



HOMEGROWN LIVING STARTS HERE!



CIRCULATION

Rate Base 325,000
Frequency 6x/year

READER PROFILE

Audience 1.1 million
Women 90%
Men 10%
Median Age 57.7

For decades, *Country Woman* has connected with the heart of American women.

Celebrating a spirited group of women who share country values as a way of life, and shares their passion for life, family and community through cooking, crafts and a dedication to home.

PASSIONATE, ACTIVE AND ENGAGED AUDIENCE

Readers generate **60%** of all stories, photos and advice

- **80%** are passionate about crafting
- **80%** love to cook
- **49%** enjoy outdoor activities
- **62%** travel domestically
- **45%** are passionate about exercise and health

2017 EDITORIAL CALENDAR

CountryWoman



ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
<p>DECEMBER / JANUARY 2017</p> <ul style="list-style-type: none"> • Welcome Home: Holiday home decor ideas; Felt crafts; Vintage Christmas collectables • Let's Eat: Everything gingerbread; Christmas cooking for a crowd; Santa's helpers desserts • Share a Smile: Meet a mint farmer; Soda-crate advent calendar craft 	9.7.16	9.14.16	11.1.16
<p>FEBRUARY / MARCH</p> <ul style="list-style-type: none"> • Welcome Home: Easy fabric-scrap crafts; Vintage flower frogs; The seeds you need • Let's Eat: Slow-cooker soups; Everything cabbage; Winter desserts • Share a Smile: Women who fish; Button-box memories; Groundhog Day giggles 	11.16.16	11.23.16	1.10.17
<p>APRIL / MAY</p> <ul style="list-style-type: none"> • Welcome Home: Spring home tour; Simple birdfeeder crafts; Vintage piggy banks • Let's Eat: Garden-fresh Easter dinner; Sweet and savory pinwheels; Spring noodles • Share a Smile: Meet an octogenarian cattle farmer; DIY wind chimes 	1.18.17	1.25.17	3.14.17
<p>JUNE / JULY</p> <ul style="list-style-type: none"> • Welcome Home: American flag art; Pretty porch projects; Repurposed feed sacks • Let's Eat: Pig-out pork; Meet a chuck wagon cook; Berry patch classics • Share a Smile: Meet rodeo star Taylor Earnhardt; Bandana crafts; <i>Country Woman of the Year</i> winner reveal 	3.15.17	3.22.17	5.9.17
<p>AUGUST / SEPTEMBER</p> <ul style="list-style-type: none"> • Welcome Home: Farmhouse bathroom makeover; Upcycled washtubs; Vintage farm signs • Let's Eat: Ultimate campfire treats; Griddled sandwiches • Share a Smile: Gardening memories; Empowering Black & Latino farmers 	5.17.17	5.24.17	7.11.17
<p>OCTOBER / NOVEMBER</p> <ul style="list-style-type: none"> • Welcome Home: DIY gourd crafts; Prepping for Thanksgiving guests • Let's Eat: Meet a cranberry farmer; Ultimate Thanksgiving desserts; Slow cooker Sundays • Share a Smile: The pig who loved chocolate cake; DIY fall lantern 	7.12.17	7.19.17	9.5.17
<p>DECEMBER / JANUARY 2018</p> <ul style="list-style-type: none"> • Welcome Home: Christmas kitchen tour; DIY gift wrap • Let's Eat: Simple homemade candy • Share a Smile: New Year's traditions; Hoop art craft 	9.13.17	9.20.17	11.7.17



AD SPECS	TRIM SIZE (INCHES)	LIVE AREA (INCHES)	BLEED SIZE (INCHES)
Spread	14.5 x 10.375	14 x 9.875	14.75 x 10.625
Full Page	7.25 x 10.375	6.75 x 9.875	7.5 x 10.625
½ Horizontal	7.25 x 5.0625	6.75 x 4.5625	7.5 x 5.3125
½ Horiz. Spread	14.5 x 5.0625	14 x 4.5625	14.75 x 5.3125
½ Vertical	3.5 x 10.375	3 x 9.875	3.75 x 10.625
⅓ Horizontal	7.25 x 3.375	6.75 x 2.875	7.5 x 3.625
⅓ Vertical	2.3125 x 10.375	1.8125 x 9.875	2.5625 x 10.625
⅔ Vertical	4.6875 x 10.375	4.1875 x 9.875	4.9375 x 10.625
⅛ Vertical	2.3125 x 5.0625	1.8125 x 4.5625	2.5625 x 5.3125
⅛ Square	4.3125 x 4.5625	4.3125 x 4.5625	NO BLEED

GROSS RATES	1 PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
Four Color	\$24,960	\$19,640	\$15,860	\$12,480
Black & White	\$19,970	-	-	-

Covers: Cover 2 - \$31,240 Cover 3 - \$30,220 Cover 4 - \$31,240
Frequency Discount: 2x - 2% 4x - 4% 6x - 7%

NOTE: All rates are gross. **Split Runs:** Closing is one week prior to normal close dates. (Additional mechanical charge incurred depending on specifications of the copy split.) Area Copy Splits, Copy Tests, Dealer Listings and Regional rates are available upon request. **Commission:** Agency commission, 15%. Net 30 days. **Changes in Rates:** Announcement of any change in rates will be made at least 30 days prior to the publication date of the first issue to be affected by such new rates. **General Conditions:** All orders are accepted subject to the Publisher's general conditions.

AD SALES CONTACTS

DISPLAY SALES

NATIONAL

Susan Tauster

susant@taustermmedia.com
630.858.1558

MIDWEST

Jan Mason

janm@taustermmedia.com
312.560.3081

EAST

Rob Feiner

robertf@taustermmedia.com
212.879.9200

EDITORIAL SALES

Wendy Lay

wendy.lay@tmbi.com
414.423.3736

DIRECT RESPONSE SALES

Eric Genova

egenova@mediapeople.com
212.779.7172

FILE REQUIREMENTS

- Required file format is PDF/X-1a 2001 (vector) 300 dpi
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts
- For instructions on how to create a PDF/X-1a file go to <https://tmbi.sendmyad.com> - under HOME, select DASHBOARD then select VIEW FAQs
- Trusted Media Brands, Inc. utilizes virtual proofing technology. A hard copy proof is not required. If you opt to use a SWOP proof for your internal color approval render at 100% of size

AD PORTAL INFO

<https://tmbi.sendmyad.com>

- Create an account or log in if an account is already established
- Select "Send Files"
- Select publication (i.e. *Country Woman*)
- Select issue date (i.e. February/March 2017)
- Do not use dashes, underscores or apostrophes when typing the name of your ad

PRODUCTION CONTACT

For more information, production questions:

Kristine Jacobson

Senior Production Manager

414.423.3919

kristine.jacobson@tmbi.com

Chelsea Schlicht

Production Coordinator

414.423.3812

chelsea.schlicht@tmbi.com