

2024  
MEDIA KIT



CountrySampler®  
Farmhouse  
Style™





Photography by Beth Singer



### **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®

# READER PROFILE\*

**58**

median reader age

**45**

median Facebook  
follower age

**\$69,500**

median reader income

**96%**

are married

**96%**

are 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

*\*Compiled from reader survey*



Photography by Fabiana of Ciao Newport Beach

## CREATIVE MARKETING OPPORTUNITIES

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



# MAGAZINE CIRCULATION & STATS

**140,000**  
Circulation

**350,000**  
Readership



## TESTIMONIALS

"My name is Marlene and I live in the city ... a very busy city. I think I was a farm girl in another life. I enjoy the *Country Sampler Farmhouse Style* magazine so much! It takes me away to magical places when I don't have the time to read a book. It gives me inspiration for my tiny row home in the city. My favorite thing in the summer issue was your editor's letter! It gave me a feeling of joy and appreciation for my home even if it's not exactly in the location I'd wish to live. After reading what you wrote I couldn't wait to turn the pages! Thank you for your hard work and warmth in expressing the creative ways we can have a farm girl summer ... without living on a farm!"  
—Marlene

"I have only had two of your magazines and fell in love with the spring issue. Just got my autumn issue. This is the first magazine in a LONG time I have worn out the binder on because I look and look and look. Thank you!" —Jill W.

"Love the fall magazine with all the home tours ... fresh farm-style homes and pictures like the autumn dinner. Keep the home tours coming. They make the magazine so awesome." —Marilyn V.

"I love all the decorating tips, pictures and DIY ideas. I can't wait to see my next issue. I proudly display my magazines and tell everyone who visits to check them out." —Subscriber


"I think you are all doing a WONDERFUL job! I thoroughly enjoy all the issues. Thank you!" —Subscriber

"In the magazine you always say to drop you a line about the favorite thing in the magazine. I can never choose one—I love everything. I have gotten so many great ideas through the years from your magazine. The latest summer issue gave me great ideas for my garden. Thank you for sharing such great inspiration."  
—Corine M.

"I only recently discovered *Country Sampler Farmhouse Style* magazine, and I'm a new subscriber. My favorite thing in the spring issue is the Do-It-Yourself Farmhouse section. This month, I actually tried a project from the Elevate Your Address article. Thanks for providing these project ideas—I want to try more of them. By the way, I also tried the Morning Glory Muffins recipe—wow, those are good!" —Julie B.

## SOCIAL MEDIA FOLLOWERS

 170,000

 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 metals and more.

## RECIPES

Enjoy classic, mouthwatering, feel-good country recipes.

## LIFESTYLE

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





# PRINT SCHEDULE\*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2024	11/08/2023	11/15/2023	01/20/2024	01/30/2024
SUMMER 2024	02/07/2024	02/14/2024	04/20/2024	04/30/2024
AUTUMN 2024	05/08/2024	05/15/2024	07/20/2024	07/30/2024
WINTER 2024	08/07/2024	08/14/2024	10/19/2024	10/29/2024
SPRING 2025	11/06/2024	11/13/2024	01/18/2025	01/28/2025



Photography by Gridley + Graves



Photography by Alicia Roothoff of Thrifty & Chic



Photography by Fabiana of Ciao Newport Beach

# 2024 EDITORIAL CALENDAR\*

## SPRING 2024

**SUBMISSION DUE DATE: 4/1/2023**  
**ON-SALE DATE: 1/30/2024**

- Romantic Farmhouse Decorating
- Fun Easter Redos
- Playing With Color: How to Incorporate Your Favorite Hue
- Farmhouse Collectibles: What's Hot Now
- Starting a Hobby Farm
- Springtime Living Special Buying Guide
- Iconic Farmhouse: Antique Kitchen Utensils
- Recipes: Pantry Basics From Scratch
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

## SUMMER 2024

**SUBMISSION DUE DATE: 7/1/2023**  
**ON-SALE DATE: 4/30/2024**

- The Cool Looks of Coastal Farmhouse
- Grain Bin Gazebos—Backyard Structures That Are All the Rage
- Creative DIYs From Summertime Memories
- Tips & Ideas for Updating Old Furniture
- Attracting Birds, Bees & Other Pollinators to Your Garden
- Teaching Kids About Homesteading
- Iconic Farmhouse: Milk Glass
- Recipes: Blue-Ribbon Winners
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

## AUTUMN 2024

**SUBMISSION DUE DATE: 10/1/2023**  
**ON-SALE DATE: 7/30/2024**

- Fresh Looks for Fall Planters
- Throw a Fun-for-All Scarecrow-Making Party
- Adding Fall Color to Your Home
- Command Centers That Work!
- Unique DIYs Using Architectural Elements
- Fall Home Decor Using Nature's Beauty
- Iconic Farmhouse: Trunks & Suitcases
- Recipes: Bumper Crop of Tomatoes
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

## WINTER 2024

**SUBMISSION DUE DATE: 1/1/2024**  
**ON-SALE DATE: 10/29/2024**

- Charming Vintage-Style Decorations
- Our Favorite DIY Ornaments
- Counting the Days—Awesome Advent Calendars
- Ways to Give Back This Season
- Little Gifts of Joy
- Make the Most of Your Holiday Decor
- Handmade Holiday Wreaths
- Holiday Delights Special Buying Guide
- Iconic Farmhouse: Miniature Holiday Houses
- Recipes: Showstopping Holiday Desserts
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

## SPRING 2025

**SUBMISSION DUE DATE: 4/1/2024**  
**ON-SALE DATE: 1/28/2025**

- Cottage-Style Farmhouse Decorating
- Shop Your House to Update Your Look With Your Own Decor
- How to Clean Almost Anything
- Recipes for Natural Cleaners
- Repurposed Decor for the Garden
- Cultivating Curb Appeal
- Iconic Farmhouse: Recipe Boxes
- Recipes: Jams, Jellies & Syrups
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

*\*Editorial content subject to change.*





# 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.

## **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 are available. [FarmhouseStyleMag.com/blog](http://FarmhouseStyleMag.com/blog)





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