



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*<sup>®</sup>  
 Celebrating home, family  
 and the creative spirit

## Circulation & Stats

<b>300,000</b>	<b>950,000</b>	<b>225,000</b>	<b>375,000</b>	<b>520,000</b>
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

## Demographics & Reader Profile\*

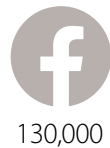
<b>58</b> median reader age	<b>96%</b> female
<b>45</b> median Facebook follower age	<b>83%</b> get most of their decorating and craft ideas from magazines
<b>\$69,500</b> Median Reader Income	<b>75%</b> use Facebook daily
<b>96%</b> married	<b>65%</b> use Pinterest daily

\*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



## Reader Testimonials

“Easy to replicate, thousands of design ideas, recipes and more. A treasure trove!”

—Mariann Torchia

“This beautiful magazine is so inspiring; it makes you want to completely redo all your rooms! The stories are great, the pictures are gorgeous, and I look forward to every issue!”

—Nichole White

“I just received my very first issue of *Farmhouse Style* and you asked what my favorite thing was. Do I only get to pick one thing? I absolutely LOVED everything! The farmhouse tiny home was so charming, the hanging funnel planters were cute, and all the Americana decor ideas were perfect! I plan to try the applesauce pie recipe too! Thanks for putting together such a great issue!”

—Mashelle P.

“I recently picked up a copy of your magazine and absolutely loved it. I've been a big fan of *Country Sampler* and I'm now a fan of *Farmhouse Style*. I love to see room settings and how others decorate. Thanks.”

—Rosemary L.

“Loved the magazine and all the wonderful ideas, especially the DIY farmhouse section.”

—Nancy M.

## 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 2021	10/21/2020	10/28/2020	12/23/2020	01/12/2021
Kitchens 2021	12/02/2020	12/09/2020	02/16/2021	02/23/2021
Summer 2021	01/20/2021	01/27/2021	03/24/2021	04/13/2021
Autumn 2021	04/21/2021	04/28/2021	06/23/2021	07/13/2021
Holiday 2021	07/21/2021	07/28/2021	09/22/2021	10/12/2021
Christmas 2021	08/11/2021	08/18/2021	10/26/2021	11/02/2021
Spring 2022	10/20/2021	10/27/2021	12/22/2021	01/11/2022

\*Editorial calendar is subject to change without notice.



## Editorial Calendar

### Spring 2021

On Sale: 1/14/21

- Paint Treatments
- Farmhouse Floors
- Savvy Storage
- Spruce Up Your Patio
- Recipes: Hearty Breads
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Holiday 2021

On Sale: 10/12/21

- Bring in Texture and Patterns
- How to Ace the German Schmeer Look
- Our Favorite Handmade Wreaths
- Holiday Decorating Room to Room
- Iconic Farmhouse: Red Trucks
- Recipes: Grandma Would be Proud—  
Classic Cakes
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Summer 2021

On Sale: 4/13/21

- Creative Ways to Showcase Cut Flowers
- It's Time to Bring Back Color
- Mudroom Makeovers
- Designers Challenge: Washboards
- Iconic Farmhouse: Pitchers and Jugs
- Recipes: Plump and Delicious—  
Peach Recipes
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Spring 2022

On Sale: 1/12/22

- Farmhouse Laundry Room Redos
- Staircases with Style
- How to Make Open Shelving Work for You
- Rustic Weddings & Celebrations
- Iconic Farmhouse: Food Crates
- Recipes: Start the Day Right—  
Breakfast Bests
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

### Autumn 2021

On Sale: 7/13/21

- Put Your Collectibles on Display
- The Beauty of Wood
- Fun Farmhouse Decor for Less Than \$10!
- From City People to Farmhouse Folk
- Iconic Farmhouse: Benches
- Recipes: Simple Dinners—  
One-Pot Dishes
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects





## Specifications

### Full Page

Trim 8½" x 10¾"  
Bleed 8¾" x 11"

### 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"

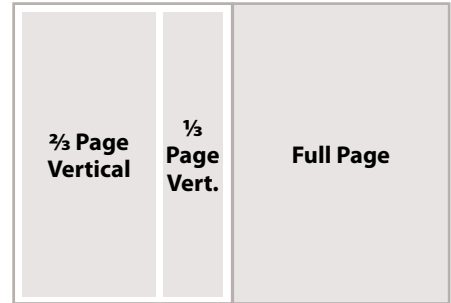
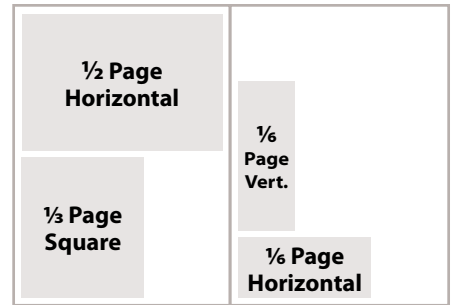
### One-Sixth Page

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

### 2 Page Spread

Trim 17" x 10¾"  
Bleed 17¼" x 11"

Page trim size is 8½" x 10¾": add ¼" bleed on all sides extended beyond the trim (8¾" x 11").



## Contact Information

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## Online

### Unit

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.