

# Needlework Retailer

The Authoritative Source For Needlework News

2024  
Advertising Rate Card



**Reach Small Business Owners!** Advertise in Needlework Retailer, the go-to trade magazine retailers purposely turn to when it's time to BUY. We offer **FREE ad layout**, **FREE New Product editorials** & **FREE social media highlights** to effortlessly connect you with Store Owners. Published 6 times a year, Needlework Retailer reaches 6,500 owners of cross stitch, needlepoint, and quilt stores across the United States.

| Issue            | Space Reservation | Ad Materials Due Date | Mailed <b>FREE</b> to stores | Special Marketing Opportunities                                  |
|------------------|-------------------|-----------------------|------------------------------|--|
| Jan/Feb 2024     | Nov 13            | Nov 17                | Jan 2                        | Winter Virtual Needlepoint Show                                  |
| March/April 2024 | Jan 2             | Jan 5                 | Feb 16th                     | Nashville Needlework Market<br>Spring Needlepoint Market         |
| May/June 2024    | March 18          | March 22              | May 1                        | Spring Virtual Needlepoint Show<br>h + h Americas Trade Show     |
| July/Aug 2024    | May 13            | May 17                | July 1                       | <b>Best Sellers Section</b>                                      |
| Sept/Oct 2024    | July 15           | July 19               | Sept 2                       | Ndlwrk Expo, Ndlwrk Marketplace,<br>& Autumn Needlepoint Reunion |
| Nov/Dec 2024     | Sept 16           | Sept 20               | Nov 1                        | Christmas/Holiday Issue  |

# Needlework Retailer

## Bleed Ads



### Spread

Live: 16½" W x 9⅞" H  
Trim: 17" W x 10⅞" H  
Bleed: 17¼" W x 11⅞" H



### Full Page

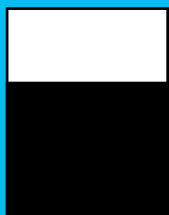
Live: 8" W x 10⅜" H  
Trim: 8½" W x 10⅞" H  
Bleed: 8¾" W x 11⅞" H



### 2/3 Page

*Vertical*

Live: 5⅞" W x 10⅜" H  
Trim: 5⅜" W x 10⅞" H  
Bleed: 5½" W x 11⅞" H



### 2/3 Page

*Horizontal*

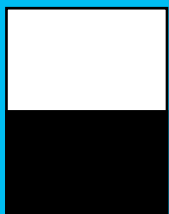
Live: 8" W x 6⅞" H  
Trim: 8½" W x 7⅞" H  
Bleed: 8¾" W x 7¼" H



### 1/2 Page Digest

*Vertical*

Live: 5⅞" W x 8⅜" H  
Trim: 5⅜" W x 8⅞" H  
Bleed: 5½" W x 8¾" H

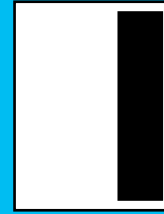


### 1/2 Page

*Horizontal*

Live: 8" W x 5½" H  
Trim: 8½" W x 5⅞" H  
Bleed: 9" W x 5⅝" H

## Non-Bleed Ads



### 1/3 Page

*Vertical*

2¼" W x 9⅞" H



### 1/3 Page

*Horizontal*

7⅞" W x 3⅞" H



### 1/3 Page

*Square*

4⅝" W x 5" H



### 1/4 Page

*Vertical*

3⅝" W x 5" H



### 1/4 Page

*Horizontal*

4⅞" W x 3¾" H



### 1/6 Page

*Vertical*

2½" W x 5" H



### 1/6 Page

*Horizontal*

4⅞" W x 2½" H



### 1/12 Page

*Horizontal*

2½" W x 2½" H

**LIVE:** Often referred to as Margin or Safety, images or text that you don't want to risk getting clipped should stay within a live area (standard ½" inside trim).

**TRIM:** Visible area after the magazine paper is cut to size.

**BLEED:** Images that extend beyond the page to guarantee clean edges (standard ¼" outside the Trim). Background colors are an example of a common use of a bleed.

*Keep all text and important information inside the Live measurement.*

## Advertising Rates (per insertion)

|           | 1X     | 1X-15% | 6X     | 6X-15% |
|-----------|--------|--------|--------|--------|
| Spread    | \$2853 | \$2426 | \$2140 | \$1819 |
| Full Page | \$1585 | \$1348 | \$1189 | \$1011 |
| 2/3 page  | \$1080 | \$918  | \$810  | \$689  |
| 1/2       | \$840  | \$714  | \$630  | \$536  |
| 1/3       | \$600  | \$510  | \$450  | \$383  |
| 1/4       | \$495  | \$421  | \$372  | \$316  |
| 1/6       | \$395  | \$336  | \$297  | \$252  |
| 1/12      | \$245  | \$209  | NA     | NA     |

1/2 page ads and larger may bleed to the edge—take advantage of this extra space!

## Save 15% on Digital Files & Reruns

Get a 15% discount for digital files or reruns from previous issues with minor edits or photo replacement. Payment is due within 30 days of the invoice. This discount can be combined with a 6X contract.

## 6X Contract Rates

Save 25% with a 6X contract (1 year/6 issues) on 1/6 page ads or larger. Ads may vary in size and content from issue to issue. This discount can be combined with the 15% discount.

## Free Ad Layout Services

Standard ad layout is free if you provide electronic materials. Layout includes your product photo, text, logo, and background. If needed, Needlework Retailer can take a high quality photograph of your product for \$75.

## Terms

Invoices are sent out after the magazine issue is mailed. Terms are net 30 days from the date of the invoice. Discounts are shown on the invoice. MasterCard/Visa will be charged at the time of invoicing.

## Standard Page Layout

Advertiser Free New Product editorials

1/4 page vertical Ads

## Free New Product Editorials

Advertisers receive first priority for their new products to be featured. Guidelines for submitting new items:

- Image of the new product 350ppi or higher.
- Description of new product including title and retail price (around 50 words per item).
- Contact info store owners will use to order (business name, phone number and website or email address)



## Submitting Materials

**Format:** High resolution PDFs with embedded fonts preferred.

**Images:** 350-450 PPI (points per inch) CMYK, TIFF or JPG files. Artwork may be submitted by email (10MB or smaller) to [info@NeedleworkRetailer.com](mailto:info@NeedleworkRetailer.com). For larger files, use the **Upload Button** at [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com). A .pdf proof will be emailed for your approval.

## Circulation

Needlework Retailer is a trade magazine published six times a year and distributed free exclusively for US retail needlework and quilt stores. Circulation is around 6,500, with careful list management to avoid duplication. Subscriptions are not open to consumers.

One year subscriptions are available to others (related to the industry) in the United States for \$17. One year Canadian subscriptions are available for \$28. Overseas and Mexico subscriptions are available for \$65. Canada, Mexico, and Overseas subscribers may sign up to receive a free email reminder to view the free online version of the magazine.



## Digital Edition

Needlework Retailer's website provides current and past issues online in a store-only section. The digital editions include direct links to advertiser websites. Visit [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com)  
 Username: needle  
 Password: work



## Buyers Guide

6X/yearly advertisers receive a **Free** listing on Needlework Retailer's online Buyers Guide of recommended wholesale suppliers with a link to their website. These links to your website are valuable tools which will increase your search engine standing.








**Stitching to Buy**  
 Ads in Needlework Retailer really do make a difference! Store owners place orders straight from the magazine!!

# Needlework Retailer

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Megan Chriswiser, editor  
 117 Alexander Ave., Ames, IA 50010  
 515-232-6507 • Fax: 800-291-0789  
[info@NeedleworkRetailer.com](mailto:info@NeedleworkRetailer.com)  
[www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com)

-  [Facebook.com/NeedleworkRetailer](https://www.facebook.com/NeedleworkRetailer)
-  [Instagram.com/NeedleworkRetailer](https://www.instagram.com/NeedleworkRetailer)
-  [Pinterest.com/NeedleworkRtlr](https://www.pinterest.com/NeedleworkRtlr)
-  [Twitter.com/NeedleworkRtlr](https://www.twitter.com/NeedleworkRtlr)
-  [YouTube.com/NeedleworkRetailer](https://www.youtube.com/NeedleworkRetailer)

## Maximize Your Impact with 6X Ads

**Target Audience:** Reach a dedicated community of store owners, ensuring your message is seen by business owners who are genuinely interested in ordering needlework and related products.

**Boost Engagement:** Connect with stitchers and store owners daily on Facebook, Instagram, & NR's blog located in the right-hand column at [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com). Every post guides stitchers to local needlework stores.

**Accessible Editions:** Access current and past issues at [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com), with direct links to advertiser websites.

**Buyers Guide Bonus:** 6X/year advertisers get a FREE listing on our Buyers Guide, offering SEO-boosting links to wholesale suppliers' websites for easy ordering.