

ADVERTISING

MEDIA KIT



MAGAZINE PROFILE

For more than three decades, *Country Sampler* has brought readers a unique mix of inspiring country-style homes, expert decorating advice and an unmatched selection of country gifts and decor.

Country Sampler's readers are passionate about home decorating and dedicated to the *Country Sampler* brand. They turn to *Country Sampler* for the best decorating ideas and merchandise to enhance their home.

Readers embrace the *Country Sampler* brand beyond the printed page through social media, e-newsletters, digital issues, special interest publications, branded merchandise and more.

Circulation: 300,000

Readership: 735,000+



Engaged

51%

of women who love home decorating have purchased items they saw in *Country Sampler*.

91%

have ordered by phone, e-mail or Internet in the last 30 days.

Responsive

67%

of long-term subscribers continue to renew their subscriptions year after year.

75%

of them keep their issues for 1 year or more.

Passionate

Dedicated

They highly value *Country Sampler* and pay a premium price of \$6.99 per issue or \$19.96 for a six-issue subscription.

Sold in 43,000 retail outlets with 18,000 checkout pockets in major chains.

For full reader demographics, contact your sales representative.

Data from MRI

DIGITAL

CountrySampler®

Readers embrace the *Country Sampler* brand beyond the printed page through social media, e-newsletters, digital issues and more!

CountrySampler.com

Draws nearly 335,000 unique visitors per year with more than 1.7 million page views. Has more than 30,000 active users a month.

Website Ads

Online ads that allow viewers to click through to your website.

E-Newsletters

Digital ads that accompany opt-in editorial newsletters, reaching more than 100,000 subscribers.

Custom E-blasts

Your exclusive message delivered to our growing e-mail list. Currently reaching more than 100,000 subscribers!

Social Media

Country Sampler's fast-growing social media sites attract new fans every day and promote stronger reader engagement with the brand.

- Nearly 267,000 Facebook Likes
- Over 21,000 Followers on Pinterest
- 88,000 video views on YouTube

Digital Issues

Country Sampler publications are read on a variety of platforms representing thousands of new readers, which will help you gain additional exposure.

- Available on Apple App Store, Kindle Newsstand, Nook Newsstand and Google Play Magazines
- Includes interactive features such as how-to videos, contests and special downloads
- Offers easy access to digital archive of past issues

December/January Main Theme: Primitives

One of our readers' favorites, this popular January edition features classic country homes decorated in styles our audience loves, and it's the perfect way to reach these passionate buyers! Plus, the issue also features our Top 10 Country Collectibles for the year—a must-have list for country-decorating enthusiasts. Don't miss your chance to showcase your product in front of these dedicated home decorators!

February/March Main Theme: Easter/Spring

Readers absolutely love this bright and sunny spring issue! The March magazine is brimming with homes featuring spring-fresh ideas, easy-to-create displays for Easter, and warm-weather decorating tips for every country home. Plus, our ever-popular Easter Egg Hunt has readers carefully looking through every page in the magazine to find the hidden eggs—that means more time spent with each ad!

April/May Main Theme: Garden/Spring

The May issue is the all-time favorite for lovers of fresh springtime decor, garden accents, outdoor accessories and more. Plus, it also includes the well-loved country homes that continually draw in country decorators. In this issue, readers will see how Midwesterners turn their home into a cozy, French country-inspired retreat, and how primitive-style collections and furnishings make a modern Pacific Northwest house a past-tense paradise.

June/July Main Theme: Summer/Patriotic

The July issue is the perfect avenue for showcasing summertime decor, outdoor favorites, Americana, and other gift and decorative merchandise. In this edition, readers will discover a New York house that boasts a beautiful mix of all-American accents and an Illinois abode that's decorated with unique paint treatments and classic country collections, as well as other sensational summer decorating tips.

August/September Main Theme: Fall/Holiday Preview

A newsstand best-seller, the September issue is one of our top issues of the year, featuring room-by-room tours of fabulous fall-decorated country homes. In this issue, readers will enjoy an East Coast home's style transformation from everyday to autumn splendor and learn how natural fall fare and seasonal accessories cultivate cozy ambience in a Midwest residence.

October/November Main Theme: Holidays

Our top-selling and biggest publication of the year, the November issue delivers! It's packed with expert decorating ideas and enchanting seasonally decorated homes. Readers will delight in an East Coast home that's decorated floor to ceiling with Santas and snowmen for a truly old-fashioned Christmas celebration, and a Washington residence that features a light and lively assortment of decorations, trees and natural elements. Plus, this issue features our highly popular holiday table setting giveaway!

Features and Departments

- Home Tours—Take room-by-room tours inside beautifully decorated country homes.
- Country Connections—Find out what's new with our social media sites, current contests and more.
- Antiques Q&A—Read an expert's evaluations of readers' most cherished treasures.
- Country Treasures—Discover products that represent the newest country looks.
- Crafty Gardens—Gather helpful hints for accessorizing the great outdoors.
- Decorate with Crafts—Learn how our professional stylists create eye-catching displays with home decor.
- Craft Fair—Browse through our one-stop shop for everything country.

PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February/March 2016	11/05/15	11/19/15	01/12/16	02/02/16
April/May 2016	01/07/16	01/21/16	03/08/16	03/29/16
June/July 2016	03/10/16	03/24/16	05/10/16	05/31/16
August/September 2016	05/17/16	06/01/16	07/09/16	08/02/16
October/November 2016	07/06/16	07/02/16	09/06/16	10/04/16
December/January 2017	09/15/16	09/26/16	11/15/16	12/06/16

*Editorial calendar is subject to change without notice.

Issue Highlights for all the SIPs:

- 148 pages of big, beautiful photos
- High-quality “book-a-zine” format

Autumn Decorating

Celebrate all the warmth and whimsy of seasonal decor with *Autumn Decorating*. This special issue features real-life homes from across the country decked out in their autumn finest. Plus crisp-and-creative step-by-step projects, all designed to create an abundance of joy this fall season.



Home Tours

The annual *Home Tours* special issue is the ultimate guide to country decorating, with 12 never-before-seen classic, primitive, cottage, Colonial and Americana homes beautifully decorated and packed with ideas that are fit for any style and wallet. Plus, hundreds of simple and smart decorating tricks are sure to inspire throughout every season, making this a publication readers will refer to over and over again.



Christmas

This special holiday issue brings readers exciting new decorating tips and ideas for the Christmas season. *Country Sampler's Christmas* offers page after page of the beautiful photographs and home tours readers expect from *Country Sampler*. Additionally, this magazine presents fresh new ideas and simple projects that will entice any holiday decorator.



Prairie Style

Prairie Style celebrates the spirit, creativity, resourcefulness and sense of pride that defines the new country lifestyle from coast to coast. Warmth, personality and attainability define the magazine's comfortable and inviting widespread appeal. Special features highlight prairie-style artisans and furry friends.



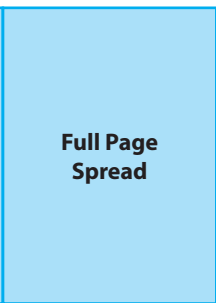
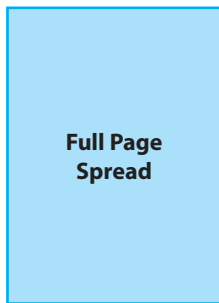
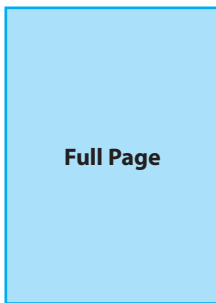
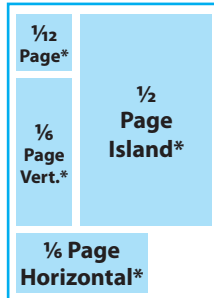
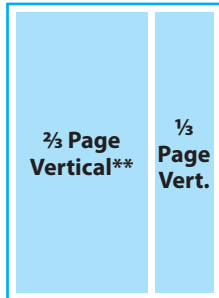
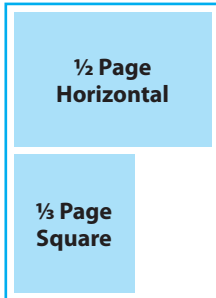
PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Home Tours 2016	12/07/15	12/21/15	02/09/16	03/01/16
Summer 2016	02/04/16	02/18/16	04/12/16	05/03/16
Prairie Style 2016	04/12/16	04/26/16	06/14/16	07/05/16
Autumn Decorating 2016	05/10/16	05/24/16	08/16/16	09/06/16
Christmas 2016	06/22/16	07/07/16	10/11/16	11/01/16
Prairie Style 2017	08/03/16	08/17/16	12/13/16	01/03/17

*Editorial calendar is subject to change without notice.

SPECIFICATIONS

Country Sampler®



Full Page

Trim 8½" x 10¾"
Bleed 8¾" x 11"

Two-Thirds Page

Vertical** 4⅝" x 9¾"

One-Half Page

Horizontal 7" x 4¾"
Island* 4⅝" x 7¼"

One-Third Page

Vertical 2¼" x 9¾"
Square 4⅝" x 4¾"

One-Sixth Page

Vertical* 2¼" x 4¾"
Horizontal* 4⅝" x 2¼"

One-Twelfth Page

Square 2¼" x 2¼"

2 Page Spread

Trim 17" x 10¾"
Bleed 17¼" x 11"

Inserts and Business Reply Cards are available upon request. Please contact local sales representative for space and production costs.

Country Sampler has a foot trim.

* Market Center ad size only
** National ad size only

Page trim size is 8½" x 10¾": add ¼" bleed on all sides extended beyond the trim (8¾" x 11").

Online

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250

Submitting Materials

All Advertising and images must be submitted to our FTP site (call your rep for FTP/Login and instructions).

Electronic Media

Annie's operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

Fonts

All fonts used are to be supplied or converted to outlines.

Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low-resolution files.)

Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

CONTACT INFORMATION

CountrySampler®

Advertising Director

Michelle Thorpe

(260) 849-4508

Michelle_Thorpe@Annies-Publishing.com

National Sales Representative

Linda Krueger

(630) 762-7889

marketcenter@countrysampler.com

Editor

Donna Marcel

(630) 762-7895

dmarcel@countrysampler.com

Annie's®

Celebrating home, family
and the creative spirit