

2024  
MEDIA KIT

CELEBRATING 40 YEARS!

Country Sampler





**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](mailto: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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