Country celebrates an insider's view of rural North America as seen through the stories—and cameras—of our readers.

2021 Media Kit

Country
READER PROFILE

70% Women
30% Men

59 Median Age
$53K Median HHI

65% Own a Home
72% B/C/D Counties

58% Pet Ownership
44% Dog
29% Cat

SOURCE: MRI-SIMMONS SPRING 2020
They're Passionate About EVERYTHING COUNTRY

Who We Reach

Indoor Gardening 138 INDEX
Passionate About Antiques & Collectibles 229 INDEX
Furniture Refinishing 168 INDEX
Vegetable Growing 129 INDEX
Needlepointing 278 INDEX
They Live An
ACTIVE LIFESTYLE

124
index
Salt Water Fishing

192
index
Horseback Riding

149
index
Hunting

173
index
Motocross

SOURCE: MRI-SIMMONS SPRING 2020
ENGAGEMENT

Country

450K Circulation  3.2MM Audience  6x Per year

Country EXTRA

175K Circulation  473K* Audience  6x Per year

*PUBLISHER ESTIMATE

SOURCE: MRI-SIMMONS SPRING 2020
APR/MAY • COVER CONCEPT: Alaska, Hawaii or Eastern Connecticut
ADVENTURE AWAITS: Horseback riding
YOUR PARKS: Hawaii Volcanoes National Park
SMALL-TOWN SPOTLIGHT: Ste. Genevieve, Missouri
WILD THINGS: Spotting eagles at Sherburne National Wildlife Refuge, Minnesota
FEATURES: Eastern Connecticut’s Mystic region; Alaska
ROAD TRIP: Journey through Needles Highway, South Dakota
THIS PLACE MATTERS: Bears Ears National Monument, Utah

JUN/JUL • COVER CONCEPT: Hidden Gems, Idaho, Hood River
SPECIAL SECTION: Hidden Gems: Wilderness Areas
ADVENTURE AWAITS: Kayaking for beginners
YOUR PARKS: Harriman State Park, Idaho
SMALL-TOWN SPOTLIGHT: Elk, California
FEATURES: Hood River Loop, Oregon; Hemingway’s favorite fishing spots, Michigan
ROAD TRIP: Chincoteague Island, Virginia
THIS PLACE MATTERS: Levi Coffin House, Indiana

AUG/SEPT • COVER CONCEPT: Yellowstone, Lakes, Maine
ADVENTURE AWAITS: Hot Air Ballooning
YOUR PARKS: Cloudland Canyon State Park, Georgia
SMALL-TOWN SPOTLIGHT: Georgetown, Colorado
FEATURES: 100-mile Wilderness, Maine; Best Lakes; Reader Photos of Yellowstone National Park, Wyoming
ROAD TRIP: City of the Rocks National Reserve, Idaho
THIS PLACE MATTERS: Boston Light, Massachusetts

OCT/NOV • COVER CONCEPT: Fall, Rocky Mountains, North Shore, New Hampshire
ADVENTURE AWAITS: Mountain Biking
YOUR PARKS: Prophetstown State Park, Indiana
SMALL-TOWN SPOTLIGHT: McGregor, Iowa
FEATURES: Best Fall Road Trips; Explore the Rocky Mountain Land Library, Colorado; Minnesota’s North Shore in Fall
ROAD TRIP: Riding the Conway Scenic Railroad, New Hampshire
THIS PLACE MATTERS: Covered Bridges

DEC/JAN 22 • COVER CONCEPT: Northern IOWA; Montana; Cabins; Yellowstone overview
ADVENTURE AWAITS: Cross-country skiing
SMALL-TOWN SPOTLIGHT: Wellsboro, Pennsylvania
WILD THINGS: Wolves of Yellowstone
FEATURES: Northern Iowa’s Lake Okoboji; Whitefish, Montana; Cozy Cabin Getaways

NOTE: DATES & EDITORIAL SUBJECT TO CHANGE
MAR EXTRA
• COVER CONCEPT: Spring hikes; Pony Express Route in Utah
• ROAD TRIP: Cruising Route 66 through Elk City, Oklahoma.
• VIEW FROM OUR PLACE: Waking up to the Sierra Nevada Mountains in Mount Whitney, California.
• FEATURES: Five hikes to take in spring; following the Pony Express Route through Utah’s Tooele County, plus other places to see the historic trail
• ANIMAL TALES: Kevin Bacon, a fun-loving potbellied pig, befriends an ailing dog.
Ad close Mid Oct
Materials Due Early Nov
Mail Dates Mid Dec

MAY EXTRA
• COVER CONCEPT: Waterfalls, Kansas, San Juan Islands
• ADVENTURE AWAITS: Waterfall hikes.
• YOUR PARKS: Little Jerusalem Badlands State Park, Kansas
• SMALL-TOWN SPOTLIGHT: Patagonia, Arizona
• FEATURES: San Juan Islands, Washington; Southwest Wisconsin’s Amish country
• ROAD TRIP: Fort Walton Beach, Florida
• THIS PLACE MATTERS: Grand Isle, Louisiana
Ad close 6.22.21
Materials Due 6.14.21
Mail Dates 6.11.21

JUL EXTRA
• COVER CONCEPT: Gettysburg, Grand Teton, the Palouse
• ADVENTURE AWAITS: Farm tours.
• YOUR PARKS: Itasca State Park, Minnesota
• SMALL-TOWN SPOTLIGHT: Lubec, Maine
• FEATURES: Touring Gettysburg National Military Park, Pennsylvania; Reader photos of Grand Teton National Park, Wyoming
• ROAD TRIP: Exploring the Palouse, Washington
• THIS PLACE MATTERS: Museum of Native American History, Arkansas
Ad close 6.22.21
Materials Due 6.14.21
Mail Dates 6.11.21

SEP EXTRA
• COVER CONCEPT: Best Rails-to-Trails
• ADVENTURE AWAITS: Best Rails-to-Trails
• YOUR PARKS: Cooper’s Rock State Forest, West Virginia
• SMALL-TOWN SPOTLIGHT: Panguitch, Utah
• FEATURES: America’s Wild and Scenic Rivers; Best National Monuments
• ROAD TRIP: 13,000 mile trip across the country
• THIS PLACE MATTERS: Mount Vernon, Virginia
Ad close 8.24.21
Materials Due 8.31.21
Mail Dates 10.11 – 10.19.21

NOV EXTRA
• COVER CONCEPT: Scenic Drives; Late Fall
• SPECIAL SECTION: Scenic Drives
• YOUR PARKS: Cowans Gap State Park, Pennsylvania
• SMALL-TOWN SPOTLIGHT: Dahlonega, Georgia
• FEATURES: Late-season Leaf Peeping; Scenic Drives
• THIS PLACE MATTERS: Alabama Civil Rights Trail
Ad close Mid Oct
Materials Due Early Nov
Mail Dates Mid Dec

JAN EXTRA 2022
• COVER CONCEPT: Wintery Adirondacks, Warm Weather Getaways, New Mexico
• ADVENTURE AWAITS: Stargazing for beginners
• SMALL-TOWN SPOTLIGHT: Jackson, Wyoming
• WILD THINGS: Birding at Bosque del Apache Wildlife Refuge
• FEATURES: New York’s Adirondacks; Warm-Weather Getaways
Ad close Mid Oct
Materials Due Early Nov
Mail Dates Mid Dec

EDITORIAL CALENDAR

IN EVERY ISSUE Fresh Air • The Country Almanac • Life in Focus • Humor

NOTE: DATES & EDITORIAL SUBJECT TO CHANGE
# AD SPECS

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## 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.
- 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://www.adshuttle.com/trustedmediabrands

## PRODUCTION CONTACT
For more information, production questions:

**Aracely Lopez**  
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E Aracely.Lopez@TrustedMediaBrands.com  
T 646.518.4265
### RATES & CONTACTS

#### GROSS RATES

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#### COUNTRY EXTRA

**Open P4CB**  $15,913*

*Premium Pricing Model – only 6 pages of advertising per issue

**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.

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