING NEW AVENUES IN AN EVER-EVOLVING MEDIA LANDSCAPE**

The *Countryside* audience is active, DIY-minded, and looking for tools, equipment, and services that enable their passions. 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

Virtual events

Podcasts

Featured products/gift guides

Dedicated emails





## 2023 PRODUCTION SCHEDULE

	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad close	10/27/22	1/4/23	2/22/23	4/26/23	7/5/23	8/30/23
Materials due	11/3/22	1/11/23	3/1/23	5/3/23	7/12/23	9/6/23
Sub copies ship	11/23/22	2/13/23	4/10/23	6/12/23	8/14/23	10/16/23

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

# COUNTRYSIDE

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