

# Which type of advertising would you welcome into your home?

- A. ~~Billboard~~
- B. ~~Annoying Radio Commercial~~
- C. ~~Junk Mail~~
- D. ~~Telemarketers~~
- E. **FARMERS' ALMANAC**



*Farmers' Almanac* – the right choice for a long lasting, cost effective and welcomed form of advertising.



The *Farmers' Almanac* is not only a popular and favorite yearly publication, it is also a welcomed and appreciated promotional vehicle that offers businesses of all types year-round exposure of their advertising and marketing messages.

## Studies prove:

- 82% of *Farmers' Almanac* readers keep their *Farmers' Almanac* for at least one year.
- 71% pick up their *Almanac* 10 or more times per year.
- 90% of the people who receive a promotional *Farmers' Almanac* do business with the company that gave it to them.

