



Country Sampler is the go-to decorating magazine that's dedicated to helping readers create the country home of their dreams.

Each issue features an inspiring mix of beautiful room-by-room home tours, expert styling advice, budget-friendly seasonal decorating ideas, creative tips for repurposing everyday goods, and a vast selection of the latest country furnishings, decor and gifts for purchase directly from artisans and crafters.

Circulation & Stats

225,000	562,500	250,000	275,000	455,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

63 median reader age	96% plan to renew their subscription
44 median Facebook follower age	65% spend 3 or more hours with each issue
\$57,000 median reader income	70% have visited a website from an advertisement in <i>Country Sampler</i>
91% married	84% believe it's important to buy products made in the USA
95% female	
75% have been a subscriber for more than 5 years	

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



300,000



Newly Launched!



238,000
Monthly Viewers

*Compiled from Reader Survey



Advertiser Testimonials

"I just had to write to tell you that I had my first sale before the issue even hit the newsstands. I LOVE MY PICTURE in the magazine. It is beautiful, and I am so appreciative of all that you do. I am sending a big hug."

—Seeking Serendipity

"Thank you for sending along the product shot of our candles. WOW, this picture is amazing! We are so happy to be on the Marketplace cover—it looks perfect!"

—Black Crow Candle Company

"I am so glad we chose a room scene ad—they do such a nice job setting everything up and featuring the product."

—Wind & Willow

"Thank you for explaining everything to me on the phone. This will be my first time advertising, and I am so excited. It has always been my dream to have my products advertised in *Country Sampler*. Your kindness is making this go smoothly."

—Count My Little Blessings

"Thanks so much for your understanding, and thank you for all you do to help me out. Oh, my goodness, I'm so excited to be on your website—the picture looks great."

—Simply Blessed

Country Sampler Features

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 giveaways and more.

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

Thrifty Thinking—Repurposing expert Matthew Mead shares unique ideas for upcycling everyday items for every season.

Decorate With Crafts—Learn how our professional stylists create eye-catching displays with home decor.

Country Marketplace—Browse through our guide to quality home furnishings, decor and gifts.

Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
January 2020	09/17/2019	09/24/2019	11/19/2019	12/03/2019
March 2020	11/05/2019	11/12/2019	01/14/2020	01/28/2020
May 2020	12/31/2019	01/07/2020	03/10/2020	03/24/2020
July 2020	03/03/2020	03/10/2020	05/12/2020	05/26/2020
September 2020	05/05/2020	05/12/2020	07/14/2020	07/28/2020
November 2020	07/07/2020	07/14/2020	09/15/2020	09/29/2020
January 2021	09/16/2020	09/23/2020	11/18/2020	12/02/2020

*Editorial calendar is subject to change without notice.



Editorial Calendar

December/January 2020

On Sale: 12/03/2019

Main Theme: Classic Country

One of our most well-read editions, this popular January issue spotlights classic country homes decorated in the warm and cozy styles our audience loves, and it's the ideal place to reach these influential buyers. Plus, the issue also features a much-anticipated reader favorite: the Top 10 Country Collectibles for the year—a must-have list for collectible enthusiasts. Don't miss your chance to showcase your product in front of these dedicated home decorators!

February/March 2020

On Sale: 01/28/2020

Main Theme: Easter/Spring

Readers will be motivated to purchase new decor to refresh their rooms for the season by following the inspiring displays and styling advice in this spring issue. The March magazine is stocked with homes featuring easy-to-adapt seasonal ideas, cute and creative Easter vignettes, and springtime decorating tips for every country home. Our hugely popular Easter Egg Hunt has readers carefully looking through every page in the magazine to find the hidden eggs—that means more time spent studying each ad!

April/May 2020

On Sale: 03/24/2020

Main Theme: Garden/Spring

The May issue is the all-time favorite of readers who love to incorporate springtime decor, garden accents, outdoor accessories and more inside and out. In this issue, readers will learn how a Minnesota couple turned their home into a sweet retreat with charming cottage accents coupled with traditional country furnishings, and how a rustic farmhouse theme amps up the spirit of Southern hospitality in a South Carolina residence.

June/July 2020

On Sale: 05/26/2020

Main Theme: Summer/Patriotic

The July issue is the perfect avenue for showcasing true-blue summertime decor, outdoor favorites, Americana accessories, and other gift and decorative merchandise. In this edition, readers will meet two Floridians who pull out all the stops when it comes to sharing their decorating spirit via a lively mix of Americana, coastal and French country furnishings, as well as a Georgia homeowner who has adopted a whimsical, eclectic look thanks to vintage collectibles, folk art and primitive pieces.

August/September 2020

On Sale: 07/28/2020

Main Theme: Fall/Holiday Preview

A newsstand best-seller, the September issue is one of our top issues of the year, featuring inviting room-by-room tours of fabulous fall-decorated country homes that will put readers in a seasonal shopping frame of mind. In this issue, a New Hampshire farmhouse undergoes a rich harvest makeover with the addition of colorful natural elements, and a Midwestern couple detail budget-friendly tips for adopting a warm and welcoming autumn ambience in every space.

October/November 2020

On Sale: 09/29/2020

Main Theme: Holidays

One of our top-sellers, the November issue of *Country Sampler* delivers! It's packed with expert decorating ideas and enchanting seasonally decorated homes that are sure to motivate the holiday buying spirit. Readers will adore an Ohio residence where dazzling Christmas decor intermingles with an array of primitive furnishings and an Alabama home that is the epitome of an old-fashioned, festive holiday celebration.





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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"

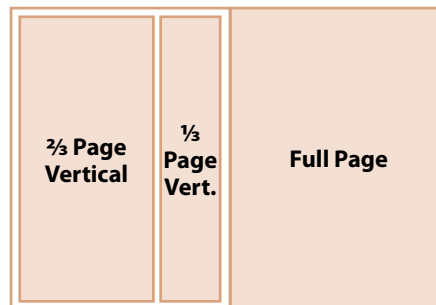
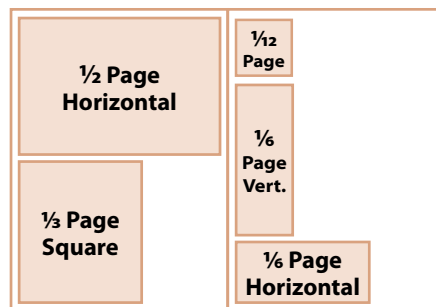
One-Twelfth Page

Square 2¼" 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.