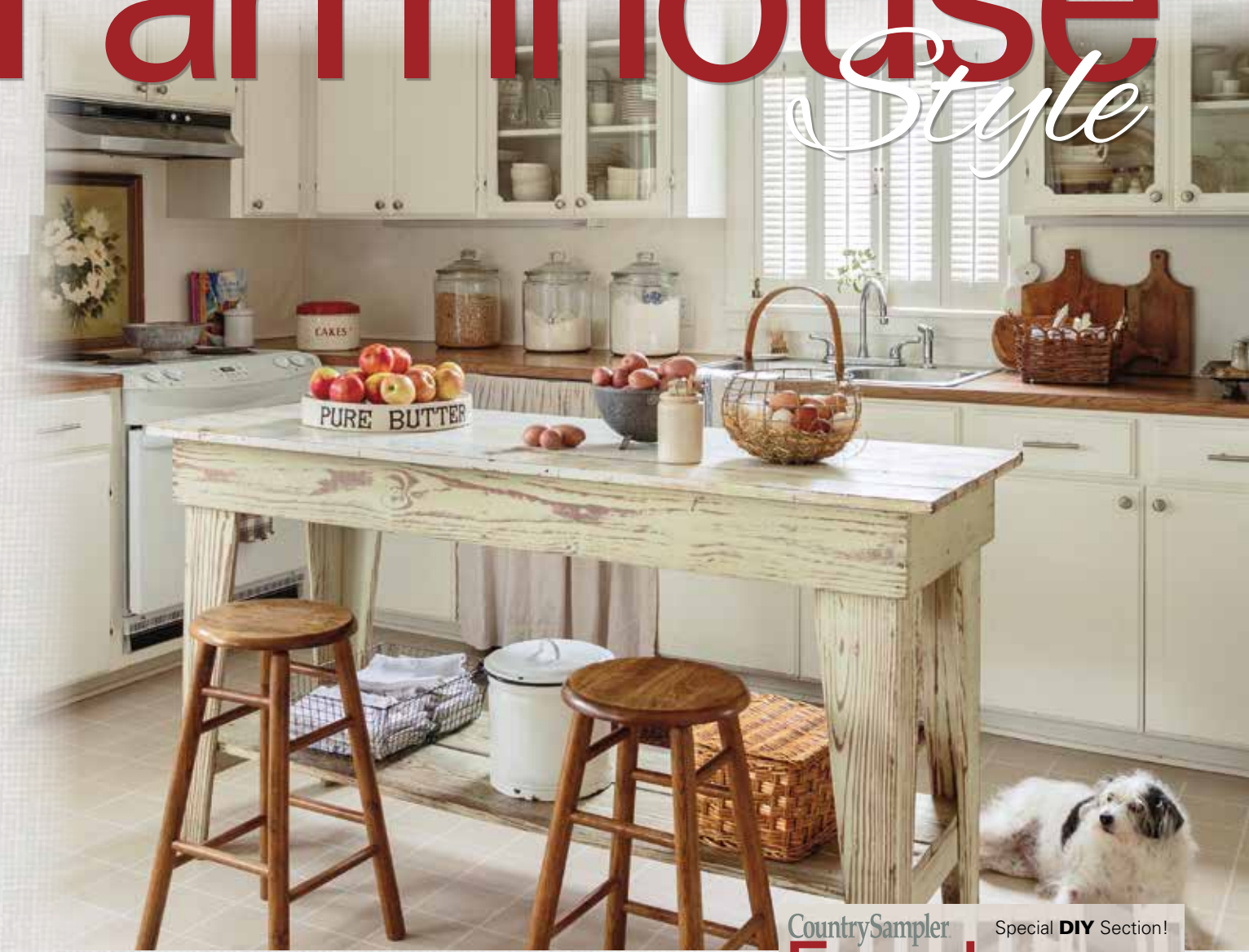


Country Sampler

2018

# Farmhouse Style



## MEDIA KIT

Country Sampler Special **DIY** Section!  
**Farmhouse** Style  
From Burlap to Barnwood  
Fresh Country Looks for Today



**BACK TO YOUR ROOTS**

70+ Ways to Give Your Home Farmhouse Flair

*Plus*  
Farm-to-Table Recipes

Rustic Wall Redos | Mason-Jar Magic  
Gorgeous Galvanized Metals | Cozy Coops



# MAGAZINE PROFILE

*Farmhouse Style* magazine celebrates all the down-home goodness of the casual, comfortable appeal of today's popular farmhouse decorating and lifestyle movement. Each issue includes beautiful home tours and creative DIYs that will inspire you to add rustic farmhouse touches to your own home, while idea-filled articles will encourage you to host fun family get-togethers, try out new recipes, learn about vintage finds, and take a step toward simple homesteading.

*Circulation: 60,000*

# EDITORIAL CALENDAR\*

## HOLIDAY 2018 ISSUE

- ◆ Creative Farmhouse Christmas Trees
- ◆ Mantel Makeovers
- ◆ Host an Old-Fashioned Holiday Gathering
- ◆ Rustic Christmas Dinner Recipes
- ◆ Fresh Farm-Style Homes
- ◆ Do-It-Yourself Farmhouse Projects

ON SALE 10/16/18

## SPRING 2019 ISSUE

- ◆ Springtime Floral Touches
- ◆ Creative Storage Solutions
- ◆ Before-and-After Makeovers
- ◆ Ironstone Dishes on Display
- ◆ Heirloom Seeds & Gardens
- ◆ Berry-licious Dishes
- ◆ Fresh Farm-Style Homes
- ◆ Do-It-Yourself Farmhouse Projects

ON SALE 1/15/19

## SUMMER 2019 ISSUE

- ◆ Pretty Up Your Porch
- ◆ Magic with Mason Jars
- ◆ Garage-Sale Hauls
- ◆ Farmers Markets & Food Exchanges
- ◆ Beekeeping Basics
- ◆ Grandma's Favorite Pies
- ◆ Fresh Farm-Style Homes
- ◆ Do-It-Yourself Farmhouse Projects

ON SALE 4/16/19

## AUTUMN 2019 ISSUE

- ◆ Decorating with Quilts
- ◆ Family Treasures on Display
- ◆ Get Started on Canning
- ◆ Create a Farmhouse Kitchen
- ◆ Harvest Happenings: Enjoying the best of the fall season
- ◆ Heartwarming Soups & Stews
- ◆ Fresh Farm-Style Homes
- ◆ Do-It-Yourself Farmhouse Projects

ON SALE 7/16/19

## HOLIDAY 2019 ISSUE

- ◆ Fresh Fir Trees, Garlands and Wreaths
- ◆ The Perfect Country Christmas
- ◆ Warm Ways to Be Thankful
- ◆ Cozy Retreats: Wrap your bedroom in softness
- ◆ Fresh Farm-Style Homes
- ◆ Do-It-Yourself Farmhouse Projects

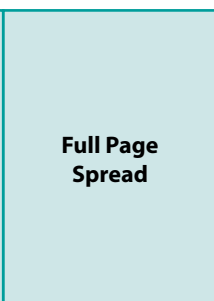
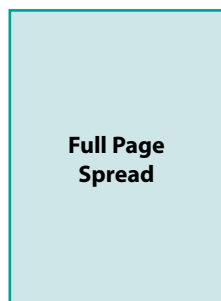
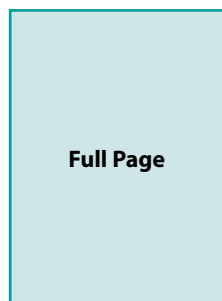
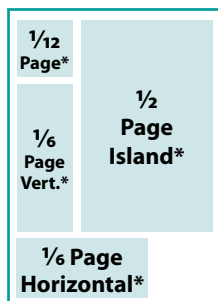
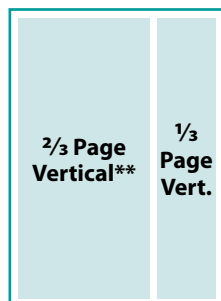
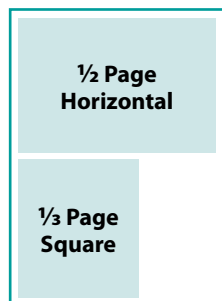
ON SALE 10/15/19

## PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Newsstand Date
Holiday 2018	07/25/2018	08/01/2018	10/16/2018
Spring 2019	10/24/2018	10/31/2018	01/15/2019
Summer 2019	01/23/2019	01/30/2019	04/16/2019
Autumn 2019	04/24/2019	05/01/2019	07/16/2019
Holiday 2019	07/24/2019	07/31/2019	10/15/2019

\*Editorial calendar is subject to change without notice.

# SPECIFICATIONS



**Full Page**  
Trim 8½" x 10¾"  
Bleed 8¾" x 11"

**Two-Thirds Page**  
Vertical\*\* 4⅝" x 9½"

**One-Half Page**  
Horizontal 7⅜" x 4⅝"  
Island\* 4⅝" x 7¼"

**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"

*Inserts and Business Reply Cards are available upon request. Please contact local sales representative for space and production costs.*

Country Sampler  
Farmhouse Style has a foot trim.

\* Market Center ad size only  
\*\* National ad size only

Page trim size is 8½" x 10¾": add ¼" bleed on all sides extended beyond the trim (8¾" x 11").

## Submitting Materials

Materials can be submitted via MediaBank.  
For login information, contact:

Kelsey Irvine  
Advertising Coordinator  
(260) 849-4211  
kirvine@countrysampler.com

## 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.

**Questions? Contact:** Kelsey Irvine  
Advertising Coordinator  
(260) 849-4211  
kirvine@countrysampler.com



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