



GRIT 

2023 MEDIA KIT



EDITORIAL MISSION

Grit is your hands-on, detailed, and in-depth resource for modern homesteading, livestock, practical preparedness, making money off the farm, bushcrafting, and more! We strive to revive lost skills, bolster familial and community ties, and celebrate the spirit of our passionate can-do readership rooted in rural traditions. *Grit* provides readers with the knowledge they need to work alongside friends and neighbors to turn dreams of contemporary rural living into a reality – no matter what life throws their way.

A UNIQUE AND POWERFUL MARKET

DISCOVER HIGHLY ENGAGED CUSTOMERS

Thousands of rural consumers find their dreams outside the city. *Grit* reaches this growing and lucrative 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 lawn and property maintenance equipment, livestock and pet products, tillers, and more.

52% female / **48%** male

Average age: **45**

Average HHI: **\$84k**

Average acres owned: **49**

Average value of home: **\$320k**

84% live in C & D counties

95% garden

80% own livestock

91% take action from reading ads in *Grit*

Source: 2022 custom study and Google analytics



REACH THE RIGHT AUDIENCE AT THE RIGHT TIME

CONTENT THAT LEADS TO COMMERCE

Relied upon by America's rural families for more than a century (139 years), *Grit* enables consumers to buy the tools and equipment they need to enjoy the good life and get the most from their country properties. *Grit* 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.

332.5k
PRINT*

548k
DIGITAL

164k
EMAIL

601k
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 *Grit* 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	Nov. 1, 2022	Jan. 11, 2023	March 3, 2023	May 1, 2023	June 30, 2023	Aug. 28, 2023
Materials due	Nov. 4, 2022	Jan. 13, 2023	March 8, 2023	May 5, 2023	July 7, 2023	Sept. 1, 2023
Sub copies ship	Dec. 14, 2022	Feb. 21, 2023	April 18, 2023	June 13, 2023	Aug. 15, 2023	Oct. 10, 2023

For specs, visit www.OgdenPubs.com/Marketing-Solutions

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Inspiring Passionate Can-Do Communities

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Motorcycle Classics Utne Reader Tri-State Livestock News The Fence Post Sunflower Regional Publishing Capper's Insurance Service