



# CountryWoman

## 2022 Media Kit

*Homegrown Living Starts Here*

*Country Woman connects  
with the heart of American women  
and shares their passion for fam-  
ily, community and country  
values through cooking,  
crafts and a dedication to home.*





## *Reader Profile*

682,000

Audience\*

99%

Women

63

Median Age

51%

Median HHI \$55k+

## *Circulation*

325K

Rate Base

6X

Frequency

Source: Subscriber Database; \*Publisher Estimate



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**CountryWoman**



## *Our Audience*


  
**60%**  
Of All Stories,  
Photos & Advice Are  
Reader Generated

  
**77%**  
Are Passionate  
About Crafting

  
**84%**  
Love to Cook

  
**45%**  
Enjoy Outdoor  
Activities

  
**78%**  
Are Passionate  
About Exercise  
& Health

  
**62%**  
Travel  
Domestically

Source: Subscriber Database

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# Edit Calendar

*Feb/Mar*

## FLORA FOCACCIA

Ad Close: 11/18/21

Materials Due: 11/30/21

On Sale: 1/18/22

*Apr/May*

## BUNNY CAKE

Ad Close: 1/21/22

Materials Due: 1/28/22

On Sale: 3/15/22

*Jun/Jul*

## MAKE AN AMERICAN FLAG WREATH

Ad Close: 3/22/22

Materials Due: 3/29/22

On Sale: 5/17/22

*Aug/Sep*

## SUMMER POTLUCK

Ad Close: 5/23/22

Materials Due: 6/1/22

On Sale: 7/19/22

*Oct/Nov*

## THANKSGIVING DINNER

Ad Close: 7/29/22

Materials Due: 8/5/22

On Sale: 9/20/22

*Dec/Jan*

## CHRISTMAS DINNER

Ad Close: 9/20/22

Materials Due: 9/27/22

On Sale: 11/15/22

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## *Closing & Mail Dates*

<i>Issue</i>	<i>National Ad Close</i>	<i>Materials Due</i>	<i>Mail Date</i>
<b>Feb / Mar</b>	11/18/21	11/30/21	01/13/22
<b>Apr / May</b>	01/21/22	01/28/22	03/14/22
<b>Jun / Jul</b>	03/22/22	03/29/22	05/12/22
<b>Aug / Sept</b>	05/23/22	06/01/22	07/14/22
<b>Oct / Nov</b>	07/29/22	08/05/22	09/17/22
<b>Dec / Jan 23</b>	09/20/22	09/27/22	11/10/22

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# Rates & Contacts

Ratebase: 325,000

## Gross Rates

PAGE
4C \$29,201
BW \$24,820
2/3 PAGE
4C \$23,480
BW \$19,960
1/2 PAGE
4C \$18,250
BW \$15,510

1/3 PAGE
4C \$13,010
BW \$11,060

## Cover Rates

COVER 2
\$35,040
COVER 3
\$33,580
COVER 4
\$37,960

NOTE: All rates are gross.  
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

CONTACT YOUR ACCOUNT  
MANAGER FOR DETAILS OR  
[advertising@trustedmediabrands.com](mailto:advertising@trustedmediabrands.com)



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# Ad Specs

## File Requirements

- Required file format is PDF/X-1a 2001 (vector) 300 dpi
- 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>

- Only use Adobe or a known, trusted brand of fonts. Do not use any web fonts.

## Production contacts

### Aracely Lopez

Production Manager  
646.518.4265

[Aracely.Lopez@TrustedMediaBrands.com](mailto:Aracely.Lopez@TrustedMediaBrands.com)

## Magazine

### Spread

## Trim Size

## Live Area

## Bleed Size

### Full Page

### ½ Horizontal

### ½ Horiz. Spread

### ½ Vertical

### ⅓ Horizontal

### ⅓ Vertical

### ⅓ Vertical

### ⅓ Vertical

### ⅓ Square

14.5" x 10.375"

7.25" x 10.375"

7.25" x 5.0625"

14.5" x 5.0625"

3.5" x 10.375"

7.25" x 3.375"

2.3125" x 10.375"

4.6875" x 10.375"

2.3125" x 5.0625"

4.3125" x 4.5625"

14" x 9.875"

6.75" x 9.875"

6.75" x 4.5625"

14" x 4.5625"

3" x 9.875"

6.75" x 2.875"

1.8125" x 9.875"

4.1875" x 9.875"

1.8125" x 4.5625"

4.3125" x 4.5625"

14.75" x 10.625"

7.5 x 10.625"

7.5" x 5.3125"

14.75" x 5.3125"

3.75" x 10.625"

7.5" x 3.625"

2.5625" x 10.625"

4.9375" x 10.625"

2.5625" x 5.3125"

NO BLEED

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