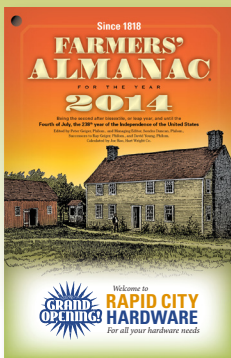


CaseHistories

Creative and effective uses of the *Farmers' Almanac*

HOLIDAY CARD

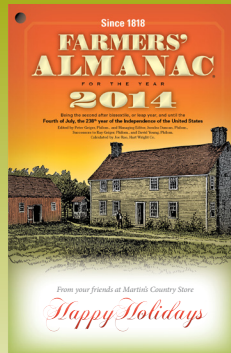
What better way to thank and wish customers and employees a happy holiday than with a publication that provides useful tips, gardening dates, weather forecasts, recipes and more. Almanacs are kept much longer than a card.



CELEBRATIONS

Got a grand opening? How about an open house?

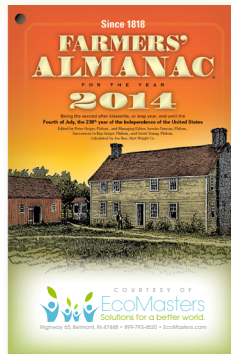
Big sale? Invite people with a *Farmers' Almanac* or entice people to come to your event and get a FREE *Farmers' Almanac* (retail edition sells for \$5.99 in stores).



SUSTAINABLE LIVING

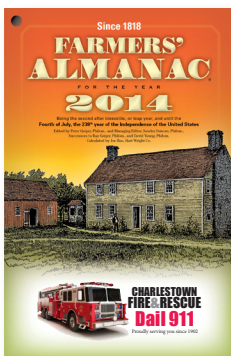
Promote your dedication to sustainable

living. What's more earth-friendly than a publication that's been dedicated to gardening, weather, and the earth for nearly 200 years? Each edition contains ideas and articles on ways to grow your life without growing the amount of resources it requires to do that.



YEARLONG ADVERTISING

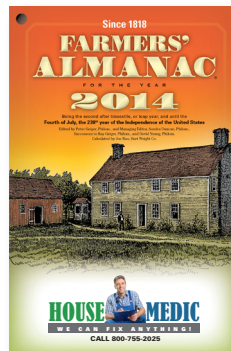
Studies prove recipients keep their *Farmers' Almanac* for a year or more. This means repeat exposures of your advertising and promotional message, important phone numbers, website, etc.



LEAVE BEHIND

Any business that wants to keep its name, phone

number, and marketing information in the homes of customers and prospects should use the *Farmers' Almanac*.



What **types of businesses** use the *Farmers' Almanac* as a **promotional tool**?

- Insurance Companies
- Electric Companies
- Elderly Facility / Nursing Homes
- Machine Tool Companies
- Landscaping Companies
- Eye Glass Stores
- Law Firms
- Banks
- Real Estate Companies
- Funeral Homes
- Hardware Stores
- Nurseries
- Orthopedics Offices
- Glass Companies
- Plumbing Suppliers
- Feed Companies
- Pharmacies
- Home Heating Oil Companies
- Ice & Snow Control
- Contractors
- Florists
- Farm Bureaus
- Seed Firms
- Farms
- Furniture Stores
- Automotive Dealerships
- Healthcare Facilities



Any type of business can gain positive results from using the *Farmers' Almanac* to get its advertising message into the homes of its targeted audience for a year or more.