

READER PROFILE

66% Women

34% Men

59.5
Median Age

\$51K
Median HHI

73% Own a Home 74% B/C/D Counties

56%
Pet
Ownership

45% Dog 27% Cat

They're Passionate About EVERYTHING COUNTRY

Who We Reach

Gardening 153 INDEX

Antiques
191 INDEX

RVing
150 INDEX

Road Trips
145 INDEX

Domestic Travel

2022 Media Kit | COUNTRY

ENGAGEMENT



400K 2.2MM Audience

COUNTRY

175K 368K*
Circulation Audience

*PUBLISHER ESTIMATE

2022 Media Kit | COUNTRY

EDIT CALENDAR

FEB/MAR

- Zion or Bryce Canyon
- Great American Road Trip Photo Contest Winners

Ad Close: 11/30/21 Materials Due: 12/7/21 On Sale: 1/20/22

APR/MAY

- Holland, MI
- Colorado

Ad Close: 2/1/22 Materials Due: 2/8/22 On Sale: 3/17/22

JUN/JUL

- Hidden Gems
- Idaho

Ad Close: 3/31/22 Materials Due: 4/7/22 On Sale: 5/19/22

AUG/SEP

- Great Basin, NV
- Explore Native American Travel Experiences

Ad Close: 5/25/22 Materials Due: 6/3/22 On Sale: 7/21/22

OCT/NOV

- Explore the Laurel Highlands of Pennsylvania
- A Photo Journey of America's Fall Destinations

Ad Close: 8/2/22 Materials Due: 8/9/22 On Sale: 9/25/22

DEC/JAN

- Discover The Beauty of Camden, ME
- The Down-Home Appeal of UpCountry Maui, HI

Ad Close: 10/4/22 Materials Due: 10/11/22 On Sale: 11/17/22





EDIT CALENDAR COUNTRY

JAN

Northern Iowa's Great Lakes

Chasing the Sun: Escape to 10 Warm-Weather Destinations

MAR

New Mexico

Ad Close: 12/17/21 Materials Due: 1/5/22 On Sale: 2/10/22

MAY

Missouri Springs

Ad Close: 3/1/22 Materials Due: 3/8/22 On Sale: 4/14/22

JUL

Montana

Ad Close: 4/26/22 Materials Due: 5/3/22 On Sale: 6/16/22

SEP

Visit the U.S. Territories

Ad Close: 6/21/22 Materials Due: 6/28/22

On Sale: 8/11/22

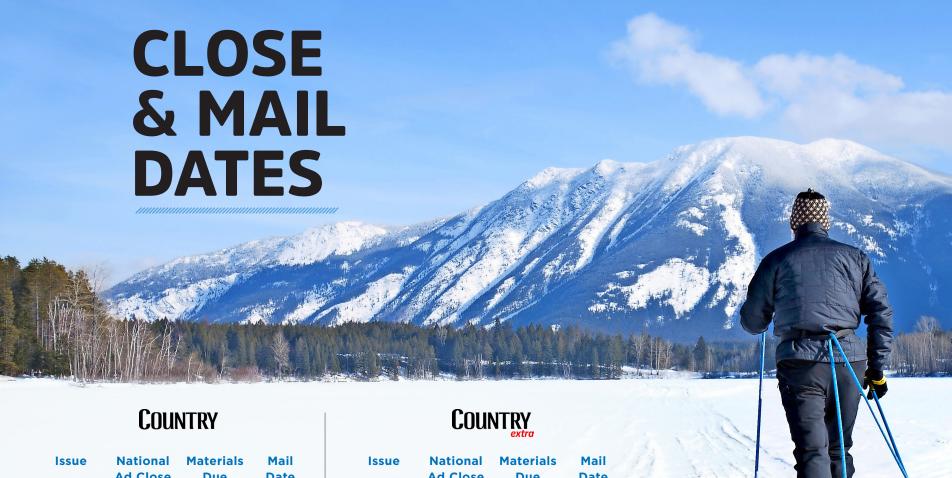
NOV

Scenic Drives

Ad Close: 8/30/33 Materials Due: 9/7/22

On Sale: 10/13/22





Issue	National Ad Close	Materials Due	Mail Date	
Feb / Mar	11/30/21	12/07/21	01/20/22	
Apr / May	02/01/22	02/08/22	03/17/22	
Jun / Jul	03/31/22	04/07/22	05/19/22	
Aug / Sept	05/25/22	06/03/22	07/21/22	
Oct / Nov	08/02/22	08/09/22	09/25/22	
Dec / Jan 23	10/04/22	10/11/22	11/17/22	

Issue	National	Materials	Mail
	Ad Close	Due	Date
Jan	10/28/21	11/04/21	12/16/21
Mar	12/17/22	01/05/22	02/10/22
May	03/01/22	03/08/22	04/14/22
Jul	04/26/22	05/03/22	06/16/22
Sept	06/21/22	06/28/22	08/11/22
Nov	08/30/22	09/07/22	10/13/22

RATES & CONTACTS

COUNTRY RATEBASE: 400,000

4C

B&W

GROSS RATES

\$47,136

Page

\$40,070

⅔ Page

\$37,900

\$32,220

½ Page

\$29,460

\$21,000

\$25,040

\$17,850

⅓ Page

COVER RATES

Four Color

Cover 2

\$56,560

Cover 3

\$54,210

Cover 4

\$61,280

COUNTRY EXTRA RATEBASE: 150,000

GROSS RATES \$13,719

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

 ${\bf advertising@TrustedMediaBrands.com}$

AD SPECS

25"
25"
5"
625"
525"
125"

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

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

PRODUCTION CONTACT

For more information, production questions:

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