



EST.

2010

MOTHER EARTH NEWS

FAIR



2020 MEDIA KIT



Bringing the Magazine to Life

MOTHER EARTH NEWS is the largest and longest-running environmental lifestyle magazine on the planet. With a readership of **9.7 million**, it has been connecting businesses, from mom-and-pop companies to the Fortune 500, with millions of like-minded consumers for more than 50 years. Approaching sustainable issues from a down-to-earth, practical, how-to standpoint, MOTHER EARTH NEWS is a pioneer in promoting waste reduction, organic agricultural practices, better eating habits, natural and herbal remedies, and affordable housing. In the process, the brand offers a platform for some of the most forward-thinking minds of the day.

Now, we offer an opportunity for select partners to reach thousands of our passionate readers face-to-face with the MOTHER EARTH NEWS FAIRS – a unique new series of sustainable lifestyle events designed to bring the magazine to life. The MOTHER EARTH NEWS FAIR is truly an immersive experience where attendees enjoy engaging with vendors, learning about sustainable living – and buying products. Whether you are sampling, signing up new customers or engaging with current customers, the MOTHER EARTH NEWS FAIR gives you a dynamic platform to engage with an educated and thoughtful audience.



Audience Research

Rural

- 25 acres owned, on average
- 63% live in C & D counties
- 59% own livestock, 60% own chickens/poultry

Self-sufficient & Shop with Values

- 98% garden
- 84% bake from scratch
- 73% preserve food
- 87% use organic gardening methods
- 78% are willing to pay more for organic foods/products
- 75% use green cleaning products in the home
- 94% are interested in alternative energy

Maintain Acreage

- 76% have made or plan to make land improvements in the next 12 months
- 67% own riding or zero-turn mowers
- 47% own or plan to purchase fencing
- 49% plan to build or renovate a barn or outbuilding in the next 24 months

Engaged

- 95% of attendees thought the products being sold were interesting
- 94% took an action as a result of visiting exhibitors at the FAIR
- 98% would attend a future FAIR





Engage Customers

Rural and sustainable lifestyle audiences trust MOTHER EARTH NEWS to provide detailed information on the tools, skills, and techniques that enable their passion. Our sponsorship packages give you the opportunity to showcase your leadership in your field of expertise. As part of our FAIR family, we lend added credence to your story by shining an authoritative spotlight on your brand.

Return on Investment

Discover how a passion for living on the land translates into bigger sales and new customers. From product spotlights to hands-on demonstrations, the MOTHER EARTH NEWS FAIR helps attendees live wiser, more fulfilling lives while simultaneously helping our sponsors prosper.

Engagement Opportunities with Extended Education Workshops

Interact with an influential and active audience through custom events geared for your goals – whether that’s a one-hour Hands-On workshop or a “Field Day” at a nearby working farm!

Heightened Communication

Increase awareness, educate consumers, market new products, and build customer relationships – through national advertising exposure, sampling, demonstrations, social media promotions, workshop opportunities, and prime booth space.



Customized Sponsorship Packages

Sponsorships are collaborative and customized to help you reach your goals and objectives, increase your visibility, and maximize your return on investment. We'd love to work with you every step of the way – creating the best promotions in order to forge lasting, meaningful connections with our attendees. Don't see what you need? Let's talk and get something custom-made just for you!

- Workshop sponsorship
- Interactive demonstration sponsorship
- Stage sponsorship
- Social media integration
- Facebook Live videos
- Sponsored content – including print and digital articles, plus podcasts
- Sponsored events within the FAIR – such as luncheons, field days, and roundtable discussions
- Advertising online and in the Program Guide
- Logo placement on signage, wristbands, Bookstore tote bags, and more!
- Sweepstakes
- Dedicated emails



2020 Schedule



BELTON, TEXAS
FEBRUARY 15-16

The Texas FAIR features two presentations by musician and reality TV star Marty Raney, host of the Discovery Channel's Homestead Rescue. Belton's central location offers quick and easy access to regional and state markets.



NASHVILLE, TENNESSEE
MAY 16-17

No doubt many will be attracted to the city's vibrant food scene, bustling nightlife, cultural diversity and thriving creative community that now includes so much more than the country music industry.



POLYFACE FARM
JULY 17-18

We couldn't be more thrilled to join Joel Salatin and his family at Polyface Farm. Polyface Farm produces "beyond-organic" grass-fattened beef, home-grown broilers, pastured turkeys, firewood, eggs, rabbits, and vegetables.



SEVEN SPRINGS, PENNSYLVANIA
SEPTEMBER 25-27

Seven Springs Mountain Resort is nestled in the Laurel Highlands of Pennsylvania, located within 200 miles of major metropolitan areas. Many attendees take an extended weekend and make this an annual family excursion.

fermentation 
frenzy 

PRE-FAIR CONFERENCE IN TEXAS, TENNESSEE, AND PENNSYLVANIA

MOTHER EARTH NEWS is proud to partner with our sister publication *Fermentation* to create a one-of-a-kind event that dives deep into the world of fermentation. From bread to beverages and everything in between, each program covers the do's and don'ts of fermenting, health benefits, and the science behind mouthwatering foods. Ask about participating in the tasting event to showcase your products to an engaged audience.



Marketing Power

We provide a full-scale marketing service that can research and respond to the questions and challenges facing your business. Our Convergent Media Team has its eye on the future, as each new day is chock-full of opportunities spanning a vast, multilayered consumer landscape.

That's where convergent media comes in – it's a practice that anticipates and embraces the ever-changing ways your target audience consumes information. How will you make your story count? Where should you position your message? From engaging online platforms and social media to event marketing and sampling, we go beyond the page to activate all the channels that best suit your story. Let us design an expertly tailored promotional package that maximizes your ROI. With our sister publications combined, you can reach a total audience of more than 13 million.



2.7 MIL
Print Audience

4.3 MIL
Average Monthly
Unique Visitors

80 K
MOTHER EARTH NEWS
FAIR Attendance

4.5 MIL
Social Media Followers

545 K
Email Subscribers





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Working Together to Create a Sustainable Life



*Mother Earth News Mother Earth Living Fermentation Grit Capper's Farmer Mother Earth Gardener
Farm Collector Gas Engine Magazine Motorcycle Classics
CommunityChickens.com KeepingBackyardBees.com HomesteadHustle.com Herbs.MotherEarthLiving.com Utme.com*