

# AMERICAN FARMHOUSE Style

Media Kit 2021







## *What is American Farmhouse Style?*

These days, Americans are looking close to home to shape their lifestyles. With an increased awareness of 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, country style is far from cluttered and rundown—this classic look has bright, clean interiors, aspirational layouts and loads of vintage collectibles. Through its digital and print platforms, *American Farmhouse Style* features tips, tricks and tours to give our audience an inside look into the style, architecture, furniture and appliances that will help them reach their own lifestyle goals.

# ABOUT THE AUDIENCE:

The *American Farmhouse Style* community of farmhouse enthusiasts is exactly that—enthusiastic. Whether it comes to our print magazine, website or social media and newsletter platforms, they're engaged and ready to learn, shop and get their hands covered with sawdust and paint.

## Audience Quick Facts:

- \$35 billion spent annually on home furnishing products and services in the US (Source: IBIS World)
- 19% own a second home (Source: Internal)
- 56% have household incomes of \$86k+. (Source: Internal)
- Our audience is 92% female. (Source: Internal)
- 98% prefer to buy American-made products. (Source: Internal)
- 53% plan to remodel their home in the next 1-3 years. (Source: Internal)





# MEET SOME OF OUR BRAND EXPERTS

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## **Victoria Van Vlear, Brand Leader**

Victoria has been the editor of *American Farmhouse Style* since it was a semi-annual newsstand-only special, which means she's had the privilege of captaining the brand as it has developed an online presence and multi-platform community. An avid DIY home decorator herself, she knows the value of good design in turning a house into a home, and strives to teach those design principles to the AFS audience.

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## **Kris Christensen, Digital Brand Manager**

When she's not reviewing analytics or pulling together assets for a content campaign, there's a good chance that Kris is at the flea market scouting for vintage decor trends or is knee-deep in DIY supplies to create a new tutorial.

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## **Holly Thompson, Columnist**

Holly is an interior designer living in the Nashville area. She and her husband Dave own Holly Thompson Homes, a kitchen/bath showroom/interior design studio. Their home was featured in *American Farmhouse Style*, and Holly writes a web column answering our audience's common design questions, from the latest farmhouse trends to budget decorating and renovation tips. Holly is also working toward her Master's in Interior Design.

# BRAND PLATFORMS

*American Farmhouse Style* offers a variety of marketing programs designed to help you reach and expand your target customers. The creative minds on our team can also develop a custom program to help you achieve your goals through these platforms.

## **Print:**

**American Farmhouse Style** the magazine is published 6 times per year, bringing the best in home renovation, décor, shopping guides and inspiring house tours to readers across North America.

## **Website:**

**AmericanFarmhouseStyle.com** is the online destination for expert decorating ideas and recommendations, farmhouse lifestyle trends, house tours, DIY tutorials, product guides and American maker spotlights.

## **Engaged Audiences:**

**American Farmhouse Style Engaged Audiences** is an exclusive, proprietary platform built from the best experiential, online and offline data sources that delivers highly-targeted messaging to the people most likely to buy your product or service.

## **Social Media:**

**@AmericanFarmhouseStyle** is a social media empire with an enthusiastic and engaged online community who are inspired and activated by the curated content that the American Farmhouse Style team delivers on the world's top social platforms, and who actively share their own homes and ideas.

## **Newsletter:**

**Farmhouse Horizons** is American Farmhouse Style's beloved weekly newsletter that delivers top-tier news, information and inspiration to a highly engaged and tuned-in readership.



**Ask us about  
our custom  
content marketing  
packages!**





# CUSTOM CONTENT MARKETING EXAMPLES

Custom  
E-Blast

AMERICAN MADE, LIFESTYLE, MAKERS, SHOPPING

## How to Pick Doors For Your Home



Written by Victoria Van Vlear, author of *Signature Hardware* and *Vintage Doors*

One of the prime ways to give your farmhouse that custom architectural look is to install new doors—and real wood doors are best for authentic farmhouse charm. “Custom wood doors are personalized,” says Erica Darlock, National Sales Manager at the custom door manufacturer, *Vintage Doors*. “With custom wood doors, your home will absolutely stand out from the rest. You can also tell the difference in the look and feel of your home. They’re rare, real doors.” Here’s how to pick doors that will truly make a difference in the feel and value of your home.

Sponsored  
Web Story

Curated by | AMERICAN FARMHOUSE Style



### Crossville's Statement Tile

Tile can seriously boost your farmhouse style, which is why we're partnered with Crossville, Inc. for our 2020 project house this year! They offer a wide array of beautiful tile, from porcelain tile panels and countertops to porcelain tile, ceramic tile, natural stone and glass tile.

Shop Crossville



### Get Ready to Find your Color with Swatches

At Crossville, they have a tile for every application and mood. That's why their new Swatches tile will fit nicely in your lineup! Offered in three chromatic series and 10 versatile colors, this indoor vertical tile will give you a versatile palette for your next design. We can't wait to share Swatches with you!

Newsletter  
Ad



## Make a Lifetime Memory

Some homemade Christmas gifts need an early start! Give your little cowboy or cowgirl this handsome pony that's easy to build with a Classic® Project Plan from Woodcraft Magazine.

READ MORE

Instagram



Print

Pinterest



American Farmhouse Style  
July 30 at 1:55 PM

Do you like to see color contrast in bathroom designs? We sure did! We're loving this bathroom with a @signaturehardware vanity, tub and vintage-inspired faucet. The dark wood stain on the vanity, plus the white on white of the tub and shiplap walls, creates a perfect South Western-inspired farmhouse bathroom! If you love this, check out the rest of @signaturehardware's collection at the link below! Pictured here: Neeson Vanity, Vintage Widespread Faucet, Langley Cast Iron Tub, with Ashley from @arrowandbow

https://www.signaturehardware.com/bathroom.html  
#ad #advertisement #americanfarmhousestyle #signaturehardware #bathroomdesign



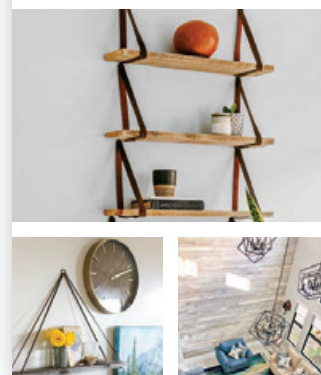
Facebook

In the state of Wyoming, patinaed wood is built into the road infrastructure to help keep drivers safe. "Snow fences near highways and interstates help to reduce powerful bouts of frequent wind combined with heavy snow," says Joe DeBaio, marketing manager at Centennial Woods. "These 12-foot-tall wooden structures endure hurricane-force winds to prevent snowdrifts from forming on Wyoming's roads during the brutally long winters."

And what better way to maintain and reuse the wood for the fences than by turning them into reclaimed building materials? "We build, maintain, and eventually reclaim, aged wood from hundreds of miles' worth of snow fences that line the Wyoming roadways," Joe says. "A wonderful side effect of the weather pummeling these fences is that it produces stunning and sustainable weathered wood."

The silver lining of the severe winter winds in Wyoming is that not only do they age the wood, but they treat it along the way. "We don't need to kiln dry our boards, as the Wyoming climate dries the boards to a level of 4 percent to 8 percent moisture content by the time they are reclaimed," Joe says. "This ensures that no insects are in the wood and creates a sturdy board that is ready for milling or to be used as is."

After the wood has been part of a Wyoming snow fence for a decade, the Centennial Woods team disassembles it and processes it to be shipped all over the world for use in home and building projects. "The most popular







# PRINT EDITORIAL CALENDAR

## FEBRUARY/MARCH

### **Home Improvement**

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

**Ad close:** 11/11/20

**Materials due:** 11/19/20

**On sale:** 1/05/21

## APRIL/MAY

### **Furniture**

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

**Ad close:** 1/13/21

**Materials due:** 1/21/21

**On sale:** 3/09/21

## JUNE/JULY

### **Kitchens and Baths**

Focusing on kitchen and bath renovations, products and ideas.

**Ad close:** 3/17/21

**Materials due:** 3/25/21

**On sale:** 5/11/21

## AUGUST/ SEPTEMBER

### **Made in America**

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

**Ad close:** 5/19/21

**Materials due:** 5/27/21

**On sale:** 7/13/21

## OCTOBER/NOVEMBER

### **Entertaining**

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

**Ad close:** 7/14/21

**Materials due:** 7/22/21

**On sale:** 9/7/21

## DECEMBER 2021/ JANUARY 2022

### **Christmas**

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

**Ad close:** 9/8/21

**Materials due:** 9/16/21

**On sale:** 11/2/21

# PRINT

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<i>Unit Size</i>	<i>Open/ Non-contract</i>	<i>3x</i>	<i>6x</i>
P4C	\$5,750	\$4,887	\$4,600
2/3 page	\$4,214	\$3,581	\$3,371
1/2 page	\$3,162	\$2,687	\$2,529
1/3 page	\$2,107	\$1,790	\$1,685
1/4 page	\$1,580	\$1,343	\$1,264

## *Premium Positions*

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

## 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.

# DIGITAL

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***Dedicated  
E-blast:*** \$750

***Social  
Only:*** \$40 CPM



# AMERICAN FARMHOUSE Style



## Ad Sizes and Specifications

### Mechanical Requirements

Printing: Web Offset

Binding: Perfect Bound

Trim Size: 8  $\frac{3}{8}$ " x 10  $\frac{7}{8}$ "

### Material Requirements

Digital Files: PDF 300 DPI

Total maximum dot densities: 180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media Inc. will supply a price quote for authorization based on the amount of work necessary to complete the ad.

Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 8" x 10.875"

### Standard Units

Full page (live area)\*

$\frac{1}{2}$  page (horizontal)

$\frac{1}{3}$  page (vertical)

$\frac{1}{4}$  page (vertical)

### Width & Depth

7.125" x 9.75" deep

7.125" x 4.875" deep

2.25" x 10" deep

3.375" x 4.875" deep

\*Live Area: Type and other image not intended to bleed must be kept .25" from final trim.

### Magazine Trim Size:

8" x 10.875" deep

Full-Page Bleed (all 4 sides):

8.25" x 11.125" deep

Non-Bleed Spread:

15.125" x 10" deep

Full-Bleed Spread (all 4 sides):

16.125" x 10.125" deep

(keep live matter centered to 15.125" x 10")