

A two-story French country home with a light-colored, weathered facade. The house is heavily covered in green vines and red roses. It features white-framed windows and doors with white shutters. A central entrance has a small porch. The front yard is a well-manicured green lawn. To the left and right of the lawn are large, dense flower beds filled with various flowers, including pink and purple blooms. In the foreground, a golden retriever is lying down on the grass. To the right, there is a small white metal table and two matching chairs. The overall scene is peaceful and idyllic.

MY FRENCH COUNTRY HOME

2020 media kit

MISSION STATEMENT

A Guide to Idyllic French Country Living

'My French Country Home' is committed to celebrating the beauty, authenticity, charm and rich comforts of French daily life, and - through articles, advice and stunning editorials - inspiring our readers to bring this into their own homes.

Our Audience

Our readers look to us for French style inspiration and an authentic view on French living. They are stylish, elegant, and they love all things French. They are seeking inspiration for their own homes and gardens, as well as recipes and shopping ideas.

Mainly empty nesters with disposable income, readers travel regularly, are well-read, beautifully-dressed, and they love to entertain in their home.

Our readers trust Sharon Santoni and 'My French Country Home' to guide them in interior design, and ideas for adding a very French touch to their daily lives.



MY FRENCH COUNTRY HOME MAGAZINE

Bi-Monthly, Paid Print + Digital Subscription

Also available at Barnes & Noble and Books-A-Million

Born from Santoni's hit blog of the same name, 'My French Country Home' - launched January 2019 - is an outlet where Francophiles can be immersed in beautiful photography, inspiring articles, recipes and witty columns and how-tos. It's also a way for our audience to receive access to exclusive offers from unique French brands.

Each issue includes 120+ pages of high-quality, elegant editorial that aims to transport the reader to the most beautiful gardens, home decor, interviews, excursions, recipes, antiques and photographic portraits that France has to offer.



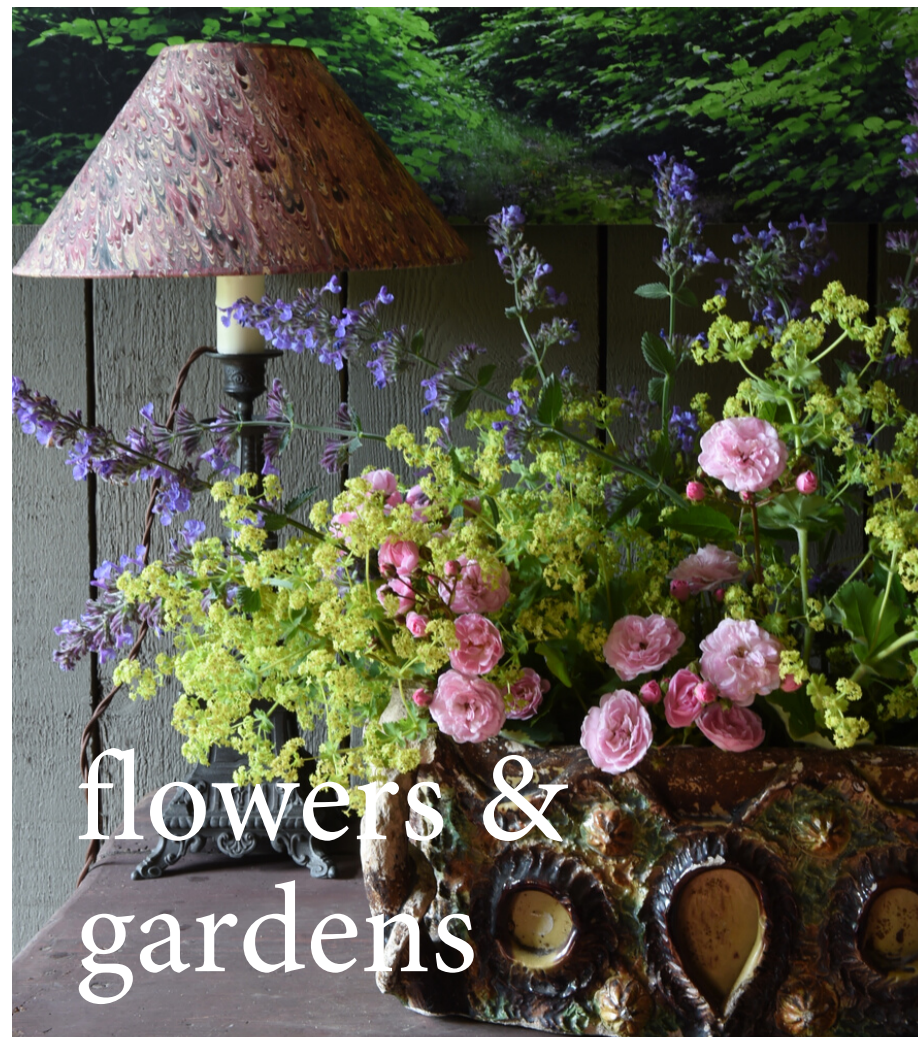
MY FRENCH COUNTRY HOME PILLARS



home decor



recipes



flowers &
gardens



lifestyle



travel tips

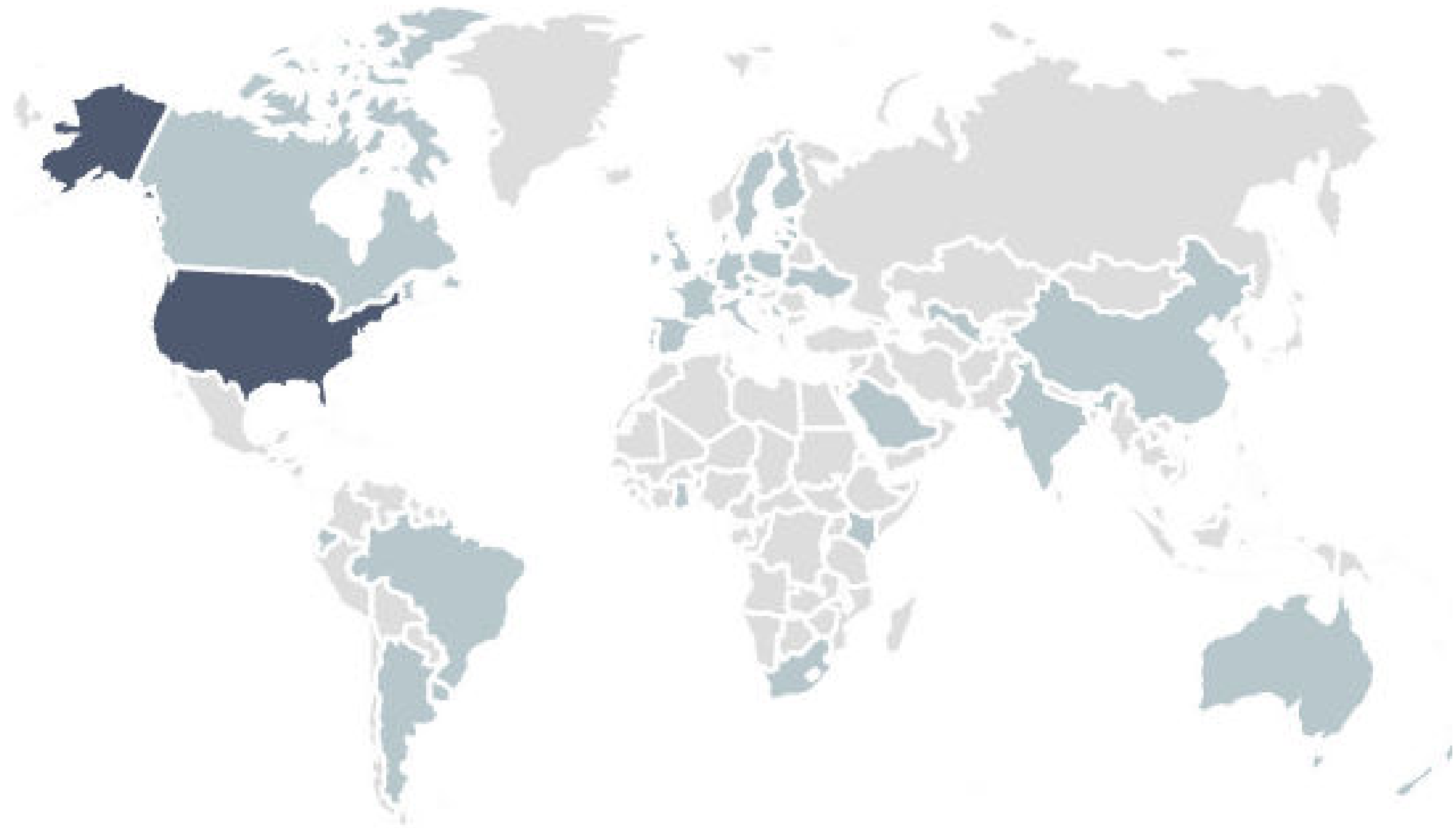
READER DEMOGRAPHICS

- 36% Aged 35-55
- 58% Aged 55+
- 95% Female
- 90% Homeowner
- 37% Owns more than one home
- 66% Resides primarily in the US*
- 95% Actively interested in French lifestyle and brands
- 65% Travels regularly
- 75% Well-educated
- 75% Affluent; with the motivation & means to indulge and live well



GLOBAL REACH

Our rapidly growing MFCH community includes print subscribers, digital readers and clients buying from outlets



*66% of readers reside in the US

WHY OUR READERS TRUST US

A solid reputation and a loyal, established audience.

Sharon Santoni

Founder + Editor-In-Chief

Renowned author, blogger, speaker and entrepreneur Sharon Santoni is dedicated to inspiring those who value French country lifestyle, culture, design and art de vivre.

In 2010 Sharon began her blog of the same name, My French Country Home, to share her life in Normandy with a unique voice and original content. To her surprise, she amassed a significant, organic following of highly-engaged readers around the world.

Sharon went on to pen two successful lifestyle books and expand her brand into a multi-faceted business (including a luxury tourism offshoot and a curated subscription box service) dedicated to further sharing the beauty and elegance of authentic French life. To date, her channels reach 2M readers per month.

'My French Country Home' is her latest endeavour. Launched in 2019 and already boasts 6K yearly print subscribers, is on bookshelves in nearly 1000 US stores and boasts over 100K digital views.



BRAND PLATFORMS



Magazine

6K annual subscribers

100K digital views

12:49 average time spent on site



Blog

18K blog subscribers

180K visits/month



Tours

5 luxury tours/year

200+ participants to date



Box

quarterly subscription box

6K subscribers

Combined Social Reach



100K+ followers



760K+ followers



350K+ monthly views

Newsletter Reach

26K+ across combined lists

Average open rate 49%

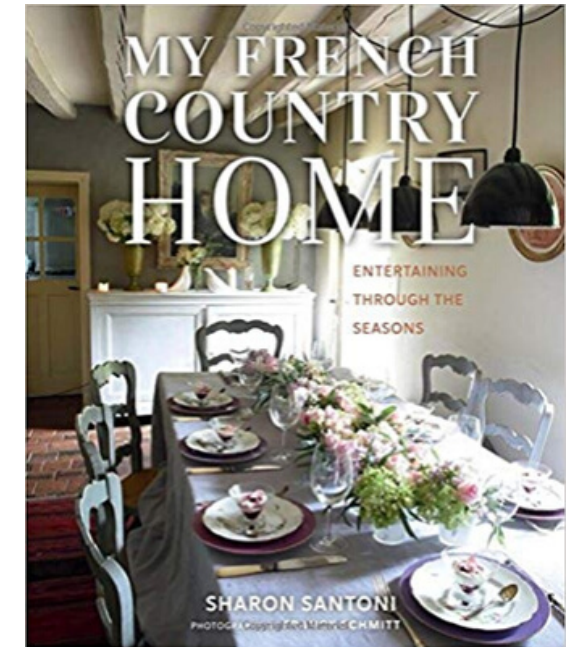
Average click-through rate 19%

Two Best-Selling Books

25K+ copies sold

My Stylish French Girlfriends

My French Country Home Entertaining



2020 EDITORIAL CALENDAR

JANUARY
FEBRUARY

Guide to Paris
French Soups
Toile de Jouy
Cozy, Country Hotels

MARCH
APRIL

Guide to Loire
Château Style
Eggs - 5 ways
How-To: French Seating

MAY
JUNE

Guide to Normandy
Neutral Interiors
Garden Seating Now
Copper in the Kitchen

JULY
AUGUST

Guide to Bordeaux
Cap Ferret Style
Wine Domains to Visit
Al Fresco Living
Fresh & Natural Interiors

SEPTEMBER
OCTOBER

Guide to Lyon
How-To: Shop for Antiques
Decorating with Color
Eclectic Decor

NOVEMBER
DECEMBER

Guide to Annecy
Chalet Living
Textiles for Winter
French Recipes for Entertaining



ADVERTORIAL OPPORTUNITIES

Print

	ONE ISSUE	3 ISSUES	6 ISSUES
Inside Front Cover:	€3500	€3200	€3000
Inside Back Cover:	€3500	€3200	€3000
Back Cover:	€5000	€4800	€4200
FULL PAGE	€2800	€2500	€2200
HALF PAGE	€1800	€1500	€1200

Social Media Add-Ons

*Custom Social Media Packages
available for Print/Digital Advertisers

SPONSORED POST
price upon request

Digital Ads

www.myfrenchcountryhomemagazine.com
www.sharonsantoni.com

BANNER ADS €750/month
NEWSLETTER ADS price upon request

TALK TO US

advertising@myfrenchcountryhome.com



MFCH MARKETING OPPORTUNITIES

We also offer customized opportunities for your brand to engage with our audiences across MFCH's multiple, highly-visible platforms.

IN-MAG PRINT CONTENT - ADVERTORIAL

www.myfrenchcountryhomemagazine.com

DIGITAL CONTENT - ADVERTORIAL

www.myfrenchcountryhomemagazine.com

www.sharonsantoni.com

www.mystylishtrenchbox.com

NEWSLETTER INCLUSIONS

PRODUCT REVIEWS & PROMOTION

CUSTOM E-BLASTS

SOCIAL MEDIA POSTING

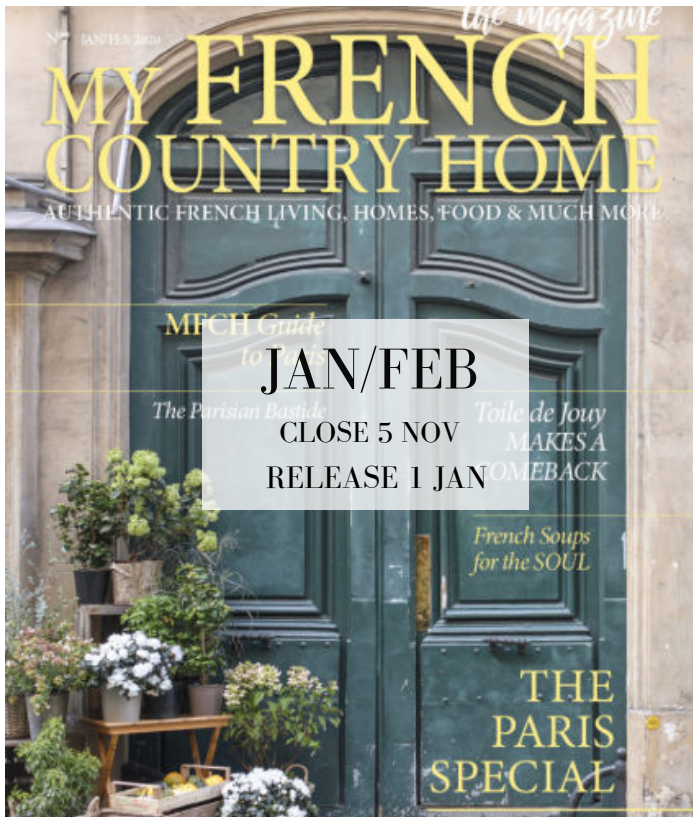
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[@sharonsantoni](https://www.instagram.com/sharonsantoni)

[@mystylishtrenchbox](https://www.instagram.com/mystylishtrenchbox)



2020 CLOSING + RELEASE DATES



the magazine
MY FRENCH COUNTRY HOME
AUTHENTIC FRENCH LIVING, HOMES, FOOD & MUCH MORE

MFCH Guide to **JAN/FEB**
The Parisian Bastide
Toile de Jouy MAKES A COMEBACK
French Soups for the SOUL
THE PARIS SPECIAL

JAN/FEB
CLOSE 5 NOV
RELEASE 1 JAN



the magazine
MY FRENCH COUNTRY HOME
AUTHENTIC FRENCH LIVING, HOMES, FOOD & MUCH MORE

Spring Interiors Inspiration
Trends to Try Now
A Trip to Europe's Largest Iris Farm
Loire Valley Guide - Châteaux Visits & More
THE CHÂTEAUX LIFE

MAR/APR
CLOSE 5 JAN
RELEASE 1 MAR



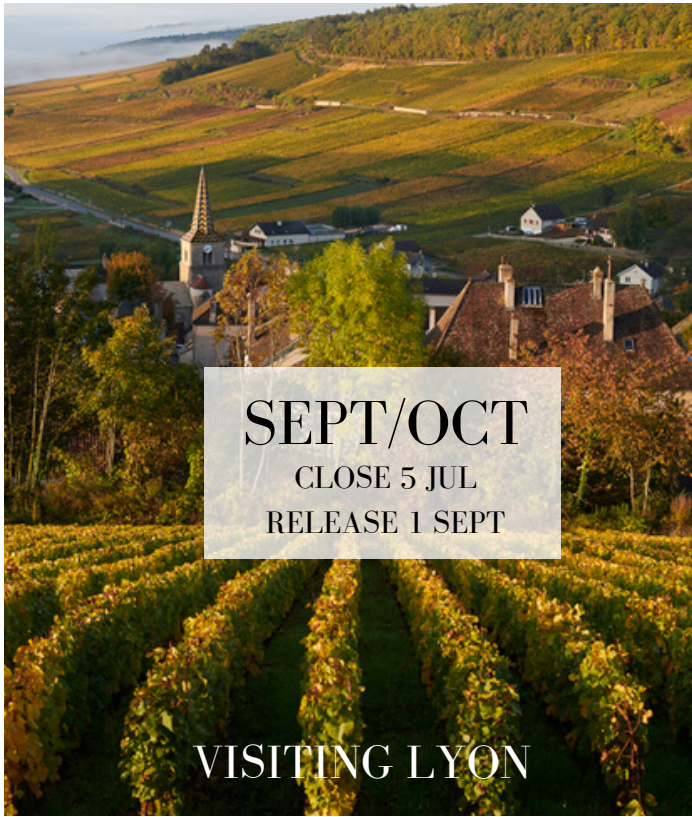
MAY/JUN
CLOSE 5 MAR
RELEASE 1 MAY

GARDENS OF NORMANDY




JUL/AUG
CLOSE 5 MAY
RELEASE 1 JULY

BORDEAUX & THE SOUTH



SEPT/OCT
CLOSE 5 JUL
RELEASE 1 SEPT

VISITING LYON



NOV/DEC
CLOSE 5 SEP
RELEASE 1 NOV

HOLIDAY CELEBRATIONS