



2025
MEDIA KIT

CountrySampler®
Farmhouse
Style™



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*



CREATIVE MARKETING OPPORTUNITIES

- Editorial Content Submissions
- Custom Print Solutions
- Polybagged Onserts
- Customized Partnerships

MAGAZINE CIRCULATION & STATS

110,000

Circulation

275,000

Readership



TESTIMONIALS

"I was sitting quietly in my living room flipping through your magazine when I found myself smiling. All the creative ideas on making different crafts drew me in more and more. All I kept thinking was, 'Yes, I can try this!' Then I thought, 'I need to tell someone how great this magazine is.' It is not at all stuffed with ads on things I don't want to buy but genuine soft, cozy ideas that brush the hard world away. Thank you. You made my evening perfect." —Linda B.

"I love this magazine; every issue feels like a vacation!" —Carol H.

"My favorite magazine! I have worked for the county library for 23 years and finally got them to order this for our branch; it is so popular. Keep up the good work." —Subscriber

"I love *Farmhouse Style* magazine and look forward to each new issue. My home is decorated in a country farmhouse style. My friends and family just love the warm and inviting decor. I'll be an ongoing subscriber for sure." —Subscriber


"I've enjoyed every issue of *Farmhouse Style* magazine—much more so than any other subscription I've ever had. Your winter and Christmas issues are my favorites, but I do keep every issue. Great job!" —Subscriber

"Yours is a wonderful magazine! I am just getting into farmhouse decorating and you have helped me soooo much!" —Subscriber

"I love your magazine. I go over it and over it. I never throw away an issue. It brightens my day to get it in my mailbox!" —Subscriber

SOCIAL MEDIA FOLLOWERS

 170,000

 100,000

 6,000

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 vintage furnishings, salvaged materials and more.

RECIPES

Enjoy classic, mouthwatering, feel-good country recipes.

LIFESTYLE

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

Photography by Dina Kantor



PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2025	11/06/2024	11/13/2024	1/18/2025	1/28/2025
SUMMER 2025	2/5/2025	2/12/2025	4/19/2025	4/29/2025
AUTUMN 2025	5/7/2025	5/14/2025	7/19/2025	7/29/2025
WINTER 2025	8/6/2025	8/13/2025	10/18/2025	10/28/2025
SPRING 2026	11/11/2025	11/18/2025	1/23/2026	1/27/2026



Photography by Elizabeth Jones of Country Peony



Photography by Fabiana of Ciao Newport Beach

2025 EDITORIAL CALENDAR*

SPRING 2025

SUBMISSION DUE DATE: 4/1/2024

ON-SALE DATE: 1/28/2025

- Cottage-Style Farmhouse Decorating
- Enduring Craftsmanship—Makers of Heirloom Home Goods
- How to Clean Almost Anything
- Recipes for Natural Cleaners
- A New Look at Stenciling
- Cultivating Curb Appeal
- Iconic Farmhouse: Recipe Boxes
- Recipes: Jams, Jellies & Syrups
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

AUTUMN 2025

SUBMISSION DUE DATE: 10/1/2024

ON-SALE DATE: 7/29/2025

- Blissful Farmhouse Bedrooms
- Decorating with Vintage Schoolhouse Items
- How to Prep Your Garden for Winter
- Pinterest-Worthy Pumpkins
- Guide to a Great Fall Porch Display
- Autumn Banners, Garlands and Swags
- Iconic Farmhouse: Thermoses
- Recipes: Appealing Apples
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

SPRING 2026

SUBMISSION DUE DATE: 4/1/2025

ON-SALE DATE: 1/27/2026

- French-Country Farmhouse Decorating
- Refresh Your Rooms Using What You Have
- Forcing Spring Bulbs Indoors
- In Living Color—Transforming Rooms with Paint
- Budget-Friendly Spring Accents
- Springtime Wreaths
- Iconic Farmhouse: Laundry Collectibles
- Recipes: Eggs for Breakfast and Beyond
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

**Editorial content subject to change.*

SUMMER 2025

SUBMISSION DUE DATE: 7/1/2024

ON-SALE DATE: 4/29/2025

- The Return of Wallpaper
- Growing and Harvesting Lavender
- Top Tips From Thrifting Experts
- Unique Farmhouse-Style Stays and Experiences
- Repurposed Decor for the Garden
- Nature-Inspired Home Decor
- Iconic Farmhouse: Pyrex
- Recipes: Summer Grilling Favorites
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor

WINTER 2025

SUBMISSION DUE DATE: 1/1/2025

ON-SALE DATE: 10/28/2025

- Farmhouse Christmas Trees
- 5 Picture-Postcard Christmas Towns
- Creative Gift Packaging
- 3 Festive Holiday-Themed Displays
- Beginner's Guide to Sourdough
- Holiday Delights Special Buying Guide
- Iconic Farmhouse: Vintage Glass Ornaments
- Recipes: Updated Holiday Classics
- Tours of Farmhouse-Style Homes
- Do-It-Yourself Farmhouse Decor



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.





Photography by Gridley + Graves

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