

AMERICAN FARMHOUSE

Style

Media Kit 2022





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



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.



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.



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. She's also documenting her own fixer upper renovation through a web series with AFS in 2022. 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!**



Content Marketing Examples

Custom E-Blast

AMERICAN MADE, LIFESTYLE, MAKERS, SHOPPING
How to Pick Doors For Your Home



Written by Victoria Van Vleear Photography courtesy of 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 Garlock, 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 that will truly make a difference in the look 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've 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 16 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



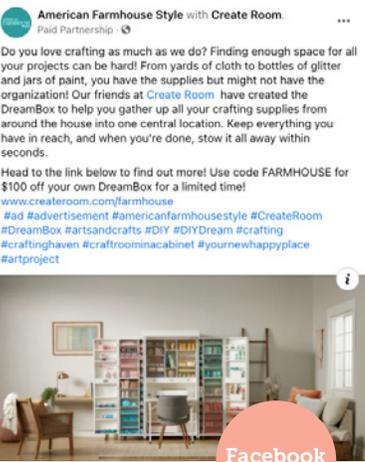
Make a Lifetime Memory
Some homemade Christmas gifts need an early start! Give your little cowboy or cowgirl this handsome pony that's easy to build with a Classic® Project Plan from Woodcraft Magazine.

[READ MORE](#)

Instagram



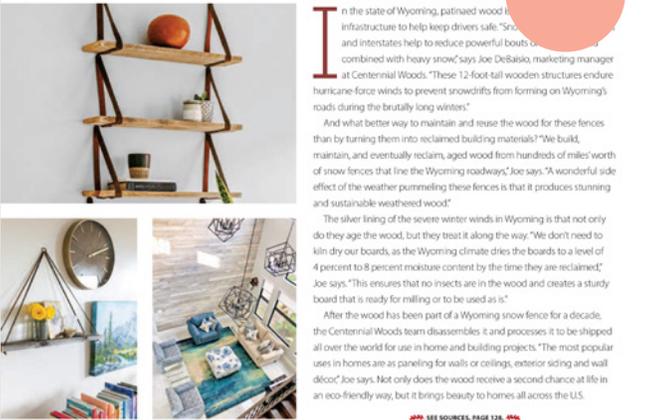
Print



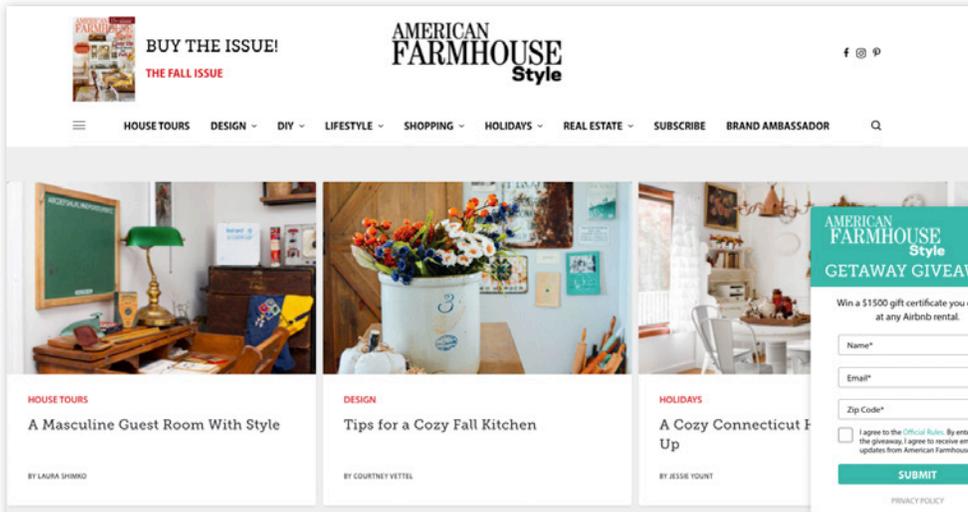
Facebook



Pinterest



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
- Brand sponsorships
- Video sponsorship campaigns
- Thematic programs (e.g. Project Homes, real estate, influencer programs)
- Flash sale on social media
- Speaking engagements / Live programming
- Custom publishing: Catalogs | Inserts | Microsites

Let us build a program for you!



Print Editorial Calendar

FEBRUARY/MARCH

Home Improvement

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

Ad close: 11/10/21

Materials due: 11/18/21

On sale: 1/04/22

APRIL/MAY

Outdoors

Stepping into outdoor spaces, from furniture and decor to backyard landscaping and entertaining.

Ad close: 1/12/22

Materials due: 1/20/22

On sale: 3/08/22

JUNE/JULY

Kitchens and Baths

Focusing on kitchen and bath renovations, products and ideas.

Ad close: 3/16/22

Materials due: 3/24/22

On sale: 5/10/22

AUGUST/SEPTEMBER

Made in America

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

Ad close: 5/18/22

Materials due: 5/26/22

On sale: 7/12/22

OCTOBER/NOVEMBER

Entertaining

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

Ad close: 7/13/22

Materials due: 7/21/22

On sale: 9/6/22

DECEMBER 2022 /

JANUARY 2023

Christmas

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

Ad close: 9/7/22

Materials due: 9/15/22

On sale: 11/1/22

Print

Unit Size	Open/Non-contract	3x	6x
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

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

Digital

Brand Ambassador Sponsorship Package: \$1,000

- You get a product review or mention in an AFS magazine issue by our brand ambassador
- Your article also gets promotion on our website, Instagram page and Facebook account

*Pending BA and Brand Leader Approval.

Full Digital Package: \$2,200

- Website Ad
- Boosted Facebook Campaign
- Promoted Instagram Post
- Newsletter Ad Unit

Product Roundup Package: \$4,000

You receive these with direct links and tags to your brand's website and accounts:

- 1 full web article at americanfarmhousestyle.com
- 3 slides of IG Story promotion on the AFS account
- 1 AFS post that promotes your web article
- 3 FB stories (identical to IGS*)
- At least 5 Pinterest pins
- *IG feed post not guaranteed

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.

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")