

CountrySampler®



Country Sampler is the go-to decorating magazine that's dedicated to helping readers create the country home of their dreams.

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 a selection of the latest country furnishings, decor and gifts for purchase directly from artisans and crafters.

Annie's®
Celebrating home, family
and the creative spirit

Circulation & Stats

250,000	625,000	250,000	375,000	520,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

- 63** median reader age
- 44** median Facebook follower age
- \$57,000** median reader income
- 91%** married
- 95%** 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
- 70%** have visited a website from an advertisement in *Country Sampler*
- 84%** believe it's important to buy products made in the USA

*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



305,000



40,000



238,000
Monthly
Viewers



Reader Testimonials

"I love your magazine! I get so many decorating ideas, including on how to design my new kitchen and bathrooms. I will be a subscriber for life!"

—Marissa

"I love your magazine!!! I have gotten a lot of ideas from it. And whenever I receive my magazine, I go through it over and over again, just in case I missed some little detail in a room. I do love very primitive things and am always on the hunt to find just the right piece. I thank you for this magazine, I truly love it."

—Debi

"Best magazine ever! As soon as I receive the newest copy, I'm ready for the next one. I have been a subscriber for years and will continue."

—Linda

Country Sampler Features

Country Homes Showcase—Take room-by-room tours inside beautifully decorated country homes.

Country Connections—Find out what's new with our social media sites, current giveaways and more.

New Section! Refresh & Renew—Learn how to repurpose and make over everyday goods and flea-market finds.

New Section! Standout Spaces—Get tips and tricks for making the most out of elements and features that are unique to every room.

New Section! Living the Life—Visit interesting places that promote a country lifestyle, from decorating and entertaining to gardening and down-home recipes.

Home Decor Lookbook—Browse and buy quality home furnishings, decor and gifts.

Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
January 2021	09/08/2020	09/15/2020	11/17/2020	12/01/2020
March 2021	11/03/2020	11/10/2020	01/12/2021	01/26/2021
May 2021	12/29/2020	01/05/2021	03/09/2021	03/23/2021
July 2021	03/02/2021	03/09/2021	05/11/2021	05/25/2021
September 2021	05/04/2021	05/11/2021	07/13/2021	07/27/2021
November 2021	07/06/2021	07/13/2021	09/14/2021	09/28/2021
January 2022	09/07/2021	09/14/2021	11/16/2021	11/30/2021

**Editorial calendar is subject to change without notice.*



Editorial Calendar

December/January 2021

Main Theme: Classic Country

Our popular January issue spotlights classic country homes decorated in the warm and cozy styles our audience loves, and it's the perfect place to reach these influential buyers. Readers will get a glimpse inside a Pennsylvania home where classic primitive decor mingles with an updated, woodsy look and a Tennessee residence that plays host to myriad vintage collectibles.

February/March 2021

Main Theme: Easter/Spring

Readers will be ready to purchase new decor to renew their rooms for the season by following the refreshing ideas and decorating advice in this spring issue. The March magazine is brimming with rooms featuring easy-to-adapt seasonal displays, cute and creative Easter ideas, and springtime styling tips for every country home. Our hugely popular Easter Egg Hunt has readers carefully looking through every page to find the hidden eggs—that means more time spent studying each ad!

April/May 2021

Main Theme: Garden/Spring

The May issue is the all-time favorite of readers who love to include garden accents, springtime decor, outdoor accessories and more throughout their spaces, both inside and out. In this issue, readers will learn how a Pennsylvania pair combine sweet spring accessories with traditional country furnishings to turn their rooms into light and lively livable spaces, and how a refreshing farmhouse feel brightens the atmosphere in a rural East Coast house.

June/July 2021

Main Theme: Summer/Patriotic

The July issue is the perfect avenue for showcasing true-blue summertime goods, outdoor favorites, and Americana accessories that will get customers into the seasonal decorating spirit. In this edition, readers will meet a pair from the Midwest who go all out with flag-waving style via an eye-appealing mix of patriotic, primitive and all-American country furnishings as well as Indiana homeowners who have integrated an eclectic look into their rooms thanks to vintage collectibles and folk-art pieces.

August/September 2021

Main Theme: Fall/Halloween

A newsstand best-seller, the September issue is one of our top issues of the year, featuring inviting room-by-room tours of fabulous fall-decorated country homes that will put readers in a seasonal shopping frame of mind. In this issue, a residence in the Midwest takes on a rich harvest transformation thanks to the addition of colorful natural elements, and an East Coast couple follows budget-friendly ways to incorporate a warm and welcoming autumn ambience into their abode.

October/November 2021

Main Theme: Holidays

One of our top-sellers, the November issue of *Country Sampler* delivers! It's packed with expert decorating ideas and enchanting seasonally decorated homes that are sure to motivate the holiday buying spirit. Readers will fall in love with a Pennsylvania abode where charming Christmas decor intermingles with an array of classic furnishings and an East Coast residence that's all aglow with old-fashioned, festive holiday finery.

December/January 2022

Main Theme: Classic Country

One of the year's most well-read editions, this much-anticipated January issue features timeless homes brimming with the warm and inviting decor our audience craves, and it's the perfect chance to reach these motivated buyers! Readers will visit a quaint West Coast ranch that boasts charm and character and a Pacific Northwest saltbox that is the epitome of down-home country style.

Editorial content subject to change without notice.





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"

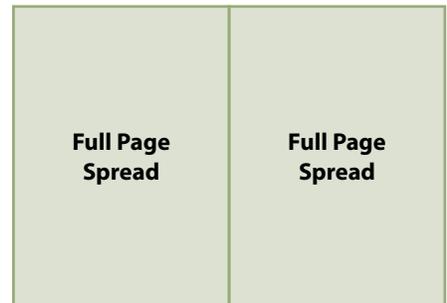
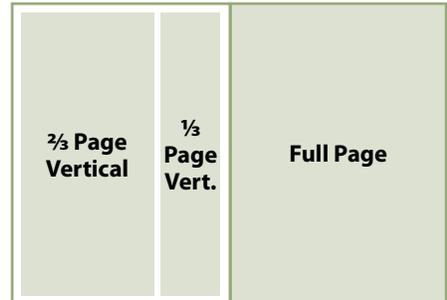
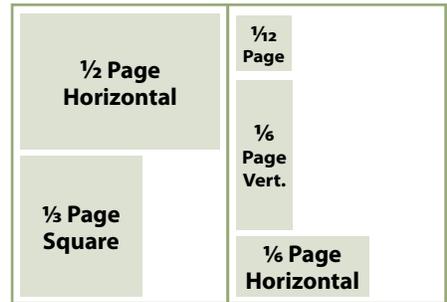
One-Twelfth Page

Square 2¼" 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").



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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

Size (Pixels)

Submitting Materials

Materials can be submitted via Mediabank.
Contact Adriana Berg 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.