



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[®]
Celebrating home, family
and the creative spirit

Circulation & Stats

225,000	425,000	80,000	45,000	65,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

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





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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"

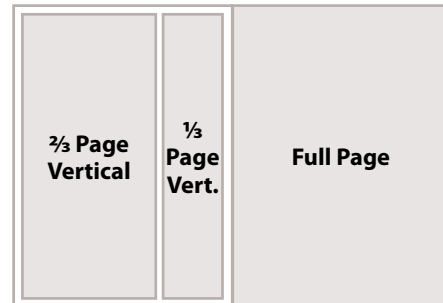
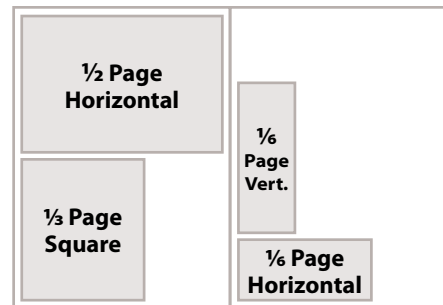
One-Sixth Page

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.