



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 selection of the latest country furnishings, decor and gifts for purchase directly from artisans and crafters.

Circulation & Stats

250,000	625,000	160,000	238,000	1,454,879
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	

*Compiled from reader survey

Creative Marketing Opportunities

- Solo email blasts
- 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



310,000



50,000



700,000
Monthly Viewers



Reader Testimonials

"I always look forward to the next issue of *Country Sampler*. It's a great magazine!"

"I wish that this magazine came out every month! Many of the articles have helped with decorating ideas, like wall colors, window treatments, how to set up displays, and remodeling the kitchen and pantry areas. Keep up the good work! Keep the articles coming!"

"Love the magazine! Will subscribe till I'm old and gray!"

"I love this magazine! It always inspires me to rummage around my house and try to copy some of the scenes I see on the pages!"

"*Country Sampler* has been a regular in my home for so many years. I am a devoted subscriber."

Country Sampler Features

- Country Homes Showcase**—Room-by-room photo tours of beautifully decorated country homes that represent a wide variety of country looks and styles.
- Refresh & Renew**—Before-and-after room makeovers, upcycling flea-market finds, repurposing everyday objects into outstanding displays.
- Standout Spaces**—A focus on individual rooms and decorative details that bring personality to every area in a home.
- Living the Life**—Visits to small towns and historic spots, delicious recipes, tips for creating a cozy country lifestyle.

Print Schedule*

Issue	Display Ad Close Date	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
January 2022	7/15/2021	09/07/2021	09/14/2021	11/20/2021	11/30/2021
March 2022	9/15/2021	11/02/2021	11/09/2021	01/15/2022	01/25/2022
May 2022	11/15/2021	12/28/2021	01/04/2022	03/12/2022	03/22/2022
July 2022	1/15/2022	03/01/2022	03/08/2022	05/14/2022	05/24/2022
September 2022	3/15/2022	05/03/2022	05/10/2022	07/16/2022	07/26/2022
November 2022	5/15/2022	07/05/2022	07/12/2022	09/17/2022	09/27/2022
January 2023	7/15/2022	08/30/2022	09/06/2022	11/19/2022	11/29/2022

*Editorial calendar is subject to change without notice.



Editorial Calendar*

December/January 2022

Submission due date: 4/11/2021

On-sale date: 11/30/2021

Main Theme: Classic Country

Our popular January issue spotlights quaint country homes dressed up in the warm and inviting decor our audience loves, so it's the perfect place to reach motivated buyers. Readers will visit a beautiful Midwestern ranch house that boasts authentic primitive character and a Pennsylvania Colonial that is the epitome of down-home country style.

New Year, New Decorating: Be inspired by our creative ways to add warm and inviting style to your home for the winter months.

February/March 2022

Submission due date: 5/28/2021

On-sale date: 1/25/2022

Main Theme: Easter/Spring

Readers will be ready to purchase new decor to refresh their rooms for spring as they follow the inspiring ideas and decorating advice in the March issue. Readers will be treated to a glimpse inside a South Dakota home chock-full of adorable Easter vignettes and an Ohio Tudor that showcases an enviable mix of Colonial and primitive furnishings.

Spring Perk-Ups: Give your home a refreshing touch of spring with clever display tips from our staff designer.

Annual Easter Egg Hunt: This hugely popular contest has readers carefully looking through every page to find the hidden eggs.

April/May 2022

Submission due date: 7/23/2021

On-sale date: 3/22/2022

Main Theme: Garden/Spring

The May issue is the all-time favorite of readers who love to include springtime decor, garden accents, outdoor accessories and more throughout their spaces, both inside and out. In this issue, readers will learn how a West Virginia couple artfully arrange sweet spring accents with everyday furnishings to turn their rooms into welcoming retreats and how a refreshing farmhouse feel mingles with historical primitive decor to enliven the atmosphere in a rural Victorian in Pennsylvania.

Great Garden Decor: Bring the energizing feel of spring to your indoor spaces with arrangements inspired by the outdoors.

June/July 2022

Submission due date: 9/26/2021

On-sale date: 5/24/2022

Main Theme: Summer/Patriotic

The July issue is the perfect venue for showcasing true-blue summertime goods, outdoor furnishings and Americana accessories that will get customers into the seasonal decorating spirit. In this edition, readers will meet a pair from Tennessee who embrace flag-waving style via a celebratory mix of patriotic, primitive and all-American country wares as well as Texas residents who have incorporated an eclectic look into their rooms thanks to cottage-style collectibles and farmhouse-inspired pieces.

Show Your Spirit: Learn fun and festive ways to decorate for the summer months and holidays.

August/September 2022

Submission due date: 11/22/2021

On-sale date: 7/26/2022

Main Theme: Fall/Halloween

A newsstand best-seller, the September issue is one of our most highly anticipated issues of the year, featuring inviting room-by-room tours of fabulous fall-decorated homes that will put readers in a seasonal shopping frame of mind. In this issue, a resourceful and creative Maine homeowner goes all out with a wide array of fall and Halloween displays, and an Indiana couple achieve a delightful autumn ambience in their home through the addition of colorful nature-made elements, collectibles and signage.

Get Cozy: Follow our staff designer's simple tips for creating a warm and welcoming ambience in your home, perfect for the autumn season.

October/November 2022

Submission due date: 2/9/2022

On-sale date: 9/27/2022

Main Theme: Christmas

One of our top sellers, the November issue of *Country Sampler* reaches readers just in time for the year's busiest shopping season. It's packed with expert styling ideas and enchanting homes decorated for Christmas that are sure to motivate the holiday buying spirit. Readers will adore a Maine abode where vintage Christmas trimmings intermingle with classic Colonial and primitive decorations and a festive New Jersey Cape Cod set aglow with old-fashioned holiday finery.

Holiday DIYs: Turn your home into a Christmas wonderland with our merry and bright decorating ideas that celebrate the season.

December/January 2023

Submission due date: 4/9/2022

On-sale date: 11/29/2022

Main Theme: Classic Country

One of the year's most well-read editions, the January issue features timeless homes brimming with the warm and inviting decor our audience craves, and it's the perfect place to reach these dedicated buyers! Readers will visit a quaint East Coast residence full of antiques and classic decor and a Midwestern home featuring decor that embodies traditional country charm.

Great Groupings and Vignettes: Take a new approach to designing beautiful arrangements in your home with the things you love.

**Editorial content is subject to change.*

Send all editorial submissions to:
Editors@CountrySampler.com



Specifications

Full Page

Trim 8½" x 10¾"
Bleed 8¾" x 11"
Live 8" x 10¼"

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-Fourth Page

Vertical 3½" x 4⅝"

One-Sixth Page

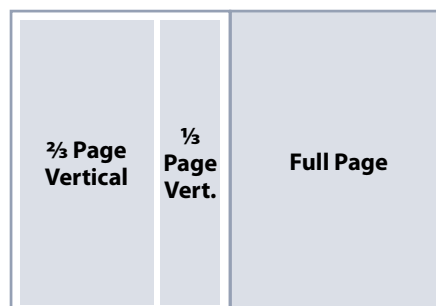
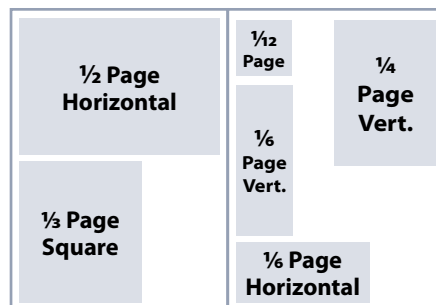
Vertical 2¼" x 4⅝"
Horizontal 4⅝" x 2¼"

One-Twelfth Page

Square 2¼" x 2¼"

2 Page Spread

Trim 17" x 10¾"
Bleed 17¼" x 11"



Contact Information

Advertising Director

Michelle Thorpe
(260) 849-4508
Michelle_Thorpe@Annies-Publishing.com

Advertising Account Manager

Kim Gard
(260) 849-6017
KGard@CountrySampler.com

Advertising Coordinator

Courtney Shoda
(260) 849-4860
Courtney_Shoda@Annies-Publishing.com

Editor

Donna Marcel
(260) 849-6016
DMarcel@CountrySampler.com

Managing Editor

Adrienne McGee Sterrett
(260) 849-4212
AMcGeeSterrett@CountrySampler.com

Online

Unit

Leaderboards
Wide Skyscraper
Medium Rectangle

Size (Pixels)

728 x 90
160 x 600
300 x 250

Submitting Materials

Materials can be submitted via MediaBank.
Contact Courtney Shoda 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.