

AMERICAN FARMHOUSE

Media Kit 2019

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 home tours to give readers an inside look into the style, architecture, furniture and appliances that will help them reach their own lifestyle goals.

Fan Base

Print

115,000 Circulation / Issue

322,000 Readership / Issue

Digital

83,000 Instagram Followers

7,500 Facebook Followers

2,500 Email Opt-Ins

Combined Audience: 415,000 / Issue

Demographics

Interests

98% Interior Design

86% Collectibles

87% Entertaining

93% Cooking

How Readers Share

88% Pinterest

73% Facebook

Habits / Preferences

98% Prefer to buy American-made products

97% Prefer to read about American-made products

89% Want to read about entertaining ideas

92% Want to read about renovations

97% Enjoy DIY projects

INCOME LEVEL:

56% HHI of

75k+



Engagement

Print

80% Of current subscribers plan to renew
70% Report reading the print issue occasionally, frequently or often

Social Media Audience Breakdown

60% Of our digital audience likes to get Farmhouse-style ideas from Pinterest

40% Instagram

36% Facebook



Social Media Interaction

(Numbers reflective of a typical 30-day period.)

INSTAGRAM:

316,000 Reach | **1.5M** Impressions

FACEBOOK:

18,800 Reach | **7,800** Post Engagements

PINTEREST:

17,800 Monthly Impressions

Low Duplication: 30% Of readers get American Farmhouse Style content via its social media platforms. **70%** Prefer to receive content in print. Engage with both audiences by investing in digital and print programs!





American Farmhouse Style Editorial Calendar

FEBRUARY/ MARCH

Renovation

Exploring the materials, resources and skills needed to renovate any room with farmhouse style.

Ad close: 11/14/18

Materials due: 11/22/18

On sale: 01/08/19

APRIL/ MAY

Outdoor Spaces

Stepping outside to talk about landscaping, patio spaces and outdoor furniture.

Ad close: 01/09/19

Materials due: 01/17/19

On-sale date: 03/05/19

JUNE/ JULY

Kitchens and Baths

Focusing on kitchen and bath renovations, products and ideas.

Ad close: 03/13/19

Materials due: 03/21/19

On-sale date: 05/07/19

AUGUST/ SEPTEMBER

Made in America

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

Ad close: 05/08/19

Materials due: 05/16/19

On-sale date: 07/02/19

OCTOBER/ NOVEMBER

Furniture

Delving into the furnishings and layouts essential to farmhouse style.

Ad close: 07/03/19

Materials due: 07/11/19

On sale: 08/27/19

DECEMBER/ JANUARY 2020

Christmas

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

Ad close: 09/11/19

Materials due: 09/19/19

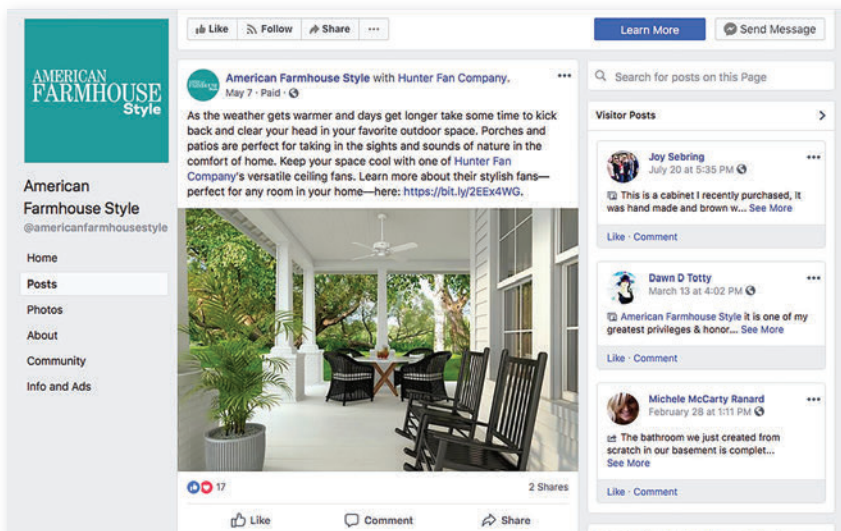
On-sale date: 11/05/19

Examples

Instagram



Facebook



Pinterest



Custom Blast



Print



Rates

Print

Unit Size	Open/ Non-contract	3X	6X
P4C	\$5,750	\$4,887	\$4,600
$\frac{2}{3}$ PAGE	\$4,214	\$3,581	\$3,371
$\frac{1}{2}$ PAGE	\$3,162	\$2,687	\$2,529
$\frac{1}{3}$ PAGE	\$2,107	\$1,790	\$1,685
$\frac{1}{4}$ PAGE	\$1,580	\$1,343	\$1,264

Premium Positions

Back Cover / C4	\$6,353
Inside Front Cover / C2	\$5,620
Inside Back Cover / C3	\$5,620

Digital

Dedicated E-Blast: \$300 | **Social Only:** \$40 CPM

**Did You
Know?**

American Farmhouse Style is on-trend! Audience numbers are growing rapidly. Get in on the ground floor by taking advantage of our low digital rates.

Custom Solutions



AMERICAN FARMHOUSE STYLE OFFERS A VARIETY OF SPECIAL MEDIA PROGRAMS, CUSTOM-DESIGNED FOR OUR CLIENTS. OPPORTUNITIES INCLUDE:

- Contests (For Engagement and / or Shared Email Opt-Ins)
- Print Content Solutions
- Brand Partnerships
- Video Sponsorship Campaigns
- Thematic Programs (e.g. Project Homes, Room Refreshes, Real Estate)
- Flash Sale Social Media
- Speaking Engagements / Live Programming
- SIP + Regular Issue Combo Programs
 - Custom Publishing
 - Catalogues
 - Inserts
 - Microsites

Let us build a program for you!