Mission Statement

Country Living
The Scenic Route Home.

Each issue, we deliver useful, actionable advice related to all of the comforts of home (design, food, pets, gardening) alongside soulful and spirited how-tos that embrace slowing down and living well (how to skip a rock, win a carnival game, be a better neighbor). Our “small-town community” of millions of highly engaged print, online, and social readers knows that how you live is more important than where you live, and that Country Living is a breath of fresh air delivered whenever, wherever you need it.

Rachel Hardage Barrett
EDITOR-IN-CHIEF
@RACHELHARDAGEBARRETT

For more information contact your Country Living representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
Brand Platform.

CROSS-MEDIA CONTENT

Magazine 7.0M
CountryLiving.com 12.8M
E-Commerce Powerhouse

Social Media 9.9M
Books & Bookazines
Brand Licensing
Outdoor Furniture, Electric Fireplaces, Cookware, Bedding, Flowers

Newsletter
UK International Edition
Membership
Country Living All Access Membership

Sources: ComScore September 2022; MRI Doublebase Spring 2022 (Print+Tablet); Social Comp Report 11/1/22, Country Living Internal. Gross Impressions.

For more information contact your Country Living representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
## Brand Footprint

### 30 MILLION

<table>
<thead>
<tr>
<th></th>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Audience</td>
<td>7,000,000</td>
<td>12,791,000</td>
</tr>
<tr>
<td>Women/Men</td>
<td>76%/24%</td>
<td>77%/23%</td>
</tr>
<tr>
<td>Median Age</td>
<td>55.4</td>
<td>53.2</td>
</tr>
<tr>
<td>Median HHI</td>
<td>$66,732</td>
<td>$92,121</td>
</tr>
<tr>
<td>Attended College+</td>
<td>60.3%</td>
<td>68.5%</td>
</tr>
<tr>
<td>Married</td>
<td>57.4%</td>
<td>54.7%</td>
</tr>
<tr>
<td>Employed</td>
<td>47.3%</td>
<td>54.5%</td>
</tr>
<tr>
<td>Own Home</td>
<td>73.5%</td>
<td>73.3%</td>
</tr>
<tr>
<td>Children in Household</td>
<td>33.5%</td>
<td>36.0%</td>
</tr>
</tbody>
</table>

+ 9.9M Social

Sources: MRI-Simmons Doublebase Spring 2022 (Print + Tablet); Hearst Social Comp Report, 11-22; ComScore Averages September 2022. ComScore Multi-Platform/MRI-Simmons (7-22/S22)

For more information contact your Country Living representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
WELCOME TO THE COUNTRY  Editor-in-Chief Rachel Hardage Barrett greets readers to the issue with an introductory note.

MASTHEAD The masthead is bordered by an eye-catching collection of small-scale items that speak to the theme of the issue. Think vintage summer camp badges or butter dishes.

SIMPLE COUNTRY PLEASURES A spread featuring seasonal imagery along with a quote that sets the mood for the issue.

NEST  Homes, Gardens & Other Happy Habitats
- Perfectly Imperfect: Celebrate spaces that feel layered and beautifully lived-in. Sample topics: Beautifully Messy Bookshelves, Motley Mudrooms, Worn-in Work Islands, etc. Rooms will feel elevated, but have a layer of “soul.”
- Currently Craving: We’ll highlight one amazing kitchen and the elements (ideas, products, appliances) that make it great.
- Picture Yourself In...[A TK House]: We’ll highlight a beloved category of country house (Lake Homes, Log Cabins...) and showcase properties on the market. Occasionally we may feature a “walk-through” of a listing, narrated by a CL editor.
- Country Classic: From wool blankets to farm tables to hardwood floors, this column will highlight the country classics—both contemporary versions and antiques—seen in many a country home.

HUNT  Antiques & Treasures for a More Collected Life
- In With the Old: Similar to “Thrill of the Hunt,” this will offer fun lore and learning behind popular collectibles.
- Storied Spaces: Celebrates one great room that’s collected and has a strong antiques point of view.
- What Is It, What Is it Worth? In this longtime reader favorite, CL readers submit their antiques and collectibles for appraisal by antiques experts.
- Secondhandmade: Creative repurpose ideas for vintage finds.
- Finders’ Keepers: A tastemaker (set designer, influencer) visits an antiques show or flea market and shares their favorite finds.

GATHER  Ideas & Recipes to Savor Every Season
- Farm Fresh: A mood-setting moment that features a seasonal ingredient in a distinctly dreamy country setting followed by recipes including that ingredient
- Parties & Picnics: Texas-born fashion designer and CL contributor Lela Rose is the consummate entertainer. In this column devoted to more-relevant-than-ever outdoor entertaining, she’ll serve up stylish ideas and recipes for al fresco fun. (Her dog Bobbin also often gets in on the fun.)
- Sunday Supper: Family meals matter. This column celebrates the important ritual of sit-down dinners through the lens of country personalities/tastemakers (and the recipes, traditions, and tabletop finds that make meals more memorable). *We’ll also introduce a related initiative called the “Family 52 Challenge,” which challenges readers to prioritize a Sunday Supper every week of the year.
- Brake For...[A TK Pie]: Every month, we’ll highlight a “brake-worthy” pie inspired by a region of the United States (think a blackberry pie inspired by a part of Oregon or a strawberry pie inspired by a famed Louisiana festival).

LINGER  Pursuits & Pastimes for Finding Joy in Every Day
- Life in the Country: Creative people who have realized their dreams of living and working in the country. Warning: you’ll be inspired to quit your day job!
- Small Town Saturday: Because there’s no better way to spend a weekend!
- Bed & Breakfast: A look at design-savvy inns around the country along with their signature breakfast recipes
- Creature Comforts: This new monthly one-page essay celebrates life with pets and other country critters

FEATURE WELL Will include a cross-stitch well opener and three or more seasonal stories—often house tours—with beautiful photography and idea-driven packaging.

THE ALMANAC A Seasonal Compendium of Everyday Know-How
This hardworking cross-beat Almanac-like section will feature seasonal ideas and how-tos, as well as decorative resources and recipes tied to the FOB. Subsections include: Coast to Coast calendar, Color Wheel, Wit and Wisdom, Identification Key, Style Compass, Know-How, Ask a Country Vet, Ripe for the Picking, Test Kitchen Know-How, In the Garden, and Ask a Country Cook.

EVERYDAY HEIRLOOMS In partnership with The Heirloomist, we’ll spotlight sentimental items and the stories behind them.

Content listed is not in every issue. All content is subject to change.
## Closing & On-Sale Dates

<table>
<thead>
<tr>
<th>AD CLOSING/MATERIALS DUE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb/March</td>
<td>11/17/22</td>
</tr>
<tr>
<td>April/May</td>
<td>1/19/23</td>
</tr>
<tr>
<td>June/July</td>
<td>3/23/23</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>6/1/23</td>
</tr>
<tr>
<td>Oct/Nov</td>
<td>7/27/23</td>
</tr>
<tr>
<td>Dec/Jan’24</td>
<td>9/21/23</td>
</tr>
</tbody>
</table>

Dates are subject to change.

For more information contact your Country Living representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
## RATE BASE 500,000

*Effective Feb/March Issue*

<table>
<thead>
<tr>
<th>GROSS RATE</th>
<th>4C</th>
<th>2C</th>
<th>B&amp;W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$85,140</td>
<td>$73,040</td>
<td>$62,400</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$63,890</td>
<td>$54,810</td>
<td>$46,820</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$48,960</td>
<td>$42,000</td>
<td>$35,880</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$34,020</td>
<td>$29,190</td>
<td>$24,940</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$17,770</td>
<td>$15,250</td>
<td>$13,030</td>
</tr>
</tbody>
</table>

**COVERS**

<table>
<thead>
<tr>
<th></th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd</td>
<td>$97,910</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd</td>
<td>$93,660</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th</td>
<td>$106,430</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For more information contact your Country Living representative or Sara Rad, Vice President, Sales, at srad@hearst.com.
**Mechanical Specs.**

**Effective Feb/March Issue**

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>BLEED</th>
<th>TRIM</th>
<th>LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5 x 11.125&quot;</td>
<td>8.25 x 10.875&quot;</td>
<td>7.75 x 10.375&quot;</td>
</tr>
<tr>
<td>2/3 Page Vertical</td>
<td>5.625 x 11.125&quot;</td>
<td>5.375 x 10.875&quot;</td>
<td>4.875 x 10.375&quot;</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4.25 x 11.125&quot;</td>
<td>4 x 10.875&quot;</td>
<td>3.5 x 10.375&quot;</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8.5 x 5.5&quot;</td>
<td>8.25 x 5.25&quot;</td>
<td>7.75 x 4.75&quot;</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.75 x 11.125&quot;</td>
<td>2.5 x 10.875&quot;</td>
<td>2 x 10.375&quot;</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>5.625 x 5.5&quot;</td>
<td>5.375 x 5.25&quot;</td>
<td>4.875 x 4.75&quot;</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2.75 x 5.5&quot;</td>
<td>2.5 x 5.25&quot;</td>
<td>2 x 4.75&quot;</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>NOT AVAILABLE</td>
<td>2.5 x 2.625&quot;</td>
<td>2 x 2.375&quot;</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>16.75 x 11.125&quot;</td>
<td>16.5 x 10.875&quot;</td>
<td>16 x 10.375&quot;</td>
</tr>
<tr>
<td>1/2 Page Spread Horizontal</td>
<td>16.75 x 5.5&quot;</td>
<td>16.5 x 5.25&quot;</td>
<td>16 x 4.75&quot;</td>
</tr>
</tbody>
</table>

**PRODUCTION INQUIRIES:**
For ad specs, material extensions, insert questions, and all other production related questions, please contact:
Hector L. González Balcázar
hlgonzalezba@quad.com  
(tel) 414-622-2810

**SEND ADVERTISING CONTRACTS TO:**
Donald Gordon
Associate Business Manager
dgordon@hearst.com  
(tel) 212-649-3377

**TRAVEL ADVERTISERS:**
Contact your Account Manager for specs that are specific to your ads.

**HEARST MAGAZINES DIGITAL ADVERTISING SPECIFICATIONS:**
For the most recent digital requirements, and to submit files, please visit [http://ads.hearst.com](http://ads.hearst.com)

Hearst utilizes Virtual Proofing technology at all monthly publication print facilities. Hard copy guidance is no longer required.

---

*For more information contact your Country Living representative or Sara Rad, Vice President, Sales, at srad@hearst.com.*
These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Communications, Inc. ("Publisher") during 2023. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Communications, Inc. ("Publisher") during 2023. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher’s rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser’s agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser’s obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher’s discretion.

4. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.

5. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

6. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

7. Advertisements in other than standard sizes are subject to Publisher’s approval. Publisher reports its total circulation on an issue-by-issue basis which is audited by AAM. Publisher does not guarantee circulation to regional advertisers, and regional circulations reported to AAM are used only as a basis for determining rates.

8. Publisher is entitled to a 5% shortfall on estimates for ads placed on a regional basis.

9. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired.

10. Scheduled months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called “space reservations” are not considered by Publisher as orders or binding upon it in any way.

11. Reproduction quality is at the advertiser’s risk if Publisher’s specifications are not furnished within 45 days of the issue date.

12. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

13. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

14. The advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the publication, printing, or publishing of such advertisement (“Claims”). In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.

15. No rebate will be allowed for insertion of wrong key numbers.

16. The advertiser agrees to indemnify and save harmless Publisher from any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible. Publisher’s liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

17. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party’s rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against any and all Losses arising out of copying, printing, or publishing of such advertisement (“Claims”).

18. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims.

19. The advertiser agrees to and does indemnify and save harmless Publisher from any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible. Publisher’s liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

20. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher’s control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines. All advertisements must be clearly identified by the trademark or signature of the advertiser. Words such as “advertisement” will be placed with copy that, in Publisher’s opinion, resembles editorial matter.

21. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be cancelled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely cancelled, the advertiser agrees that it will be responsible for the cost of such cancelled advertisements.

22. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.

23. The advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney’s fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement.

24. The parties agree that the details contained on orders will be treated as confidential proprietary information and shall not be disclosed to third parties.

25. Should Publisher acquire any new magazines beyond the current list of publications (21), the advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement.

26. Claims for circulation base shortfalls must be made within 6 months after publication of final AAM statements (the white sheets). The advertiser is responsible for any and all rate base increases that occur throughout the contract period. Rate base adjustments are NON-NEGOTIABLE.

27. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York and the parties hereby consent to the jurisdiction of such courts.