



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

| | | | | |
|----------------|----------------|-------------------|----------------------|------------------|
| 320,000 | 800,000 | 160,000 | 200,000 | 1,785,000 |
| 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 |
| \$69,500 median reader income | 75% use Facebook daily |
| 96% married | 65% use Pinterest daily |

**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



160,000



90,000



110,000
monthly
views



Reader Testimonials

"I love this magazine. Couldn't ask for better. I enjoy everything you offer. Great job!"

"I always look forward to the issues because they give me great ideas for decorating. Love, love, love the magazine."

"Currently building a new farmhouse-style home. These issues helped with the design of my new home, including cabinet style."

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.
- Decorating**—Learn ways to enhance your home with farmhouse staples such as feed sacks, old tools, galvanized metals and more.
- Recipes**—Enjoy classic, mouthwatering, feel-good country recipes.
- Lifestyle**—Discover tips on simple homesteading, gardening, entertaining and more.

Print Schedule*

| Issue | Ad Close Date | Materials Due Date | In Home Date | On Sale Date |
|----------------|---------------|--------------------|--------------|--------------|
| Spring 2022 | 10/20/2021 | 10/27/2021 | 01/01/2022 | 01/11/2022 |
| Summer 2022 | 01/19/2022 | 01/26/2022 | 04/02/2022 | 04/12/2022 |
| Autumn 2022 | 04/20/2022 | 04/27/2022 | 07/02/2022 | 07/12/2022 |
| Winter 2022 | 07/20/2022 | 07/27/2022 | 10/01/2022 | 10/11/2022 |
| Christmas 2022 | 08/10/2022 | 08/17/2022 | | 11/01/2022 |
| Spring 2023 | 10/12/2022 | 10/19/2022 | 12/31/2022 | 01/10/2023 |

**Editorial calendar is subject to change without notice.*



Editorial Calendar*

Spring 2022

Submission due date: 4/14/2021

On-sale date: 1/11/2022

- Laundry Room Redos
- Decorating with House Plants
- Furniture Makeovers
- Sweet Valentine's Day Decor
- Iconic Farmhouse: Food Crates
- Recipes: Breakfast & Brunch
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Winter 2022

Submission due date: 12/16/2021

On-sale date: 10/11/2022

- Ways to Cozy Up Your Home
- Our Favorite Holiday Table Settings
- Creative DIY Garlands
- Give Your Holiday Decor an Update
- Fun Gift-Wrapping Ideas
- Recipes: Delicious Holiday Appetizers
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Summer 2022

Submission due date: 7/28/2021

On-sale date: 4/12/2022

- Backyard Summer Picnics
- Camper Redos
- Staircases with Style
- Unique Decor from Old Drawers
- Iconic Farmhouse: Vintage Fans
- Recipes: Feed a Crowd—Summertime Potlucks
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Spring 2023

Submission due date: 4/13/2022

On-sale date: 1/10/2023

- Decorating Those Awkward Spaces
- Garden Structures We Adore
- Paint It! Surprising Things to Update with Paint
- How to Store Anything Creatively
- Iconic Farmhouse: Bread/Cutting Boards
- Recipes: Oh, My Muffins!
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Autumn 2022

Submission due date: 10/13/2021

On-sale date: 7/12/2022

- Fabulous Fall Porches
- What's New for Walls
- Creative Thanksgiving Centerpieces
- Pumpkins with Panache
- Iconic Farmhouse: Oversize Clocks
- Recipes: Slow-Cooker Specialties
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects



Send editorial submissions to:
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**Editorial content is subject to change.*





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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

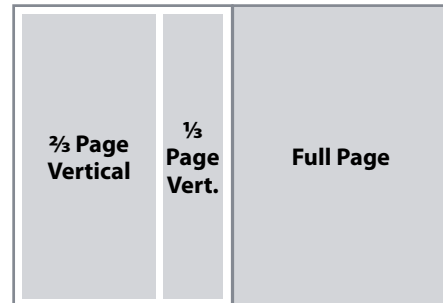
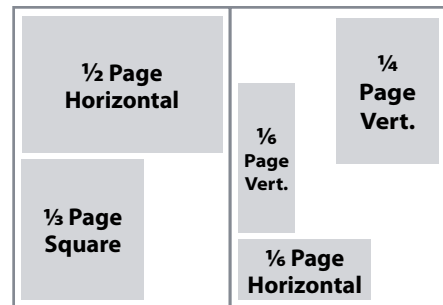
Vertical 2¼" x 4⅝"
Horizontal 4⅝" x 2¼"

One-Twelfth Page

Square 2¼" x 2¼"

2 Page Spread

Trim 17" x 10¾"
Bleed 17¼" x 11"



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.