



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

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

*\*Compiled from reader survey*

## 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



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	12/28/2021	01/11/2022
Summer 2022	01/19/2022	01/26/2022	03/29/2022	04/12/2022
Autumn 2022	04/20/2022	04/27/2022	06/28/2022	07/12/2022
Winter 2022	07/20/2022	07/27/2022	09/27/2022	10/11/2022
Christmas 2022	08/10/2022	08/17/2022		11/01/2022
Spring 2023	10/19/2022	10/26/2022	12/27/2022	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

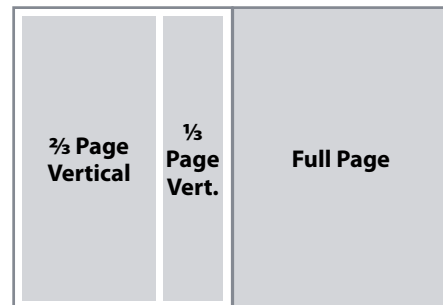
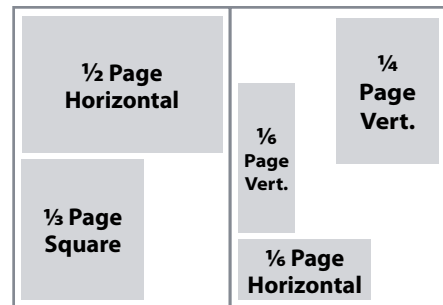
Vertical 2¼" x 4⅝"  
Horizontal 4⅝" x 2¼"

### One-Twelfth Page

Square 2¼" x 2¼"

### 2 Page Spread

Trim 17" x 10¾"  
Bleed 17¼" x 11"



## Online

### Unit

### Size (Pixels)

Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400

### 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.