



GRIT 

2026 MEDIA KIT



EDITORIAL MISSION

Grit is your hands-on, detailed, and in-depth resource for modern homesteading, livestock, practical preparedness, scratch cooking, 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 food preservation tools, 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, tractors, hay equipment, tillers, and more.

56% female / **44%** male

Average age: **46**

Average HHI: **\$113,100**

Average acres owned: **49**

Average value of home: **\$360,400**

91% live in C & D counties

95% garden

83% own livestock

94% take action from reading ads in *Grit*

Source: 2025 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 (143 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.

160k
PRINT*

200k
DIGITAL

204k
EMAIL

852k
SOCIAL

*Includes total circulation and pass-along audience.
Source: 2025 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

E-newsletters



2026 PRODUCTION SCHEDULE

	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad close	10/22/25	12/29/25	2/16/26	4/13/26	6/15/26	8/10/26
Materials due	11/5/25	1/7/26	2/25/26	4/22/26	6/24/26	8/19/26
Sub copies ship	12/16/25	2/17/26	4/7/26	6/2/26	8/4/26	10/6/26

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

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Inspiring Passionate Can-Do Communities

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