

2024
MEDIA KIT

CELEBRATING 40 YEARS!
CountrySampler





COUNTRY SAMPLER is the go-to decorating magazine and has been dedicated to helping readers create the country home of their dreams for more than 40 years.

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 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%

are married

95%

are 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

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

MAGAZINE CIRCULATION & STATS

140,000
Circulation

350,000
Readership



TESTIMONIALS

"I recently got my first copy of *Country Sampler* magazine and I love it! The older I get, the more I appreciate things from the past. I find myself trying to find things that I remember my grandmother had, and mix the old with new. Love your magazine and can't wait to see the next issue!" —**Mellisa F.**

"I look forward to when the newest issue of *Country Sampler* hits my shop. They put it aside for me and give me a call so I don't miss one single issue. I get so much inspiration from your magazine and pass on my ideas to my husband. Thank you for such a great magazine!" —**Deanna F.**

"*Country Sampler* has given me so many wonderful ideas for hours of decorating enjoyment. When each new publication arrives in the stores, I can't wait to purchase my copy and embrace the unique creativity within the magazine. Thank you for such a fabulous magazine and for all the work to ensure that we readers have endless hours of creative joy!" —**Trudy**

"I have received *Country Sampler* magazine for many, many years. Getting ideas from other homeowners is very inspiring and I have used many of their ideas. I prefer keeping the American Heritage style alive. Keep up the good work." —**Diana**

"*Country Sampler* is my favorite magazine. I love it and excitedly look forward to receiving every issue. I have used many of the decorating ideas in my own home and receive many compliments. Great job, *Country Sampler*!" —**Subscriber**

"Saturday morning, reading *Country Sampler*, with a cup of coffee. Can't get better than this!" —**Linda**

"*Country Sampler* is, without question, the best magazine I have ever loved. And I do love it. If I could subscribe to only one magazine it would be *Country Sampler*. It's my decorating bible. Please keep up the great work. I anticipate each new publication and set aside plenty of time to peruse the pages. I will read every line on every page countless times. I also have MANY years' worth of the magazines. I refer to them for decorating ideas that I have forgotten. Please keep up the great work." —**Subscriber**

"I love when a new issue of *Country Sampler* comes in the mail. I sit down and go page by page. The pictures are beautiful. Great decorating ideas!" —**Pam**

"I love *Country Sampler*. I think it's the best magazine that I subscribe to, and I subscribe to numerous." —**Sandra**

"It is like a gift when the mailman puts it in our mailbox." —**Rita J.**

SOCIAL MEDIA FOLLOWERS

 315,000

 50,000

 55,000

REGULAR FEATURES

40TH ANNIVERSARY SPECIAL CONTENT

A nostalgic look back at country style from the 1980s to now.

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 styling tricks and DIY projects that can be adapted for any look.

STANDOUT SPACES

A presentation of individual rooms and decorative details that bring personality to every area in a home.

OUTDOOR LIVING

Tips on how to incorporate decor into outdoor spaces—including patios, porches and gardens—to turn them into cozy retreats.

THE COUNTRY EXPERIENCE

Articles that focus on activities and places that personify living a country lifestyle.

ANTIQUES & COLLECTIONS

Fun historical facts, advice about collecting and easy ways to create beautiful displays.

INSPIRING IDEAS

Before-and-after makeovers and clever repurposing hints using flea-market finds to create fresh decor.



PRINT SCHEDULE*

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

ISSUE	DISPLAY AD CLOSE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2024	08/15/2023	10/17/2023	10/24/2023	12/30/2023	01/09/2024
SUMMER 2024	11/15/2023	01/16/2024	01/23/2024	03/30/2024	04/09/2024
AUTUMN 2024	02/15/2024	04/16/2024	04/23/2024	06/29/2024	07/09/2024
WINTER 2024	05/15/2024	07/16/2024	07/23/2024	09/28/2024	10/08/2024
SPRING 2025	08/15/2024	10/15/2024	10/22/2024	12/28/2024	01/07/2025



2024 EDITORIAL CALENDAR*

SPRING 2024

SUBMISSIONS DUE DATE: 7/6/2023

ON-SALE DATE: 1/9/2024

- Celebrating our 40th anniversary: a look back at 1980s style
- Tours of country-style homes
- Artful arrangements for antiques
- A trash-to-treasure potting bench
- Easter- and spring-themed room refreshes
- Amazing before-and-after home makeovers
- Sweet Valentine's Day vignettes
- Repurposing flea-market finds
- The 28th annual Easter Egg Hunt contest

SUMMER 2024

SUBMISSIONS DUE DATE: 9/29/2023

ON-SALE DATE: 4/9/2024

- Celebrating our 40th anniversary: a look back at 1990s style
- Tours of country-style homes
- A garden filled with salvaged goods
- Spirited summer and patriotic decorating
- Display ideas for antiques and collectibles
- Repurposing flea-market finds
- Fresh ideas for welcoming bedrooms
- Fun fillers for bowls and jars
- Special displays for Mother's Day and Father's Day

AUTUMN 2024

SUBMISSIONS DUE DATE: 1/5/2024

ON-SALE DATE: 7/9/2024

- Celebrating our 40th anniversary: a look back at 2000s style
- Tours of country-style homes
- Spectacular fall she sheds
- A gorgeous garden filled with fall flourishes
- Warm autumn and harvest decorating
- Delightful Halloween scenes
- Display ideas for antiques and collectibles
- Repurposing flea-market finds
- Festive fall holiday tablescapes

WINTER 2024

SUBMISSIONS DUE DATE: 4/3/2024

ON-SALE DATE: 10/8/2024

- Celebrating our 40th anniversary: a look back at 2010s style
- Tours of classic country-style homes
- Holly jolly outdoor spaces
- Festive Christmas and winter rooms
- Easy DIY wreaths
- Display ideas for antiques and collectibles
- Repurposing flea-market finds
- How to style a holiday mantel
- Clever ways to wrap gifts

SPRING 2025

SUBMISSIONS DUE DATE: 7/3/2024

ON-SALE DATE: 1/7/2025

- Tours of classic country-style homes
- Display ideas for antiques and collectibles
- Sweet and sunny outdoor spaces
- Delightful Easter updates for every room
- Repurposing flea-market finds
- Vignettes that celebrate Valentine's Day
- Focus on color: country hues to use
- Spring decorating made simple
- Creative ways to boost country style



**Editorial content subject to change.*

Send editorial submissions to: Editors@CountrySampler.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"
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ONE-TWELFTH PAGE

SQUARE	2¼" x 2¼"
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TWO-PAGE SPREAD

TRIM	17" x 10¾"
BLEED	17¼" x 11"

DIGITAL

WIDE SKYSCRAPER	160px x 600px
MEDIUM RECTANGLE	300px x 250px

SUBMITTING AD MATERIALS

Materials can be submitted via MediaBank.

Contact the 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, TIFFs, JPEGs 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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