



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[®]
 Celebrating home, family
 and the creative spirit

Circulation & Stats

375,000	950,000	225,000	375,000	520,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

58 median reader age	96% female
45 median Facebook follower age	83% get most of their decorating and craft ideas from magazines
\$69,500 Median Reader Income	75% use Facebook daily
96% married	65% use Pinterest daily

*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



130,000



73,000



Newly Launched!



Reader Testimonials

“Easy to replicate, thousands of design ideas, recipes and more. A treasure trove!”

—Mariann Torchia

“This beautiful magazine is so inspiring; it makes you want to completely redo all your rooms! The stories are great, the pictures are gorgeous, and I look forward to every issue!”

—Nichole White

“I just received my very first issue of *Farmhouse Style* and you asked what my favorite thing was. Do I only get to pick one thing? I absolutely LOVED everything! The farmhouse tiny home was so charming, the hanging funnel planters were cute, and all the Americana decor ideas were perfect! I plan to try the applesauce pie recipe too! Thanks for putting together such a great issue!”

—Mashelle P.

“I recently picked up a copy of your magazine and absolutely loved it. I've been a big fan of *Country Sampler* and I'm now a fan of *Farmhouse Style*. I love to see room settings and how others decorate. Thanks.”

—Rosemary L.

“Loved the magazine and all the wonderful ideas, especially the DIY farmhouse section.”

—Nancy M.

Country Sampler Farmhouse Style Features

Home Tours: Tour trendy, modern and traditional farmhouses across the country that will inspire the farmhouse look in your home.

DIYs: Create your own farm-style favorites, inspired 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

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Spring 2021	10/21/2020	10/28/2020	12/23/2020	01/12/2021
Kitchens 2021	12/02/2020	12/09/2020	02/16/2021	02/23/2021
Summer 2021	01/20/2021	01/27/2021	03/24/2021	04/13/2021
Autumn 2021	04/21/2021	04/28/2021	06/23/2021	07/13/2021
Holiday 2021	07/21/2021	07/28/2021	09/22/2021	10/12/2021
Christmas 2021	08/11/2021	08/18/2021	10/26/2021	11/02/2021
Spring 2022	10/20/2021	10/27/2021	12/22/2021	01/11/2022

*Editorial calendar is subject to change without notice.



Editorial Calendar

Spring 2021

On Sale: 1/14/21

- Paint Treatments
- Farmhouse Floors
- Savvy Storage
- Spruce Up Your Patio
- Recipes: Hearty Breads
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Holiday 2021

On Sale: 10/12/21

- Bring in Texture and Patterns
- How to Ace the German Schmeier Look
- Our Favorite Handmade Wreaths
- Holiday Decorating Room to Room
- Iconic Farmhouse: Red Trucks
- Recipes: Grandma Would be Proud—
Classic Cakes
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Summer 2021

On Sale: 4/13/21

- Creative Ways to Showcase Cut Flowers
- It's Time to Bring Back Color
- Mudroom Makeovers
- Designers Challenge: Washboards
- Iconic Farmhouse: Pitchers and Jugs
- Recipes: Plump and Delicious—
Peach Recipes
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Spring 2022

On Sale: 1/12/22

- Farmhouse Laundry Room Redos
- Staircases with Style
- How to Make Open Shelving Work for You
- Rustic Weddings & Celebrations
- Iconic Farmhouse: Food Crates
- Recipes: Start the Day Right—
Breakfast Bests
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects

Autumn 2021

On Sale: 7/13/21

- Put Your Collectibles on Display
- The Beauty of Wood
- Fun Farmhouse Decor for Less Than \$10!
- From City People to Farmhouse Folk
- Iconic Farmhouse: Benches
- Recipes: Simple Dinners—
One-Pot Dishes
- Fresh Farm-Style Homes
- Do-It-Yourself Farmhouse Projects





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"

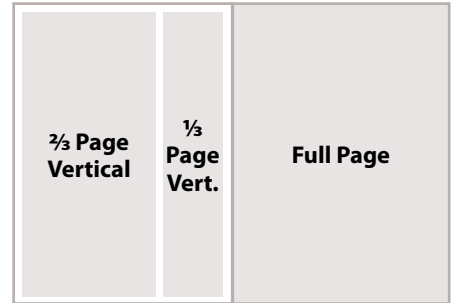
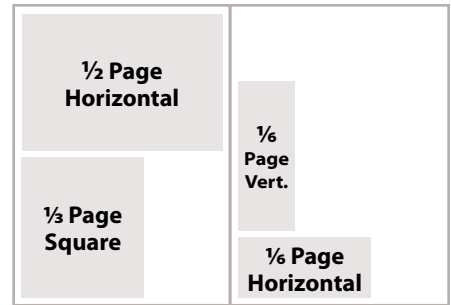
One-Sixth Page

Vertical 2¼" x 4⅝"
Horizontal 4⅝" x 2¼"

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.