



MARKETING PROGRAMS

2012 signature marketing programs

Country Living Fairs

In 2011, over 45,800 enthusiastic consumers attended the Country Living Fairs in Columbus, OH, and Atlanta, GA, to find everything they love about the magazine. Due to this great success, in 2012 we added a third Fair in Austin, TX. The Fairs tap into our readers' passions, as people come from all over the country for the shopping, informative and inspirational demonstrations, and an all around great weekend. Country Living offers sponsorship packages that allow our advertising partners to interact and resonate with our readers in a fun and lively setting.

Country Living's Blue Ribbon Blogger Awards

Country Living's annual Blue Ribbon Blogger Awards honor and publicize the blogs that have entertained, informed, and inspired each year. Partnering with Country Living for this program will provide advertisers with direct access to a group of influential bloggers, and their devoted readers, who are always on the lookout for new ways to express their passions. In 2011, there were over 700 entries for the program, and Country Living hopes to build upon this success in 2012.

2012 marketing capabilities

High Impact Unit Opportunities

Country Living will create a customized high-impact unit that stands out in the magazine to get your brand noticed. In-magazine units range from gatefolds, double/triple covers, perforated cards, cling-paper units, stickers, and more.

Advertorial

To further align your brand with topics that are of interest to the Country Living reader, we will create an advertorial unit that extends your brand message with a fun and engaging theme.

In-Magazine and Online Promotional Space

Listing for special events, sweepstakes, the latest products, or online offerings in Finds and Favorites, Country Living's promotional page reaching nearly 11.3 million readers. Simultaneous listing on CLFindsandFavorites.com links to advertiser's website.

Retail Exposure

Customized retail programs (in-store sampling, shelf-talkers, rack cards, etc.) designed to heighten awareness of your product at point-of-purchase.

Targeted Sampling

Customized sampling program that puts your product into the hands of consumers in highly relevant venues.

Database Access

Access a valuable target audience using Country Living's database of subscriber names/addresses based on criteria that you select.

CountryLiving.com

A regular destination for users, offering tips and advice on home decorating, gardening, entertaining, pets, antiques, and traveling—all from a renowned editorial team. Run-of-site media as well as customized sponsorship programs available for additional costs.

Custom Email Blast

Custom email blast to Country Living opt-in subscribers delivers advertiser's message directly to these consumers, with featured links to advertiser's website.

Facebook Promotional Wall

The Finds and Favorites Wall lives within the Country Living Facebook page, and allows us to target the existing, engaged Country Living Facebook audience. The wall is used to promote key initiatives from our advertising partners and the magazine's signature events/programs.

CountryLiving.com E-Newsletter Text Link

Country Living will include a text link for advertiser within an e-newsletter sent to more than 300,000 CountryLiving.com e-newsletter subscribers.

AdMeasure

Advertise in any issue of Country Living and you will be part of our Ad-Measure study, which delivers reliable ratings for magazine ads, providing you with ROI-focused metrics you can use to make strategic media decisions. Custom questions are additionally available on a first-come, first-served basis and with a minimum advertising commitment.

Source: GfK MRI Spring 2012

CountryLiving

NEW YORK 212.649.3198 CHICAGO 312.984.5197 DALLAS 214.526.3800 ATLANTA 770.453.9954 DETROIT 248.931.5256

LOS ANGELES 310.664.2902 SAN FRANCISCO 415.846.2242

6/12/12