

AMERICAN FARMHOUSE

Style

Media Kit 2020





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.



EDITORIAL CALENDAR

FEBRUARY/MARCH

Remodel

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

Ad close: 11/13/19

Materials due: 11/21/19

On sale: 01/07/20

JUNE/JULY

Kitchens and Baths

Focusing on kitchen and bath renovations, products and ideas.

Ad close: 03/18/20

Materials due: 03/26/20

On sale: 05/12/20

OCTOBER/NOVEMBER

Entertaining

Examining the serveware, tableware, decor and food essential for setting tables and planning parties.

Ad close: 07/08/20

Materials due: 07/16/20

On sale: 09/01/20

APRIL/MAY

Furniture

Delving into the furnishings, both inside and in outdoor spaces, that are essential to farmhouse style.

Ad close: 01/15/20

Materials due: 01/23/20

On sale: 03/10/20

AUGUST/ SEPTEMBER

Made in America

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

Ad close: 05/20/20

Materials due: 05/28/20

On sale: 07/14/20

DECEMBER/JANUARY 2021

Christmas

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

Ad close: 09/09/20

Materials due: 09/17/20

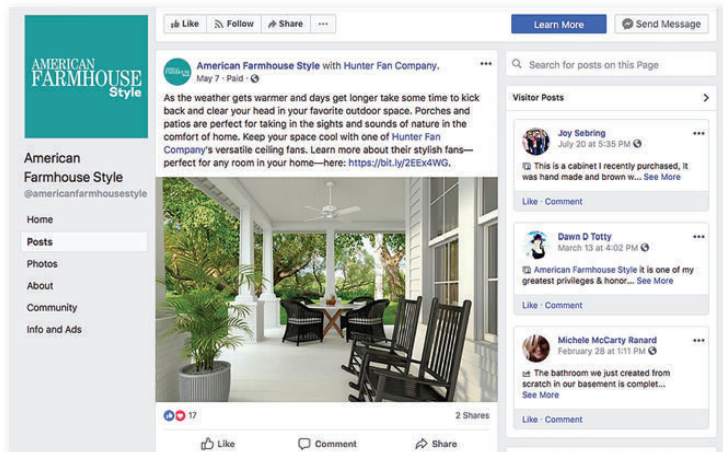
On sale: 11/03/20

EXAMPLES

Instagram



Facebook



Pinterest



Custom Blast



Print



PRINT

<i>Unit Size</i>	<i>Open/ Non-contract</i>	<i>3x</i>	<i>6x</i>
FP	\$6,500	\$5,070	\$4,680
2/3 page	\$4,800	\$3,744	\$3,456
1/2 page	\$3,600	\$2,808	\$2,592
1/3 page	\$2,400	\$1,872	\$1,728
1/4 page	\$1,800	\$1,404	\$1,296

Premium Positions

Back Cover / C4	\$750 Premium
Inside Front Cover / C2	\$500 Premium
Inside Back Cover / C3	\$500 Premium

DIGITAL

Dedicated E-blast: \$750

***Social Post (1 Facebook
& 1 Instagram post):*** \$500

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
- Custom Publishing
 - Catalogues
 - Inserts
 - Microsites

