

# Country Sampler®

DECORATING IDEAS & WHERE TO BUY COUNTRY ACCESSORIES

*Advertising*  
INFORMATION



Reach More Than 840,000 Active Country Home Decorators

# Fresh, Creative, Country!

America's favorite country decorating magazine, Country Sampler, has remained the definitive source for country-style decorating and product-purchasing advice for 30 years. The magazine's unique mix of inspiring home tours and home-accessory advertising drives readers to be creative in their homes and in home-based leisure activities.



Country Sampler's dedicated, longtime readers trust the magazine to provide sound, easy-to-implement ideas for home decorating and accessorizing. Readers return to each issue of Country Sampler time and time again to learn about the current trends in country-style decorating, accents and home essentials.



In today's fragmented media world, Country Sampler is the go-to resource for active and creative female readers who are responsive and ready to purchase accessories and other everyday home products.

## Country Sampler: Retail Powerhouse

**Country Sampler is sold in 44,000+ retail outlets.**

Country Sampler has more than 16,000 checkout pockets in top chains representing 5,000+ stores.

It is authorized and displayed in nearly every major retail chain including:

Wal-Mart	Shoppers Drug
CVS Corp.	Weis Markets
Walgreens	Hy-Vee Food Stores
Jo-Ann Stores	Meijer
Barnes & Noble	Albertsons
Target	Giant Eagle
Michaels Stores	Kroger
Wal-Mart Canada	
Hobby Lobby	
Big Kmart	



**Women list magazines as their #1 affordable, under \$10 treat!**

**Among all Audited Magazines, Country Sampler ranks:**

- 62nd in total retail dollar volume
- 28th in average newsstand sales dollars per issue
- 6th in mainline titles average dollars per issue
- 1st in the "hobby" category total retail dollar volume

Based on 2012 Second Half AAM (formerly ABC) data.

# MRI Statistics *Support Our Active & Engaged Readership*

## GENDER

Female ..... 100%\*

\*More than 99% of respondents were female.

## AGE

80% of *Country Sampler* readers are between the ages of 40 and 69, representing the age group with the greatest discretionary income.

	READERS	INDEX
25-39 .....	3.7%	20.8
40-54 .....	31.5%	110.4
55-69 .....	48.4%	245.9
70+ .....	15.5%	118.5
Median age .....	59	129

## HOUSEHOLD INCOME

	READERS	INDEX
\$50,000 or more .....	70.8%	130
\$75,000 or more .....	54.7%	123
\$100,000 or more .....	37%	114
Mean household income .....	\$85,000	120

## PRIMARY RESIDENCE

	READERS	INDEX
Own single-family home .....	90.2%	n/a
Own residence .....	95.1%	137
Median home value .....	\$209,100	80

## EMPLOYMENT

	READERS	INDEX
Employed .....	49.5%	87
• Full-time .....	37.8%	89
• Part-time .....	11.7%	80

## MARITAL STATUS

	READERS	INDEX
Married .....	79%	147

## EDUCATION

	READERS	INDEX
Any college .....	53%	96
Graduated college or more .....	29.1%	111

## HEALTH

	READERS	INDEX
Controlling their diet .....	52%	105
Suffering from mature ailment .....	73%	139

(Arthritis, obesity, back pain, menopause, osteoporosis, etc.)

## PETS

	READERS	INDEX
Have a pet (dog or cat) .....	66%	122
Have a dog .....	50%	119
Have a cat .....	35%	134

Average of 2.7 dogs/cats per household

## READING HABITS

Average time spent reading <i>Country Sampler</i> .....	2 hours
Keep issues 1 year or more .....	73%
Never throw issues away .....	44.5%
Read 4 out of 4 issues .....	98%
Total number of readers per copy .....	2.6

## REASONS FOR READING COUNTRY SAMPLER

Home decorating ideas .....	92%
Find products/accessories for the home .....	68%
To find project ideas and lifestyles .....	72%

## ACTIONS TAKEN AS A RESULT OF READING COUNTRY SAMPLER

Bought/ordered a product or service .....	51%
Completed a project .....	34%
Cut out coupon/advertisement or article .....	37%
Sent for a catalog or brochure .....	32%

## LEISURE ACTIVITIES

(PARTICIPATED IN DURING THE PAST 12 MONTHS)

	READERS	INDEX
Baking .....	71.8%	202
Barbecuing .....	46.8%	146
Bird watching .....	32.4%	450
Collecting figurines .....	13.1%	n/a
Cooking for fun .....	46.1%	175
Entertain friends/relatives at home .....	65.8%	144
Furniture refinishing .....	32.8%	911
Gardening .....	71%	188
Home decorating & furnishing .....	80.7%	480
Photo album/scrapbooking .....	24.9%	177
Reading books .....	64.3%	125
Sewing .....	57.4%	456
Woodworking .....	16.4%	863

Source: September 2010 *Country Sampler* Subscriber Study, GfK MRI Market Solutions.

**91%** ordered via phone, mail or Internet, spending an average of \$547

**38%** spent \$100 or more in products/services advertised

**68%** engage in craft activities

**49%** completed 10+ craft projects



# Country Sampler Is More Than Just a Magazine

Country Sampler women enjoy home decorating and furnishing, outdoor gardening, entertaining, furniture refinishing and woodworking at rates 4½ to 9 times greater than the national average.

- Mean time spent reading is 121 minutes
- Nine out of 10 subscribers have taken action as a result of reading the magazine
- 77% did a home improvement project, spending an average of \$767
- 50% remodeled their homes, spending an average of \$4,347

Source: September 2010 Country Sampler Subscriber Study, GfK MRI Market Solutions.



Magazines drive web search more than any other medium. More than double Internet advertising and social media.

## Home Tour Edition

This special annual edition features 12 all-new room-by-room tours of the finest country homes. With a strong focus on decorating in a variety of country styles, it includes ideas for all seasons and practical projects for every room in the home.



On Sale: March 1

Guaranteed Distribution: 400,000+

- 120 pages, filled with traditional, farmhouse, primitive, Americana, cottage and Colonial style rooms
- Advance promotion via e-commerce website and magazine advertising

- Special newsstand distribution and displays
- Special discount rate for contract advertisers



## On the Web

CountrySampler.com draws nearly 342,000 unique visitors per year with more than 3.2 million page views. GfK/MRI data supports the activity of Country Sampler's audience:

- 89% use the Internet
- 48% of subscribers visit the magazine website
- 49% use the Internet 1+ times per day
- 20% use the Internet 5+ times per day
- 62% purchased on the Internet
- 47% visited an advertiser's website
- 46% use Facebook

Advertisers benefit by providing a link in the Merchant Index on the website.



## Country Sampler Goes Digital

Country Sampler is now available on all tablets! Access all the same content as the print edition in convenient, easy-to-use digital formats. Place an ad with Country Sampler and gain extra exposure through digital devices.

# Country Sampler



## 2014 Editorial Calendar

### FEBRUARY/MARCH 2014

*Main Theme:* Easter/Spring

- A stunning combination of cottage, vintage and classic country decor set against a creamy backdrop promotes cheerful surroundings in a California abode.
- Spring-themed decorating fosters a fresh seasonal perspective in a quaint Northeastern house.
- Our always popular annual Easter Egg Hunt contest through the Craft Fair section puts readers in a springtime-shopping frame of mind.

### SPECIAL HOME TOUR ISSUE

COMING IN MARCH 2014

- Twelve never-before-seen classic, primitive, cottage, Colonial and Americana homes are decorated to the nines with the finest country accessories and antiques.
- Our quick and easy styling tips will keep readers' creativity flowing throughout the seasons and holidays.
- Simple and creative decorating tricks help transform everyday looks from ordinary to extraordinary.

### APRIL/MAY 2014

*Main Theme:* Garden/Spring

- An Oregon home gets converted from a 1970s disaster into a Colonial delight thanks to period-inspired furnishings.
- Country character takes center stage in a home filled with antiques, folk art and Americana crafts.

### JUNE/JULY 2014

*Main Theme:* Summer/Patriotic

- A medley of Americana accents, homespun textiles and comfy furniture turn a new house into a treat for the senses.
- Patriotic pieces and color-rich accessories give a decorating salute to our nation's history in a West Virginia residence.

### AUGUST/SEPTEMBER 2014

NEWSSTAND TOP-SELLER

*Main Theme:* Fall/Holiday Preview

- Autumn accents melded with artifacts from the past set a comfortable country scene in a Midwestern abode.
- A cornucopia of natural fall fare and seasonal style foster autumn ambience in an East Coast dwelling.

### OCTOBER/NOVEMBER 2014

BIGGEST ISSUE OF THE YEAR—BEST-SELLER

*Main Theme:* Holidays

- A talented homeowner demonstrates her knack for holiday decorating by outfitting her rooms with festive collections of Santas and snowmen.
- An East Coast couple set the stage for an old-fashioned country Christmas by adorning their home with a wide assortment of trees, decorations and natural elements.
- Our eagerly anticipated annual table setting giveaway gets readers in a festive mood for the holiday decorating season.

### DECEMBER/JANUARY 2015

*Main Theme:* Primitives

- Our antiques experts tell readers the real deal about the top 10 up-and-coming country collectibles for 2015.
- A Midwestern house serves as the perfect host for an impressive display of picture-perfect country decor, antiques and fine furnishings.
- Washington homeowners embellish their cozy rooms with plush textiles, a serene palette and sentimental treasures that pay tribute to their past.

## In Every Issue

### Features and Departments

**Home Tours**—Take room-by-room tours inside beautifully decorated country homes.

**Antiques Q&A**—Read an expert's evaluations of readers' antiques.

**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.

## Throughout the Year

**Country Treasures**—Discover products that represent the newest country looks.

**Country Collectibles**—Get tips on how to artfully arrange your favorite collections.

**Crafty Gardens**—Gather helpful hints for accessorizing the great outdoors.