

2023
MEDIA KIT

CountrySampler®
Farmhouse
Style®

CELEBRATING 5 YEARS



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 so you can live and decorate in the farmhouse-style life you dream.

Annie's®

READER PROFILE*

58

median reader age

45

median Facebook
follower age

\$69,500

median reader income

96%

married

96%

female

83%

get most of their
decorating and craft
ideas from magazines

75%

use Facebook daily

65%

use Pinterest daily

95%

plan to renew their
subscription to
Farmhouse Style

40%

have plans to remodel

80%

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

80%

are more likely to trust
brands that advertise in
Farmhouse Style

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



CREATIVE MARKETING OPPORTUNITIES

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

*Compiled from reader survey

Photography by Gridley + Graves

MAGAZINE CIRCULATION & STATS

200,000
Circulation

500,000
Readership

85,000
Email Counts



TESTIMONIALS

Wow! Love this spring issue. Hard to say what I loved best—the makeovers, the hangers, the delicious bread recipes—you hit it out of the ballpark for me! Love this magazine.
—Sue M.

I just enjoy your magazine so much and always look forward to the next one! Wish they came out three times more often! I always pass my magazine on to my daughter who enjoys them too. Your magazine is a work of art and tends to reground me in what's important! Keep up the great work!
—Susan W.

I am a new subscriber and the spring issue has totally delighted me from the wood crates to the color schemes to the simple yet elegant room layouts. I am looking to upgrade my utility room and this issue was just the ticket. So glad I made the choice to subscribe. Looking forward to the next issue already!
—Trudy T.

The spring issue of *Farmhouse Style* had me inspired. Your article on laundry rooms gave me several ideas, and my husband and I finished our project after seeing this great article. Thank you for keeping me inspired.
—Debbie V.

I couldn't wait to receive the *Farmhouse Style* spring issue and when I got it, I definitely was not disappointed. I love your magazine and all the seasonal makeovers it celebrates. I love the laundry room inspirations, but I have to say my favorite piece is the "Green Acres" home tour feature. I love all of the chippy furnishings. I especially love the planter with the spring tulips. It has really inspired me to think spring. Keep up the good work. Your magazine is the best!
—Brenda C.

Susan, what can I say ... I love this magazine! I am a lover of farmhouse ... everything from the house to the decor. Plus I love to bake!
—Sharon L.

SOCIAL MEDIA USERS

 150,000

 100,000

REGULAR FEATURES

HOME TOURS

Look inside both traditional and modern farmhouses across the country that will inspire the farmhouse look in your home.

DIYS

Create your own farmhouse-style decor designed 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 metal and more.

RECIPES

Enjoy classic, mouthwatering, feel-good country recipes.

LIFESTYLE

Discover tips on simple homesteading, gardening, entertaining and more.

Photography by Fabiana of Ciao Newport Beach.



Photography by Amy Buchanan of Atta Girl Says



Photography by Fabiana of Ciao Newport Beach.



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PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2023	10/19/2022	10/26/2022	12/31/2022	01/10/2023
SUMMER 2023	01/18/2023	01/25/2023	04/01/2023	04/11/2023
AUTUMN 2023	04/19/2023	04/26/2023	07/01/2023	07/11/2023
WINTER 2023	07/19/2023	07/26/2023	09/30/2023	10/10/2023
CHRISTMAS SIP 2023	08/09/2023	08/16/2023		10/31/2023
SPRING 2024	10/18/2023	10/25/2023	12/30/2023	01/09/2024



Photography by Gridley + Graves



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2023 EDITORIAL CALENDAR

SPRING 2023

SUBMISSION DUE DATE: 4/1/2022

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
- Fun Ideas for Displaying Family Photos
- Iconic Farmhouse: Bread/Cutting Boards
- Recipes: Oh My Muffins!
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

AUTUMN 2023

SUBMISSION DUE DATE: 10/1/2022

ON-SALE DATE: 7/11/2023

- New Takes on Favorite Fall Touches
- Unbelievable Trash-to-Treasure Projects
- Uniquely You Wall Decor
- Decorating with Old Books
- Road Trip to Waco, Texas! Antiques, Furnishings & More
- Iconic Farmhouse: Enamelware
- Recipes: Favorite Southern Dishes
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

CHRISTMAS SPECIAL ISSUE 2023

SUBMISSION DUE DATE: 2/1/2023

ON-SALE DATE: 10/31/2023

- Christmas Decorating for Every Room
- Our Favorite DIY Ornaments
- Experience Christmas on the Farm
- Ways to Give Back This Season
- Christmas Celebrations Done Right
- Delicious Holiday Desserts
- Festive Farmhouse Homes
- Do-It-Yourself Farmhouse Christmas Decor

SUMMER 2023

SUBMISSION DUE DATE: 7/1/2022

ON-SALE DATE: 4/11/2023

- Displaying Cut Flowers in Unique Ways
- Decorating with Vintage Linens
- Hardworking Farmhouse Gardens
- Tips for the Best Backyard Family Dinners
- Have a Farm Girl Summer—Make It Your Best Ever
- Iconic Farmhouse: Architectural Salvage
- Recipes: Cool Summer Desserts
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

WINTER 2023

SUBMISSION DUE DATE: 1/1/2023

ON-SALE DATE: 10/10/2023

- From Holiday Style to Winter Warmth
- Fun Ideas for Hot Cocoa Bars
- Welcoming Entryways
- What to Do with Old Dishes
- Creative Lamps & Light Fixtures
- Iconic Farmhouse: Lanterns
- Recipes: Sheet Pan Dinners
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

SPRING 2024

SUBMISSION DUE DATE: 4/1/2023

ON-SALE DATE: 1/9/2024

- Romantic Farmhouse Decorating
- Easy Ways to Update Your Spaces
- Playing with Color: How to Incorporate Your Favorite Hue
- Farmhouse Collectibles: What's Hot Now
- Starting a Hobby Farm
- Iconic Farmhouse: Old Kitchen Tools
- Recipes: Pantry Basics from Scratch
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

Editorial content subject to change.

Send editorial submissions to: Editors@FarmhouseStyleMag.com

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.

FARMHOUSE STYLE BLOG

This info-packed blog includes new DIY projects, creative decorating techniques, fun event ideas, home decor trends, delicious recipes and more to help you lead the farmhouse-style life. The biweekly blog, presented by the editorial team of *Farmhouse Style*, reaches digital followers in between issues. Sponsorship possibilities available.

www.farmhousestylemag.com/blog





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