



2027 MEDIA KIT





EDITORIAL MISSION

Grit understands that living the life we cherish means hard work and getting our hands dirty. Turn to us for practical information on preparedness, fixing modern and heirloom equipment, bushcrafting and outdoor exploration, handling tough situations on the farm, hunting and fishing, living in the backcountry and off-grid, stretching your dollars further, surviving the unexpected, and finding joy in the lifestyle we love.

Subscribe to *Grit* to master time-honored skills or learn modern tips.

When life gets gritty, we can make it through together.

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: **\$127,000**

Average acres owned: **48**

Average value of home: **\$370,900**

82% live in C & D counties

94% garden

83% own livestock

91% take action from reading ads in *Grit*

Source: 2026 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.

100k
PRINT*

158k
DIGITAL

201k
EMAIL

563k
SOCIAL

*Includes total circulation and pass-along audience.
Source: 2026 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



2027 PRODUCTION SCHEDULE

	Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Ad close	11/2/26	12/28/26	2/15/27	5/3/27	7/6/27	8/31/27
Materials due	11/11/26	1/6/27	2/24/27	5/12/27	7/14/27	9/8/27
Sub copies ship	12/15/26	2/16/27	4/6/27	6/14/27	8/24/27	10/12/27

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

GRIT

1503 SW 42nd St. • Topeka, KS 66609
800.678.5779 • AdInfo@OgdenPubs.com
www.Grit.com



Inspiring Passionate Can-Do Communities

Mother Earth News Grit Countryside Goat Journal Backyard Poultry Backyard Beekeeping Mother Earth Living
Farm Collector Gas Engine Magazine Motorcycle Classics Utne Reader Tri-State Livestock News The Fence Post
Sunflower Regional Publishing Capper's Insurance Service