

2023
MEDIA KIT

CountrySampler®



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 country furnishings, decor and gifts offered by well-known country decor companies.

Annie's®

READER PROFILE*

63

median reader age

44

median Facebook
follower age

\$57,000

median reader income

91%

married

95%

female

75%

have been a subscriber
for more than 5 years

96%

plan to renew
their subscription

65%

spend 3 or more hours
with each issue

74%

have visited a website
from an advertisement in
Country Sampler

84%

believe it's important to buy
products made in the USA

84%

feel brand recognition is
somewhat or very important
when making a purchase

90%

are more likely to trust brands
that advertise in *Country Sampler*

Readers rank magazines and books
as their most trusted sources for
home decor brands and inspiration

**Compiled from reader survey*



CREATIVE MARKETING OPPORTUNITIES

- Solo Email Campaigns
- Editorial Content Submissions
- Sponsored Social Media
- Polybagged Onserts
- Custom Print Solutions
- Website Banners
- Sponsored Sweepstakes
- Customized Partnerships

MAGAZINE CIRCULATION & STATS

200,000

Circulation

500,000

Readership

85,000

Email Counts



TESTIMONIALS

I love *Country Sampler*. I have subscribed for many years. It has given me great ideas.

I love this magazine since there are few magazines to get country decor ideas and places to purchase country items. I look forward to each edition. Country decor is hard to find in any other publication or store! Thank you.

I love *Country Sampler*. It's the only magazine left that features this type of decorating. I love that you are now featuring more home tours per issue.

I love *Country Sampler*! Have great pictures and articles! Keep up the good work!


I love *Country Sampler*! I read it cover to cover when I receive it. Then I go back through and look at all the pictures very carefully to see if I could use any ideas. Love it.

I really like the magazine. I've had a subscription for numerous years, lots of ideas to ponder.

I love *Country Sampler*. I look forward to receiving each issue and spend the rest of the afternoon reading it.

Country Sampler is a joy to read and save to look at on future days.

SOCIAL MEDIA USERS

 315,000

 50,000

 55,000

REGULAR FEATURES

COUNTRY HOMES SHOWCASE

Room-by-room photo tours of beautifully decorated homes that represent a wide variety of timeless country styles.

CREATE & DECORATE

Simple seasonal DIY projects that can be adapted for any look.

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

Ideas for arranging antiques and collectibles, tips for creating a cozy country lifestyle, gorgeous garden decorating.



PRINT SCHEDULE*

**Print schedule is subject to change without notice.*

ISSUE	DISPLAY AD CLOSE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
JANUARY 2023	07/15/2022	09/6/2022	09/13/2022	11/19/2022	11/29/2022
MARCH 2023	09/15/2022	11/01/2022	11/08/2022	01/14/2023	01/24/2023
MAY 2023	11/15/2022	12/27/2022	01/03/2023	03/11/2023	03/21/2023
JULY 2023	01/15/2023	02/28/2023	03/07/2023	05/13/2023	05/23/2023
SEPTEMBER 2023	03/15/2023	05/02/2023	05/09/2023	07/15/2023	07/25/2023
NOVEMBER 2023	05/15/2023	07/04/2023	07/11/2023	09/16/2023	09/26/2023
JANUARY 2024	07/15/2023	09/05/2023	09/12/2023	11/18/2023	11/28/2023



2023 EDITORIAL CALENDAR

DECEMBER/
JANUARY 2023

SUBMISSION DUE DATE:
5/10/2022

ON-SALE DATE: 11/29/2022

- **Main Theme: Classic Country:** One of our readers' favorite editions, the January issue kicks off the new year and highlights quintessential country homes that are decorated with the warm and inviting decor our audience loves. It's a great opportunity for advertisers to connect with these influential buyers. Readers will get a peek inside a Maine home where clean-lined Colonial furnishings intermingle with stunning stencils and murals as well as a Kentucky farmhouse where a light palette is an apt backdrop for a variety of classic collections.
- **New Year, New Looks:** Our timely tips will help bring comfort and welcoming style to the home for the winter months.

FEBRUARY/
MARCH 2023

SUBMISSION DUE DATE:
7/5/2022

ON-SALE DATE: 1/24/2023

- **Main Theme: Easter/Spring:** Customers are in the market for new accessories to update their rooms for Easter and spring as they take in the creative tips and decorating advice in the March issue. Readers will be treated to a glimpse inside a Georgia log cabin that's brightened up with adorable holiday vignettes and an impressive Midwestern abode that shines with cleverly repurposed flea-market goods.
- **Spring Spruce-Ups:** Our easy-to-adapt seasonal ideas and creative Easter displays will fit right in with any country style.
- **Annual Easter Egg Hunt:** This hugely popular contest has readers carefully looking through every page to find the hidden golden eggs for a chance at winning a valuable cash prize!

APRIL/
MAY 2023

SUBMISSION DUE DATE:
8/22/2022

ON-SALE DATE: 3/21/2023

- **Main Theme: Garden/Spring:** The May issue is in bloom with the type of springtime decor, garden accents and outdoor accessories our audience loves to incorporate throughout their spaces, both inside and out. In this issue, readers will meet a Tennessee couple who seamlessly combine sweet spring accents with primitive elements to transform their rooms into welcoming retreats and Midwestern homeowners who have a talent for turning architectural salvage into stunning display pieces.
- **Garden Decor to Adore:** Arrangements that give a nod to nature will add a refreshing springtime feel indoors.

JUNE/
JULY 2023

SUBMISSION DUE DATE:
10/25/2022

ON-SALE DATE: 5/23/2023

- **Main Theme: Summer/Patriotic:** The abundance of true-blue summertime goods, outdoor furnishings and Americana accessories featured in the July issue will put customers into the seasonal decorating mode. Readers will see how a couple from Missouri celebrate flag-waving style through a spirited mix of patriotic and primitive furnishings and how two East Coast residents unite an enviable collection of authentic antiques and rustic wares to make a new home appear to step back in time.
- **All-Star Decorating:** We'll show readers how to bring sunny summer and patriotic style to indoor and outdoor spaces.

Editorial content subject to change.

Send editorial submissions to: Editors@CountrySampler.com.

2023 EDITORIAL CALENDAR (CONTINUED)

AUGUST/
SEPTEMBER 2023

SUBMISSION DUE DATE:
12/21/2022

ON-SALE DATE: 7/25/2023

- **Main Theme: Fall/Halloween:**
A newsstand top-seller, the September issue is one of our most highly anticipated editions of the year, with inspiring room-by-room tours of fabulous fall-decorated homes that will put readers in a seasonal shopping mindset. Readers will visit a quaint Rhode Island home where fun Halloween decorating blends with a wide array of vibrant vignettes and a Pennsylvania log cabin where interior and exterior spaces represent a cornucopia of country treasures and fabulous fall groupings.
- **Cozy Seasonal Style:** Our savvy strategies make it simple to create an appealing autumn ambience in any home.

OCTOBER/
NOVEMBER 2023

SUBMISSION DUE DATE:
3/8/2023

ON-SALE DATE: 9/26/2023

- **Main Theme: Christmas:** One of our most popular editions, the November issue gets to readers just in time for the year's busiest buying season. It's packed with festive styling ideas and homes dressed from floor to rafters with Christmas displays that are sure to motivate the holiday shopping spirit. Readers will be enchanted by a West Virginia abode where antique and reproduction primitive goods blend with Christmas trimmings to set rooms aglow and a Pennsylvania Cape Cod featuring cheery interiors that are the epitome of an old-fashioned, festive holiday celebration.
- **Delightful Holiday DIYs:** Merry and bright decorating ideas that celebrate the joys of the season turn basic rooms into Christmas wonderlands.

DECEMBER/
JANUARY 2024

SUBMISSION DUE DATE:
5/9/2023

ON-SALE DATE: 11/28/2023

- **Main Theme: Classic Country:**
One of the year's most well-read editions, the January issue spotlights timeless rooms brimming with the homespun decor our audience craves, and it's the ideal time to reach these dedicated buyers! Readers will visit a quaint East Coast residence full of antiques and classic decor and a Midwestern home featuring furnishings that embody traditional country charm.
- **Great Groupings and Vignettes:**
Readers will learn how to take a new approach to designing beautiful arrangements with the things they love.

Editorial content subject to change.

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AD 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"
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ONE-SIXTH PAGE

VERTICAL	2¼" x 4⅝"
HORIZONTAL	4⅝" x 2¼"

ONE-TWELFTH PAGE

SQUARE	2¼" x 2¼"
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2 PAGE SPREAD

TRIM	17" x 10¾"
BLEED	17¼" x 11"

DIGITAL

LEADERBOARDS	728px x 90px
WIDE SKYSCRAPER	160px x 600px
MEDIUM RECTANGLE	300px x 250px

SUBMITTING AD MATERIALS

*Materials can be submitted via MediaBank.
Contact advertising coordinator 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.





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