

CREATIVE CRAFTS GROUP

# SEWING

2012 MEDIA BROCHURE

— • *and* • —

RATE CARD



• Sew News **Creative Machine Embroidery** •



With 30 years under its belt, *Sew News* is the experienced and wise go-to guide that readers can trust to provide the most current and relevant information the sewing world has to offer. By presenting refreshing interpretations of timeless techniques and clear, concise project instructions in print and online, *Sew News* instills the reader with the confidence to take her sewing ability to the next level.

*Sew News* readers are vocal, and have a rare sense of ownership to the title. They promptly participate in contests, special advertising promotions and charity sewing. Don't miss this opportunity to reach these enthusiastic readers with your advertising message through print and Web formats.

In every issue of *Sew News*, you'll find unique columns and articles that address important sewing related topics:

**From You:** Feedback and "show and tell" from reader e-mail and letters.

**Top 10:** A list of 10 timely inspiring ideas, quick projects, or clever sewing fixes, and exciting sources/web sites for fabric, etc.

**Sew What's Online:** Get excited over the special online features and contests currently featured on the web site.

**Reader Tips:** "Reader Tips" is a compilation of great tips and advice submitted by Sew News readers. Each reader whose tip is chosen wins a gift from Sew News.

**Operation Alzheimer's Prevention:** Appearing 3 times a year, this column centers on the Life Care Centers of America and their fight to end Alzheimer's Disease. "Sew Your Support" will be a series of columns that will introduce the charity to readers and give details on how Sew News and its readers can get involved. Updates will be provided to readers on donations made, response rates, and what is needed to reach the Sew News goal. The last column of the series will provide the overall results.

**Cool Tools:** This column will feature the latest and greatest in sewing notions, fabrics, books, and machines.

**Footwork:** "Footwork" features a different specialty machine foot each issue. A photo of the foot (or several photos to showcase more than one brand) will be included. Practical and decorative functions of the foot will be discussed, and stitch samples as visuals for sewing applications will be provided.

**On the Clock:** A quick and easy projects that can be made in one hour or less.

**SEW NEWS AT A GLANCE:**

<b>Publication Type:</b>	Projects
<b>Editorial Approach:</b>	Designed to inspire and enhance readers' love for sewing
<b>Reader Skill Level:</b>	All Levels
<b>Readership:</b>	150,000
<b>Published:</b>	6 times per year

**READER PROFILE:**

Average Age.....	58.9
Female.....	97.8%
Married.....	74.7%
Attended College.....	61.4%
Average Household Income.....	\$69,900
Average years sewing.....	41
Time with Sew News .....	2.5 hours
Keep Magazine As Resource .....	3 years
Average \$ Spent on Sewing Supplies Per Year .....	\$719
<b>Planned Sewing Machine Purchases:</b>	
Sewing Machine .....	\$2,638
Embroidery Machine .....	\$3,174
Average number of sewing machines owned.....	2.8
Frequency of purchasing new sewing machine.....	Every 5.8 years
Number of garments constructed in the last year.....	16.8
Number of home-décor projects completed in the last year.....	8.1
<b>Type of home-décor projects:</b>	
Pillows.....	61.2%
Place Mats/Napkins.....	38.4%
Curtains/Drapes.....	49.3%
Involved in quilting activity.....	50.7%
Interested in starting a home embroidery business.....	6.3%
Owns a PC.....	80.5%
Accessed Internet in last 30 days.....	77.2%
Visited a sewing related site in the last 30 days.....	70.6%
Average number of Web visits per week.....	10.8
Visited a business Web site for more information after viewing an ad.....	45%
Take action as result of ad in Sew News .....	55%

## :: SEW NEWS EDITORIAL CALENDAR 2012

Beginning with the February issue, *Sew News* will launch the all-new contest, "Pattern Play." Readers will create a garment using a Sewing Workshop Pattern Collection pattern. He or she must modify the pattern in some way and incorporate an embellishment technique. Visitors to [sewnews.com/patternplay](http://sewnews.com/patternplay) will vote for uploaded entries, and the person with the most votes will win a prize package valued at \$1,000. The winning garment will appear on the cover of the December issue.

### FEBRUARY - ON SALE: 01/17/12

#### COLUMNS

- :: Basics Skills: Tailoring Tools
- :: The FAQs on Fit
- :: Home-Dec Help
- :: Footwork
- :: Pattern Play: Pleated Neckline
- :: Stash Buster

SPECIAL AD SECTION: *Cool Tools - Embroidery Design*

### APRIL - ON SALE: 03/13/12

#### COLUMNS

- :: Basics Skills: Couture Closures
- :: The FAQs on Fit
- :: Home-Dec Help
- :: Footwork
- :: Pattern Play: Pleated Bib Shirt
- :: Stash Buster

SPECIAL AD SECTION: *Cool Tools - Cabinet*

### JUNE - ON SALE: 05/15/12

#### COLUMNS

- :: Basics Skills: Tube Turning
- :: The FAQs on Fit
- :: Home-Dec Help
- :: Footwork
- :: Pattern Play: Gathered Bust Insert
- :: Stash Buster

SPECIAL AD SECTION: *Cool Tools - Fabric Gallery*

### AUGUST - ON SALE: 07/17/12

#### COLUMNS

- :: Basics Skills: Clipping & Notching
- :: The FAQs on Fit
- :: Home-Dec Help
- :: Footwork
- :: Pattern Play: Sailor Pants
- :: Stash Buster

SPECIAL AD SECTION: *Cool Tools - Iron / Pressing*

## OCTOBER - ON SALE: 09/11/12

## COLUMNS

- .: Basics Skills: Understanding Commercial Patterns
- .: The FAQs on Fit
- .: Home-Dec Help
- .: Footwork
- .: Pattern Play: S-Shaped Seams
- .: Stash Buster

SPECIAL AD SECTION: *Cool Tools - Scissor / Rotary*

## DECEMBER - ON SALE: 11/13/12

## COLUMNS

- .: Basics Skills: Mixing Fabric Prints, Colors
- .: The FAQs on Fit
- .: Home-Dec Help
- .: Footwork
- .: Pattern Play: Oversized Jacket Collar
- .: Stash Buster

SPECIAL AD SECTION: *Cool Tools - Fabric Gallery*

## OTHER SPONSORSHIP OPPORTUNITIES

**Hide & Seek:** Five prizes valued at \$25 each per issue given to randomly chosen readers who enter Hide & Seek; product and company logo and url printed in issue

**Reader Tips:** Five prizes valued at \$25 each per issue given to randomly chosen readers who provide a published tip; product image and company logo and url printed in issue

**From You on Facebook:** Published poll from SN Facebook fan page, including new reader comments posted about current issues, topics and trends; company logo and Facebook fan page url printed in issue as well as reader poll results from sponsored company question

**Sew & Tell:** One prize valued at \$25 given to featured Sewing District community member profiled on page; company logo and url printed in issue along with ad appearing on Sewing District community site for duration of issue newsstand dates

**Last Laugh:** Five prizes valued at \$25 each per issue given to randomly chosen readers who provided a published sewing blooper; company logo and url printed in issue

**CONTACT YOUR AD REP FOR FURTHER DETAILS!**

# sewNEWS

the trusted sewing source



## ROP ADS (3-COLUMN FORMAT)

- 1 page (no bleed) ..... 7" x 9 1/2" deep
- 2/3 page..... (2 column) 4 9/16" x 9 1/2" deep
- 1/2 page..... (3 column) 7" x 4 5/8" deep
- 1/2 page..... (1-1/2 column) 3 3/8" x 9 1/2" deep
- 1/3 page..... (1 column) 2 1/8" x 9 1/2" deep
- 1/3 page ..... (2 column) 4 9/16" x 4 5/8" deep
- 1/4 page..... (1-1/2 column) 3 3/8" x 4 5/8" deep
- 1/6 page..... (2 column) 4 9/16" x 2 3/16"
- 1/6 page..... (1 column) 2 1/8" x 4 5/8"
- 1/12 page ..... 2 1/8" x 2 3/16"

## SHOPPER ADS

- 1/4 page..... 3 3/8" x 4 9/16"
- 1/6 page (2 col./horizontal) ..... 4 5/8" x 2 3/16"
- 1/6 page (1 col./vertical) ..... 2 1/4" x 4 9/16"
- 1/12 page .... 2 1/4" x 2 3/16"
- 1/24 page .... 2 1/4" x 1"
- Magazine trim size: 8" wide

**Dimensions for bleed background:** 8 1/4" wide x 10 3/4" deep. (Bleeds 3 sides and gutter.) To calculate any bleed size, add 1/8" over magazine trim size to each side where bleed occurs. Keep all vital advertising material at least 1/2" from final trim edges.

## REGULAR ISSUE SCHEDULE (EFFECTIVE WITH THE FEBRUARY 2012 ISSUE)

ISSUE	CLOSING	MAT. DUE	SHIP DATE	ON-SALE
Feb 2012	11/11/11	11/18/11	12/27/11	01/17/12
Apr 2012	01/09/12	01/16/12	02/21/12	03/13/12
Jun 2012	03/12/12	03/19/12	04/24/12	05/15/12
Aug 2012	05/14/12	05/21/12	06/26/12	07/17/12
Oct 2012	07/09/12	07/16/12	08/21/12	09/11/12
Dec 2012	09/10/12	09/17/12	10/23/12	11/13/12

## SPECIAL ISSUE SCHEDULE

ISSUE	CLOSING	MAT DUE	SHIP DATE	ON-SALE
Sew It All Vol. 5	04/16/12	04/23/12	05/29/12	06/19/12
Sew It All Vol. 6	09/25/12	10/08/12	11/13/12	12/04/12

DISPLAY ADVERTISING RATES (PER ISSUE) SEW NEWS – 2012

BLACK AND WHITE

SIZES	1X	3X	6X
1 Page	\$5845	\$5540	\$4910
2/3 Page	4930	4685	4215
1/2 Page	3800	3620	3255
1/3 Page	2735	2595	2345
1/4 Page	2200	2095	2345
1/6 Page	1365	1295	1240

Add Second Color (Process colors only) for an additional \$175

FOUR-COLOR

SIZES	1X	3X	6X
1 Page	\$8890	\$8555	\$7660
2/3 Page	7665	7380	6615
1/2 Page	6510	6260	5610
1/3 Page	5135	4935	4430
1/4 Page	4505	4355	3895
1/6 Page	2690	2555	2300

MAIL-ORDER RATES 2012

BLACK AND WHITE

SIZES	1X	3X	6X
1 Page	\$4,890	\$4,655	\$4,210
2/3 Page	4135	3940	3555
1/2 Page	3200	3040	2780
1/3 Page	2290	2185	1970
1/4 Page	1855	1755	1590
1/6 Page	1150	1090	990

Add Second Color (Process colors only) for an additional \$175

FOUR-COLOR

SIZES	1X	3X	6X
1 Page	\$7,460	\$7,080	\$6,410
2/3 Page	6450	6125	5540
1/2 Page	5465	5180	4695
1/3 Page	4310	4100	3695
1/4 Page	3790	3605	3255
1/6 Page	2260	2150	1940

SHOPPER'S MARKET RATES 2012

BLACK AND WHITE

SIZES	1X	3X	6X
1/4 Page	\$1,215	\$1,160	\$1,080
1/6 Page	840	810	750
1/12 Page	515	495	450
1/24 Page	315	300	270

Add Second Color (Process colors only) for an additional \$75.

FOUR-COLOR

SIZES	1X	3X	6X
1/4 Page	\$1,925	\$1,795	\$1,495
1/6 Page	1290	1235	1140
1/12 Page	835	800	730
1/24 Page	555	535	490

“ I must tell you that I anxiously await each and every issue of Sew News magazine. It is great! Thank You! ” - JAN BORCHARDT, COLGATE, WI



**SEW IT ALL** is designed to reach a growing market of beginner sewing enthusiasts and appeals to all age groups. Each issue provides the “newbie” with all the tools, techniques, and tips they need to become a successful sewer. In addition, **SEW IT ALL** includes 50 projects, seasonally themed to keep this new sewer inspired year round.

**SEW IT ALL** is an important addition to your marketing program as beginners are traditionally more influenced by brand advertising as they begin to acclimate themselves to the products available at retail.

A consumer with little industry knowledge is more likely to purchase a product with a recognizable brand name. **SEW IT ALL** provides access to this new consumer. In 2012 **SEW IT ALL** will increase its publishing schedule to include two issues on sale in June and December, to further support this important market segment!

SPECIAL ISSUE SCHEDULE				
ISSUE	CLOSING	MAT DUE	SHIP DATE	ON-SALE
Sew It All Vol. 5	04/16/12	04/23/12	05/29/12	06/19/12
Sew It All Vol. 6	09/25/12	10/08/12	11/13/12	12/04/12

SEW IT ALL DISPLAY ADVERTISING RATES		
SIZE	4/COLOR	BLACK & WHITE
Full Page	\$2,345	\$1,525
2/3 Page	\$1,735	\$1,080
1/2 Page	\$1,495	\$900
1/3 Page	\$1,105	\$660
1/4 Page	\$805	\$525
1/6 Page	\$575	\$385

Creative Crafts Group expanded the **SEW IT ALL** franchise beyond the print forum by launching a new beginner television show under the same name.

The first season of **SEW IT ALL** began airing on PBS on March 2011 followed by Series 200 airing on September 2011. Each 30 minute episode features show host Ellen March demonstrating a new beginner sewing technique. Ellen is joined by sewing celebrities and industry experts who assist her in showing various applications for implementing their new skill.



Ellen March, Editor of Sew News,  
Creative Machine Embroidery, Sew It All  
Host of Sew It All TV

**SEW IT ALL** is currently viewed by 40% of the total PBS markets, which includes 44% of the Top 25 markets. In addition to broadcast on PBS, Series 100 is available for purchase on our e-commerce site [quiltandsewshop.com](http://quiltandsewshop.com).

#### **SPONSORS OF SEW IT ALL TV MAY ENJOY:**

- » *Credit spots on sponsored episodes*
- » *Dedicated landing pages on [sewitallmag.com](http://sewitallmag.com) & [sewitalltv.com](http://sewitalltv.com)*
- » *Live logo & links on [sewitallmag.com](http://sewitallmag.com) & [sewitalltv.com](http://sewitalltv.com)*
- » *Banner advertising on both websites*
- » *In-house advertising/promotions*
- » *Trade show advertising/promotions*
- » *Press Releases*

**SPONSORSHIP OPPORTUNITIES ARE AVAILABLE**



Each issue of Creative Machine Embroidery features a mix of techniques, fashion, home decor, quilting and gift ideas. Clear, easy-to-understand instructions, and beautiful photography make CME the #1 magazine for teaching embroidery enthusiasts how to get more out of their hobby,

CME has the most targeted audience of any embroidery publication available. Don't miss the opportunity to reach this well-educated group with your advertising message through both print and Web formats.

In every *CME* issue you'll find unique columns and articles that address important embroidery-related topics:

**Color Splash:** We bring the reader current runway trends and explain how to achieve the look using machine embroidery.

**Basic Training:** This column offers beginner lessons on embroidery from stabilizers to underlay stitches to tools and more.

**Fast Forward:** The reader can create a quick project in ten steps or less – all illustrated with color photographs to ensure desired results.

**Tech Support:** A different machine embroidery expert for each issue offers answers to commonly asked reader questions.

**Sew Biz:** Readers will learn what they need to know to start a small embroidery business, create an Etsy shop or auction sewing items online with this six-part series.

**Material World:** This column focuses on a different fabric in each issue and teaches proper stabilizing, thread and needle choice, and hooping techniques.

**Budget Friendly:** Penny wise projects under \$30

**Must Haves:** We connect readers with the latest goods and services in the embroidery industry.

**Check with your advertising representative to find out about our special advertising sections offered throughout the year.**

**CREATIVE MACHINE EMBROIDERY AT A GLANCE:**

<b>Publication Type:</b>	Projects
<b>Editorial Approach:</b>	Inspire readers to make most of machines & explore new ideas
<b>Reader Skill Level:</b>	All Levels
<b>Readership:</b>	70,000
<b>Published:</b>	6 times per year

**READER PROFILE:**

Average Age .....	60.5
Married .....	81.2%
Attended college .....	55.1%
Average household income .....	\$75,300
Average years sewing .....	43.1
Skill Level:	
Beginners .....	6%
Intermediate .....	27.3%
Advanced .....	59.4%
Professional .....	12.1%
Number of garments constructed in the last year .....	16.6
Number of home décor projects completed in the last year .....	10.9
Type of home décor projects:	
Pillows .....	70.9%
Place Mats/Napkins .....	57.6%
Curtains/Drapes .....	51.5%
Involved in quilting activity .....	68.5%
Interested in starting a home embroidery business .....	26.1%
Plain to buy an embroidery machine next year .....	12.1%
Average price range of machine .....	\$5,075
Number of sewing machines currently owned .....	3.2
Average price of next sewing machine purchase .....	\$4,844
Owens a PC .....	90.9%
Accessed Internet in last 30 days .....	90.9%

## :: CME EDITORIAL CALENDAR 2012

*Creative Machine Embroidery* imparts machine embroidery enthusiasts of every age and skill level with the tools they need and the inspiration they crave to further their craft.

### JANUARY - ON SALE: 12/13/11

#### COLUMNS

- :: Tech Support (Expert Advice)
- :: Must Haves (Product Picks)
- :: Design Display (Stitchout Showcase)
- :: Material World (Fabric Fun): Crepe
- :: Basic Training (Beginner Lessons): Fixing Mistakes
- :: In Fashion (Latest Trends): Winter 2011
- :: Photo Hunt (Game Time)

### MARCH - ON SALE: 02/14/12

#### COLUMNS

- :: Tech Support (Expert Advice)
- :: Must Haves (Product Picks)
- :: Design Display (Stitchout Showcase)
- :: Material World (Fabric Fun): Oilcloth
- :: Basic Training (Beginner Lessons): Design Density
- :: In Fashion (Latest Trends): Spring 2012
- :: Photo Hunt (Game Time)

### MAY - ON SALE: 04/17/11

#### COLUMNS

- :: Tech Support (Expert Advice)
- :: Must Haves (Product Picks)
- :: Design Display (Stitchout Showcase)
- :: Material World (Fabric Fun): Taffeta
- :: Basic Training (Beginner Lessons): Quilting Motifs
- :: In Fashion (Latest Trends): Resort 2012
- :: Photo Hunt (Game Time)

### JULY - ON SALE: 06/12/12

#### COLUMNS

- :: Tech Support (Expert Advice)
- :: Must Haves (Product Picks)
- :: Design Display (Stitchout Showcase)
- :: Material World (Fabric Fun): Batiks
- :: Basic Training (Beginner Lessons): Embroidery
- :: In Fashion (Latest Trends): Summer 2012
- :: Photo Hunt (Game Time)

## SEPTEMBER - ON SALE: 08/14/12

## COLUMNS

- ∴ Tech Support (Expert Advice)
- ∴ Must Haves (Product Picks)
- ∴ Design Display (Stitchout Showcase)
- ∴ Material World (Fabric Fun): Suiting
- ∴ Basic Training (Beginner Lessons): Needle Know-How
- ∴ In Fashion (Latest Trends): Fall 2012
- ∴ Photo Hunt (Game Time)

## NOVEMBER - ON SALE: 10/16/12

## COLUMNS

- ∴ Tech Support (Expert Advice)
- ∴ Must Haves (Product Picks)
- ∴ Design Display (Stitchout Showcase)
- ∴ Material World (Fabric Fun): Shantung
- ∴ Basic Training (Beginner Lessons): Tension Troubleshooting
- ∴ In Fashion (Latest Trends): Holiday 2012
- ∴ Photo Hunt (Game Time)

## OTHER SPONSORSHIP OPPORTUNITIES

**Photo Hunt:** Sponsored page, providing one \$25 prize to winner in each issue. Company logo presented at bottom of page along with URL and prize information

**On the Web:** Sponsored page, providing one \$25 prize to randomly selected winner from Facebook fan page who responds to sponsor question; sponsor will receive all answers and email addresses from all participants; sponsor can also elect to submit a poll, which will be presented in the issue and promoted on Facebook fan page

**Must Have (Design Showcase):** Must Haves will have an additional spread for sponsors/ companies to list new designs and embroidery collections. Eight companies can be listed per issue or purchase the entire page to showcase eight items. Spread will note "Advertorial" at the top of each page

**Tips & Tricks:** Sponsored page, providing five prizes valued at \$25 each to the featured readers from each issue. Company logo presented at bottom of page along with URL and prize information

**CONTACT YOUR AD REP FOR FURTHER DETAILS!**

# Creative MACHINE EMBROIDERY



Magazine trim size .....8" w x 10 1/2" h  
Live area.....7" w x 10" h  
Bleed Background.....8 1/4" w x 10 3/4" h  
(bleeds on 3 sides and gutter)

To calculate any bleed size, add 1/8 over magazine trim size to each side where bleed occurs. CME is saddle-stitched bound magazine.

## AD SIZES

Full Page.....7" w x 9 1/2" h  
2/3 Page .....(2 col.) 4 3/8" w x 9 1/2" h  
1/2 page horizontal...(3 col.) 6 7/8" w x 4 5/8" h  
1/2 page vertical.....3 3/8" w x 9 1/2" h  
1/3 page horizontal...6 7/8" w x 3" h  
1/3 page square .....4 1/2" w x 4 7/8" h  
1/3 page vertical.....2 1/8" w x 9 1/2" h  
1/4 page horizontal...6 7/8" w x 2 1/4" h  
1/4 page vertical.....3 3/8" w x 4 5/8" h  
1/6 page horizontal...4 1/2" w x 2 1/8" h  
1/6 page vertical.....2 1/8" w x 4 1/2" h

## REGULAR ISSUE SCHEDULE (EFFECTIVE WITH THE JANUARY 2011 ISSUE)

ISSUE	CLOSING	MAT DUE.	SHIP DATE	ON-SALE
Mar 2012	12/12/11	12/19/11	01/24/12	02/14/12
May 2012	02/13/12	02/20/12	03/27/12	04/17/12
Jul 2012	04/09/12	04/16/12	05/22/12	06/12/12
Sept 2012	06/11/12	06/18/12	07/24/12	08/14/12
Nov 2012	08/13/12	08/20/12	09/25/12	10/16/12
Jan 2013	10/08/12	10/15/12	11/20/12	12/11/12

DISPLAY ADVERTISING RATES (PER ISSUE) CREATIVE MACHINE EMBROIDERY – 2011

BLACK AND WHITE

SIZE	1X	3X	6X
Full Page	\$2,285	\$2,175	\$2,060
2/3 Page	1605	1515	1445
1/2 Page	1315	1195	1185
1/3 Page	950	905	855
1/4 Page	755	720	680
1/6 Page	555	530	495

4/COLOR

SIZE	1X	3X	6X
Full Page	\$3,530	\$3,350	\$3,175
2/3 Page	2575	2470	2320
1/2 Page	2190	2085	1975
1/3 Page	1615	1540	1455
1/4 Page	1170	1125	1060
1/6 Page	845	795	760

COVERS

SIZE	1X	3X	6X
2 or 3	\$4,060	\$3,860	\$3,650
4	4415	4195	3975

“I enjoy all the informative articles you have in CME. Keep up the good work! Thanks!”

- LAURA FRITZ, EVANSVILLE, IN

Creative Crafts Group and all newsstand specials are digital. As a result, we are requesting that all advertisers furnish their materials digitally.

The following guidelines are provided to ensure that your advertisement prints as problem-free as possible. If you have any questions regarding ad specifications, please call production at (617) 758-0226 and they will be happy to help you. For all other inquires, please contact your ad representative.

Send all materials and ad copy inquires to:  
New Track Media, Name of Publication (i.e. Sew News)  
Ad Coordinator: Mike Rueckwald  
Address: 90 Sherman Street, Cambridge, MA 02140  
Ph. (617) 758-0226 · email [mrueckwald@newtrackmedia.com](mailto:mrueckwald@newtrackmedia.com)

#### Acceptable File Formats

PDF Files: (preferred)

Adobe PDF: Must be saved at 300 dpi with no image compression, embed all fonts and save as four-color process, CMYK.

#### Native Files

Application Files: Adobe Creative Suite (InDesign, Illustrator, Photoshop)  
Image Files: TIFF, EPS (For producing image files, we recommend Adobe Photoshop or Illustrator) — JPEG image files are not recommended.

#### Fonts

Please include all fonts used. Do not use localized styling (i.e., Italic or Bold styles applied to Regular, Roman, or Book fonts). Choose font weights and styles directly from the font family. (Example: Use Helvetica Italic rather than Helvetica and selecting the localized styling "Italic.")

#### Proofs

It is your choice to send a hard-copy proof with your emailed file (Matchprint, Kodak Approval, Iris accepted for color break and color guidance on press.) Color lasers/ink-jets accepted for content only and cannot be used for color matching. Proofs are due on or before the published materials deadline for the specified issue.

Creative Crafts Group is not responsible for the content and appearance (including color variations) of published ads if an accurate hard-copy proof is not supplied.

Color: CMYK color is required for all images/text in your ad file. We do not accept RGB or PANTONE spot colors. If your files use PANTONE colors, please be sure they are “process” and not “spot” colors; or convert them to CMYK.

### Media

DVDs, CDs, e-mail attachments (preferred):

Please label each disk with your company name, the application name version, and information about whom we can contact if we experience problems — along with telephone number, extension, and e-mail address. Also, please select file names that are simple and specific to your advertisement (i.e., if all support files include a reference to your company name, it will help our file management and we will be able to process your ad more effectively).

If your file size exceeds 5 megabytes, you can upload your file to our FTP site. Information for this site is below. If you need another option, please contact us so we can direct you to another option.

File compression (recommended for e-mail attachments): Stuffit (File Extensions: .sit and/or .sea), Ziplt (File Extension: .zip).

### FTP Transfer

To place your ad material on our FTP site, it is best to use Fetch or another FTP program to upload the file. Please stuff or zip your files into one complete archive. Below is the information needed to access the site:

Host: ftp.ckmedia.com  
User name: ftp\_prd\_ads@ckmedia.local  
Password: Ckmp92jk (this password is upper and lower case sensitive)

### ONLINE ADVERTISING RATES

The Creative Crafts Group Sewing & Embroidery site houses all of our magazine properties, as well as a destination portal, SewingDistrict.com and is the leading home for the sewing and embroidery online community. Create meaningful interactivity, build online sewing & embroidery education, and get immediate response with online advertising. Reach over 65,000 average monthly page views!

### BANNER ADS

#### **Rectangle (300 x 250) • \$14.50 CPM**

This unique position is placed within the actual articles with editorial content wrapping around your creative unit. The generous ad space allows for a commanding presence and interactive message. Your message stays juxtapose with the content as the user scrolls through each article.

#### **Skyscraper (160 x 600) • \$13.50 CPM**

Skyscraper real estate is a dynamic, highly visible, and targeted way to place ads adjacent to editorial content. A unique advantage of skyscrapers is that your message stays with the reader as they scroll down the page. The large ad format allows you to place multiple links, fully utilize rich media, and achieve your marketing objectives effectively.

#### **Leader Board (728 x 90) • \$12.50 CPM**

Placement front and center, top of page! More real estate for your message! The leader board gives you more vertical room to capture the reader's attention.

#### **Tile (125 x 125) • \$8.00 CPM**

The tile is a cost effective means for keeping your name in front of our audience on a more frequent basis.

### RICH MEDIA ADS

#### **Peel Back • \$45.00 CPM**

Flash based ad-unit attracting top of the page attention on select pages of the Creative Crafts Group network. As visitors come to the site, the animated button draws attention to the Peel Back ad unit – when a visitor rolls over the button, the page “Peels Back” displaying the full 400x350 ad unit.

**CUSTOM OPPORTUNITIES**

**CATEGORY SPONSORSHIPS • \$16.00 CPM**

As a sponsor, your company's logo with link will appear within the selected category:

- Blogs - Align your products or services with sewing and embroidery authorities and celebrities, such as Ellen March and many more!
- Gallery - Join the excitement of the sewing & embroidery online community where users post images of their projects to share with other quilters.
- Community - Your company will be front-of-mind for a community of women who are connected by their passion for sewing & embroidery.

**VIDEOS / CONTESTS / SWEEPSTAKES** – Build your customer base! Drive traffic to a dealer or your website, launch a new product or create brand excitement with a customized video, contest or sweepstake. Contact your ad rep for more information.

**EMAIL NEWSLETTER ADS**

Your digital ad (same unit sizes as our onsite BANNER ADS) in our highly popular eNewsletter, will directly reach opt-in email consumers who heavily invest their time and money in their passion.

**Net Unit Pricing:**

Rectangle (300 x 250)	\$1000
Skyscraper (160 x 600)	\$950
Leader board (728 x90) w/60 text characters	\$850
Tile (125 x 125)	\$400

**DEDICATED CUSTOM EMAIL BLASTS • \$100 CPM**

Looking for a more personal and exclusive, but far-reaching opportunity to connect with our online users? Try a Dedicated Custom Email Blast to over 39,800 sewing and embroidery enthusiasts. This dedicated, opt-in audience is fast growing and looking for all of the latest sewing & embroidery information including sales promotions, new products and favorite sewing & embroidery supplies and events.



ONLINE Ad Sizes

LEADERBOARD (SAMPLE)



Sew Simple | Current Issue | Past Issues | Downloads | Editorial Blog

Save 38% + Free Gift from Sew News!

Subscribe Now

Renew

Give a Gift Subscription

MY WORKSPACE | COMMUNITY | GALLERY | GROUPS | SHOP | OUR BLOGS | EXTRAS | MEET THE HOST

EMAIL | PRINT

SEARCH

Login | Newsletter | Connect

### Featured Members

Check out what our members are up to!






**Login:**

Username:

Password:

Remember:  [Login](#) [Forgot password?](#)

[Not a member?](#)

[Why be a member?](#)

RECTANGLE (SAMPLE)

SKYSCRAPER (SAMPLE)

**Sew Fun!**

**Groups**

Get involved. Pick a Sewing District Group to join.



**Galleries**

Register to become a Sewing District member and view sewing projects from sewers around the world.

**My Workspace**

Showcase your skills! Utilize email and gallery features - join a group of quilters or create your own!



**Message Boards**

Join us as we discuss all things Sewing.

**Extras**

Get "world wide inspired" with exclusive mash ups of your favorite articles, product spotlights, and free bonus downloads. Click the extras tab for more information.

**Embroidery Designs**

Looking for quick and easy ways to enhance your embroidery?



**All About Machine Arts**

Packed chockful of information, this comprehensive 200 page...

TILE AD (SAMPLE)

TILE AD (SAMPLE)

Send all ad files and technical inquiries to:

Creative Crafts Group, Name of Website (i.e. *CreatingKeepsakes.com*)

Ad Coordinator: Andrea Abrahamson

Address: 741 Corporate Circle, Suite A, Golden, CO 80401

Ph. (303) 215-5686 · Fax (303) 215-5601 · email [aabrahamson@creativecraftsgroup.com](mailto:aabrahamson@creativecraftsgroup.com)

## Peel Back Ad Technical Specifications

- Closed: 80 pixels wide x 100 pixels tall AND • Open: 550 pixels wide x 500 pixels tall
- Maximum initial load file size: 20KB • Maximum initial load file size: 50KB
- GIF or rich media accepted (see Rich Media Guidelines for details)
- Target URL
- Creative should be triangular (only the top right corner of a page is shown in a peel down).

## Banner Ad Technical Specifications (Based on IAB standards)

- Maximum initial load file size: 25KB • Lead Time 2 weeks
- File types: .gif, .jpeg, .swf, HTML (in.txt format with absolute image & link references) or rich media accepted see Rich Media Guidelines for details)
- Target URL
- Animation: Looping/flashing can continue upon load for a period of 15 seconds maximum.
- Audio: Audio must be initiated by User Click. Audio must end either simultaneously or before the ad finishes playing.

## Email Newsletter Ad Technical Specifications

- Maximum initial load file size: 25KB • File types: .gif or .jpeg
- No animation on any email ad units • Lead Time: 2 weeks

## Rich Media Guidelines

Creative Crafts Group uses the DoubleClick's DART ad serving system that supports most rich media. We support most IAB Rich Media Guidelines published at <http://www.iab.net/standards/richmedia.asp>.

Rich media formats supported include:

Bluestreak ..... [www.bluestreak.com](http://www.bluestreak.com) • Enliven .....[www.enliven.com](http://www.enliven.com)

Eyeblaster ..... [www.eyebalster.com](http://www.eyebalster.com) • Flash .....[www.flash.com](http://www.flash.com)

Pointroll ..... [www.pointroll.com](http://www.pointroll.com) • VideoBanner ...[www.videobanner.com](http://www.videobanner.com)

Viewpoint ..... [www.viewpoint.com](http://www.viewpoint.com) • Superstitions ...[www.superstitial.com](http://www.superstitial.com)

HTML/Javascript • Pop-under interstitial

For more information on Rich Media technology, specifications, and solutions, visit <http://richmedia.doubleclick.net>.

## Creative Crafts Group accepts:

- Ads that overlay content (User must initiate the overlay by clicking somewhere on the ad)
- Audio-enhanced ads (User must initiate the audio playing by clicking somewhere on the ad)
- Animation and video (video may start immediately, but audio must be user-initiated)
- \$5 CPM surcharge added to all Eyeblaster and Pointroll ads.

NEED MORE INFORMATION ABOUT ADVERTISING?  
PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE:

ADVERTISING AND/OR GENERAL INQUIRIES:

Wendy Thompson  
Associate Publisher  
wthomspon@creativecraftsgroup.com  
910-791-3832

MAIL ORDER ADVERTISING:

Andrea Abrahamson  
Senior Account Manager  
aabrahamson@creativecraftsgroup.com  
303-215-5686

WHOLESALE INQUIRIES:

Nicole McGuire  
Circulation Director  
nmcguire@newtrackmedia.com



• Sew News **Creative Machine Embroidery** •