

Country Sampler[®]



2025
MEDIA KIT



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
- Custom Print Solutions
- Polybagged Onserts
- Customized Partnerships

MAGAZINE CIRCULATION & STATS

130,000
Circulation

325,000
Readership



TESTIMONIALS

"I anxiously wait for each new issue! I go through the magazine many times and notice something new each time. This is the only magazine I subscribe to."
—**Sherrie**

"Love everything about the magazine and can't wait for it to arrive! I then share it with my best friend, who then shares it with her aunt!" —**Linda**

"I love *Country Sampler*! I have been reading *Country Sampler* for 40 years! I have been married for 46 years and *Country Sampler* has inspired many of my decorating ideas! After all this time I still look forward to finding *Country Sampler* in my mailbox! Thanks for all the beautiful pictures!" —**Subscriber**

"I just want to say thank you, thank you. You are my favorite magazine of all time. You guys are awesome." —**Subscriber**

"I love that you go in-depth on each article and include the outdoors and gardens of the homeowners. That is such a big part of most people's lives." —**Subscriber**

"Love this magazine! It makes me appreciate the things I have of my grandmother's and teaches me how to display them." —**Subscriber**

"I enjoy seeing others' ideas. When *Country Sampler* arrives in my mailbox, the world stops, and I read it cover to cover. Then for months after, I pick it up and page through it. My fave magazine!" —**Subscriber**

"Just a hug in my mailbox! I love it!" —**Subscriber**


"I have had a subscription of *Country Sampler* since its inception in the '80s. I love it, as it is my only magazine subscription I have kept." —**Subscriber**

"*Country Sampler* has been a friend in my home for many years, giving me inspiration, making me try new decorating things. It makes me happy. Thank you!" —**Subscriber**

"Never goes out of style!" —**Subscriber**

"Cheers to 40 years!" —**Subscriber**

SOCIAL MEDIA FOLLOWERS

 315,000

 55,000

 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 ideas and DIY projects that can be adapted for any look.

INSPIRING IDEAS

Before-and-after room makeovers, clever repurposing hints and simple styles for every season.

STANDOUT SPACES

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

THE COUNTRY EXPERIENCE

Activities and destinations that represent a relaxed country lifestyle.

ANTIQUES & COLLECTIONS

Fun historical facts, advice about collecting and easy ways to create eye-appealing displays.

OUTDOOR LIVING

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



PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2025	10/15/2024	10/22/2024	12/28/2024	1/7/2025
SUMMER 2025	1/14/2025	1/21/2025	3/29/2025	4/8/2025
AUTUMN 2025	4/15/2025	4/22/2025	6/28/2025	7/8/2025
WINTER 2025	7/15/2025	7/22/2025	9/27/2025	10/7/2025
SPRING 2026	10/14/2025	10/21/2025	12/27/2025	1/6/2026



2025 EDITORIAL CALENDAR*

SPRING 2025

SUBMISSIONS DUE DATE: 8/7/2024
ON-SALE DATE: 1/7/2025

- Tours of 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: decorating with multiple colors
- Spring decorating made simple

SUMMER 2025

SUBMISSIONS DUE DATE: 11/20/2024
ON-SALE DATE: 4/8/2025

- Tours of country-style homes
- A gorgeous grain bin and gardens
- Lively indoor and outdoor summer groupings
- Antiques and collectibles: the reds, whites and blues
- Before-and-after flea-market makeovers
- Clever ways to repurpose kitchenware items
- Fun fillers for bowls and jars
- Special displays for Mother's Day and Father's Day

AUTUMN 2025

SUBMISSIONS DUE DATE: 2/19/2025
ON-SALE DATE: 7/8/2025

- Tours of country-style homes
- Welcoming outdoor spaces
- Incorporating natural seasonal elements
- Autumn and harvest decorating hints
- Whimsical Halloween styling ideas
- Vintage back-to-school vignettes
- Fall wall displays that wow
- Festive ways to dress a Thanksgiving table

WINTER 2025

SUBMISSIONS DUE DATE: 5/20/2025
ON-SALE DATE: 10/7/2025

- Tours of country-style homes
- A delightfully decorated she shed
- Bright and colorful Christmas collections
- Sweet and simple holiday DIYs
- Christmas trees that please
- Natural Noel: ways to add fresh greenery
- Magical seasonal makeovers for thrifted goods
- How to transition from Christmas to winter style

SPRING 2026

SUBMISSIONS DUE DATE: 8/19/2025
ON-SALE DATE: 1/6/2026

- Tours of country-style homes
- Spring wreaths to beautify any space
- Sunny seasonal outdoor displays
- Easy Easter room updates
- Eye-catching cabinet vignettes
- Sweet ideas for celebrating Valentine's Day
- Focus on color: bringing in sunny spring hues
- Centerpieces and place settings to dress up a holiday table



**Editorial content subject to change.*

Send all 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"

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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