



Country Sampler Farmhouse Style magazine celebrates the casual, comfortable appeal of today's popular farmhouse decorating with beautiful home tours and creative DIYs.

Plus, each issue is filled with farmhouse-style living tips, recipes and more.

**Annie's<sup>®</sup>**  
Celebrating home, family  
and the creative spirit

## Circulation & Stats

<b>170,000</b>	<b>425,000</b>	<b>80,000</b>	<b>45,000</b>	<b>65,000</b>
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

## Demographics & Reader Profile\*

<b>58</b> median reader age	<b>96%</b> female
<b>45</b> median Facebook follower age	<b>83%</b> get most of their decorating and craft ideas from magazines
<b>\$67,000</b> median reader income	<b>75%</b> use Facebook daily
<b>90%</b> married	<b>65%</b> use Pinterest daily

## Creative Marketing Opportunities

- Solo email blasts
- Banners in newsletters
- Sponsored content
- Sponsored sweepstakes
- Banners on websites
- Affiliate programs
- Content submissions
- Sponsored posts on social media
- Facebook live content
- Unique print opportunities – gatefolds and inserts
- Polybag onsert program
- Custom solutions
- Partnership opportunities

## Social Media Users



25,000



14,500



Newly Launched!

\*Compiled from Reader Survey



## Reader Testimonials

"Just received my first issue and enjoyed it from cover to cover. I get a ton of magazines but delighted at the fact that I am a 'little bit country.' The article 'Flower and Frost' about Thomas and Bailey did it for me. The fact that they followed a passion and are living their dream was so inspiring. I suppose the old-fashion sweet peas at Ardelia touched a spot in my heart. Romantic and country at the same time. That's me. Thank you for a wonderful magazine."

—Dorothy A.

"I wanted to let you know I Love Love Love *Farmhouse Style*! Thanks for the great job you folks do. I appreciate your work."

—Nancy M.

"I just received my very first issue of *Farmhouse Style* and you asked what my favorite thing was. Do I only get to pick one thing? I absolutely LOVED everything! The farmhouse tiny home was so charming, the hanging funnel planters were cute, and all the Americana decor ideas were perfect! I plan to try the applesauce pie recipe too! Thanks for putting together such a great issue!"

—Mashelle P.

"Recently picked up a copy of your magazine. Absolutely loved it. Loved all the design ideas . . . big fan of *Country Sampler*, now a fan of *Farmhouse Style*. Love to see room settings and how others decorate . . . Thanks."

—Rosemary L.

## Country Sampler Farmhouse Style Features

**Home Tours:** Tour trendy, modern and traditional farmhouses across the country that will inspire the farmhouse look in your home.

**DIYs:** Create your own farm-style favorites, inspired by our in-house designers and favorite bloggers. Step-by-step instructions will help you bring farmhouse charm into your home.

**Recipes:** Enjoy classic, mouthwatering, feel-good country recipes.

**Lifestyle:** Discover ways to decorate with farmhouse staples such as feed sacks, old tools, galvanized metals and more. Learn how to maintain your own simple homestead through gardening, chicken-rearing, beekeeping and more.

**Profile:** Meet a country-inspired artist or shop owner whose art or storefront is one of a kind.

## Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Kitchens 2020	10/02/2019	10/09/2019	12/10/2019	12/24/2019
Spring 2020	10/23/2019	10/30/2019	12/31/2019	01/14/2020
Summer 2020	01/22/2020	01/29/2020	03/31/2020	04/14/2020
Autumn 2020	04/22/2020	04/29/2020	06/30/2020	07/14/2020
Holiday 2020	07/22/2020	07/29/2020	09/29/2020	10/13/2020
Kitchens 2021	09/30/2020	10/07/2020	12/08/2020	12/22/2020
Spring 2021	10/22/2020	10/29/2020	12/30/2020	01/13/2021

\*Editorial calendar is subject to change without notice.





## Editorial Calendar

### Spring 2020

On Sale: 1/14/20

- Springtime Decor
- Bathroom Redos
- Barnwood Repurposing
- Farmhouse Pillows & Throws
- Recipes: Rhubarb Favorites
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Holiday 2020

On Sale: 10/13/20

- Winter Bedding
- Holiday Vignettes
- Festive Centerpieces
- Christmas Traditions
- Recipes: Wintertime Drinks
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Summer 2020

On Sale: 4/14/20

- Farmhouse Flower Gardens
- Summertime Porches
- Summer Family Reunions
- Kitchen Textiles
- Dollar-Store Redos
- Recipes: Summer Salads
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Spring 2021

On Sale: 10/12/21

- Paint Treatments
- Farmhouse Floors
- Savvy Storage
- Spruce Up Your Patio
- 10 Things to Do With a Sheet
- Recipes: Hearty Breads
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Autumn 2020

On Sale: 7/14/20

- Farm-to-Table Eating
- It's Shiplap! Other Uses for Shiplap
- Repurposing Old Tools
- Furniture Redos
- Recipes: Squash Dishes
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects





## Contact Information

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## Specifications

### Full Page

Trim 8½" x 10¾"  
Bleed 8¾" x 11"

### Two-Thirds Page

Vertical\*\* 4⅝" x 9½"  
Horizontal 7" x 6¼"

### One-Half Page

Vertical 3½" x 9½"  
Horizontal 7" x 4⅝"

### One-Third Page

Vertical 2¼" x 9½"  
Square 4⅝" x 4⅝"

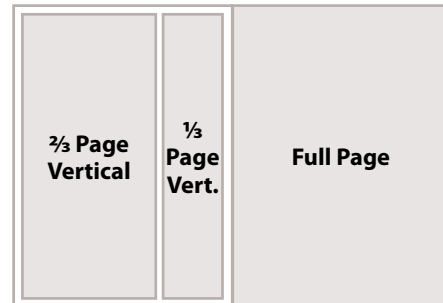
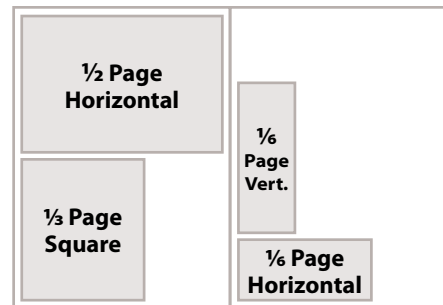
### One-Sixth Page

Vertical 2¼" x 4⅝"  
Horizontal 4⅝" x 2¼"

### 2 Page Spread

Trim 17" x 10¾"  
Bleed 17¼" x 11"

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



## Online

### Unit

Leaderboards  
Wide Skyscraper  
Medium Rectangle  
Newsletter Content Block

### Size (Pixels)

728 x 90  
160 x 600  
300 x 250  
500 x 400

### Submitting Materials

Materials can be submitted via Mediabank.  
Contact Kelsey Hufferd for login information.

### 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.