

# COUNTRY HOME Magazine to Launch Country Home Antiquing Festivals in 2008

*Magazine to Hold Six Festivals in Three Markets with an Expected 100,000 Attendees*

**NEW YORK, N.Y., December 28, 2007** – *Country Home* magazine announced today the debut of the *Country Home* Antiquing Festivals. Six *Country Home* Antiquing Festivals – a consumer event series that celebrates antiques, style and creativity – will be held in three markets during 2008.

Attended by decorators, designers and in-market consumers, each *Country Home* Antiquing Festival will feature top antiques, collectibles, gardening, architectural and art dealers. Approximately 100 to 2200 dealers will be present at the shows.

The magazine is partnering with Jenkins Management, one of America's pre-eminent producers of antiques shows, to bring two *Country Home* Antiquing Festivals to each of the following markets: Nashville, Tennessee; Springfield, Ohio; and Farmington, Connecticut. The Nashville and Farmington Festivals are expected to draw upwards of 10,000 consumers each and more than 25,000 antiques are expected in Springfield.

"Our consumers are passionate about antiquing," says LuAnn Brandsen, editor in chief of *Country Home*. "These festivals extend our antique and collectible coverage beyond our magazine pages and Web site, offering consumers a creative and fun atmosphere to learn, shop and find inspiration for their homes and lives."

The *Country Home* Antiquing Festivals will be covered editorially throughout the year and editors will attend the Festivals to host special events.

*Country Home* will also integrate its marketing partners into the Festivals. *Country Home*-branded stylized and inspirational showrooms at the Festivals will feature the best in marketers' home furnishings, appliances, accessories, décor and products, as well as must-have antiques, hand-picked from on-site dealers. There will also be gift bags, sweepstakes, special branded areas and preview parties that marketers will take part in. At the Farmington, CT, Festivals, there will also be a *Country Home* Café – where guests will be able to enjoy recipes featured in *Country Home* magazine.

"Our signature antique festivals are a unique opportunity to bring the *Country Home* brand to life," said publisher Tony Imperato. "The festivals will also provide us with innovative ways to connect our marketers to design-orientated consumers in an interactive environment."

A portion of the *Country Home* Antiquing Festivals' ticket sales will go to a local charity.

## **Country Home Antiquing Festival Dates:**

- o Nashville: February 13-16 and October 31 – November 2
- o Springfield, Ohio: May 16-18 and September 19-21
- o Farmington, Connecticut: June 14-15 and August 30 – August 31

*Country Home* covers antiquing throughout every issue including the "What's Hot Now" column, where antiquing expert Katherine Precourt reports on the breaking trends in collectibles and the "Thrill of the Hunt" feature that follows an editor or stylist through a day of antiquing at one of the nation's top markets or shows. Also, the 13-year-old signature Top 10 Collectibles report appears every year in the July/August issue. In this definitive guide to the hottest collectibles in America, *Country Home* editors and industry experts not only reveal the best antiques to collect, but also tell readers how much to pay and how to creatively display these pieces in their own homes.

**About *Country Home***

For 25 years, *Country Home* magazine has redefined the vision of country. *Country Home* speaks to the desire for style with editorial features that blend formal and familiar, classic and casual, to inspire readers to explore their own personal tastes. The magazine presents fresh, actionable ideas that are relevant to all aspects of readers' lifestyles, including home décor, food and entertaining, fashion and well-being, travel and shopping. *Country Home*, published by Meredith Corporation (NYSE: MDP), has over 8.3 million readers, is published 10 times per year and has a rate base of 1.25 million. The magazine was nominated for a National Magazine Award in photography in both 2005 and 2007.

**About Jenkins Management**

Founded in 1986 by Steve Jenkins, a two term past president of the Professional Show Managers Association, Jenkins Management is responsible for the production of some of America's longest running and most respected events including: the Tailgate Antique Show, the event that kicks off the nationally famous "Antiques Week in Nashville"; and The Farmington Antiques & Design Weekend, New England's premier buying show now in its 28th year at the scenic Farmington Polo Grounds. Jenkins Management produces more than 18 shows per year.

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