



2018 MEDIA KIT

# AMERICAN FARMHOUSE Style



## What is American Farmhouse Style?

These days, Americans are looking close to home to shape their lifestyles. With an increased awareness for locally grown foods and American-made products, as well as the popularity of TV shows such as *Fixer Upper*, more people are turning away from the fast-paced city aesthetic to tried-and-true American décor. From sophisticated, modern farmhouses to rustic dwellings and weekend getaways, rural country style is far from cluttered or rundown—this classic look has bright, clean interiors, aspirational layouts and loads of vintage collectibles.

*American Farmhouse Style* features tips, tricks and tours to give readers an inside look into the style and architecture, furniture and appliances, that will help them reach their own lifestyle goals.



## Advertiser Benefits

- Long shelf life
- Gain valuable editorial exposure
- Connect with our affluent, Engaged homeowner at reasonable rates

## Reader Testimonials

*"I'm pouring through magazines as I work on decorating my vacation rental. Your American Farmhouse Style is clearly my favorite. The magazine is simply beautiful! Great, great ideas! It is my guilty pleasure."* – **Dawn Doherty**

*"I relish the looks of farmhouse style. Part of it is nostalgia as my grandparents were farmers and it brings back warm memories. I sometimes have to search several stores to find it, and I am thrilled that I now can subscribe to it. Now I can relax and not worry about missing a copy. I hope there will be many years of this superb magazine. I will be a forever fan."* – **Sharon Miller**

## Reader Stats

**Distribution:** 348,000 copies

**Social:** 10,000 Facebook and Instagram Followers

**Print:** 2,000 subscribers\*

\*Subscriptions have only been available since July 2017







# Editorial Calendar

## SPRING

### Kitchens and Baths

Focusing on kitchen and bath renovations, products and ideas.

Ad close: 1/17/18

Materials due: 1/25/18

On sale: 3/13/18

## SUMMER

### American Made

Celebrating the American heritage of local craftsmanship and high-quality products.

Ad close: 3/28/18

Materials due: 4/5/18

On-sale date: 5/22/18

## FALL

### Furniture

Delving into the furnishings and layouts that are essential to farmhouse style.

Ad close: 6/27/18

Materials due: 7/5/18

On-sale date: 8/21/18

## WINTER

### Christmas

Inspiration and shopping guides for the largest holiday of the year, and all the decorating and entertaining that comes with it.

Ad close: 9/12/18

Materials due: 9/20/18

On-sale date: 11/6/18

### American Farmhouse Style Presents

## COTTAGE COUNTRY: SUMMER

Focusing on high-end country designs with antique collectibles and appealing outdoor spaces.

Ad close: 2/21/18

Materials due: 3/1/18

On sale: 4/17/18

### American Farmhouse Style Presents

## COTTAGE COUNTRY: FALL

Featuring a cozy country vibe with upscale furniture, custom designs and getaway locations.

Ad close: 5/30/18

Materials due: 6/7/18

On-sale date: 7/24/18