

The Only Trade Magazine devoted entirely to the Needlework Industry


Needlework Retailer

The Authoritative Source For Needlework News

2017
Advertising Rate Card

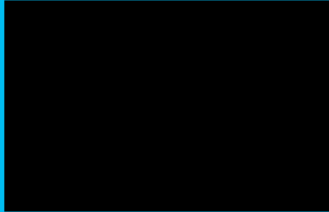


Connect with Store Owners, Advertise in the trade magazine retailers purposely turn to when it's time to buy. Reach store owners that are motivated and looking for your products! Needlework Retailer is published 6 times a year and distributed free to owners of retail needlework and quilt stores in the United States. Circulation: 9,000.

Issue	Space Reservation	Ad Materials Due Date	Mailed FREE to stores	Special Marketing Opportunities
Jan/Feb 2017	Nov 25	Nov 30	Jan 5 mail takes approx. 9 days	CHA Trade Show in Phoenix, AZ TNNA Winter Trade Show in CA
March/April 2017	Jan 6	Jan 11	Feb 16	2017 Nashville Needlework Market 
May/June 2017	March 17	March 23	May 1	TNNA NeedleArts Summer Trade Show
July/Aug 2017	May 19	May 26	July 3	Best Sellers Section
Sept/Oct 2017	July 21	July 26	Sept 1	Fall/Halloween Issue Destination: Dallas
Nov/Dec 2017	Sept 22	Sept 27	Nov 2	Christmas/Holiday Issue

Needlework Retailer

Bleed Ads



Spread

Live: 16½" W x 9⅞" H
Trim: 17" W x 10⅞" H
Bleed: 17¼" W x 11⅛" H



Full Page

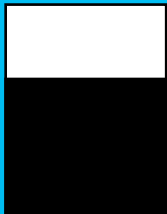
Live: 8" W x 10 ⅜" H
Trim: 8½" W x 10⅞" H
Bleed: 8¾" W x 11⅛" H



2/3 Page

Vertical

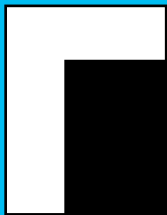
Live: 5⅞" W x 10⅜" H
Trim: 5⅜" W x 10⅞" H
Bleed: 5½" W x 11⅛" H



2/3 Page

Horizontal

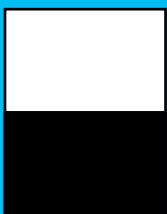
Live: 8" W x 6⅞" H
Trim: 8½" W x 7⅞" H
Bleed: 8¾" W x 7¼" H



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 5⅞" 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 ¼" 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 ⅛" outside the Trim). Background colors are an example of a common use of a bleed.

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

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 of the page for no additional charge.

Digital Files

A 15% discount is applied if you provide a digital file or rerun an advertisement from a previous issue. Slight changes to the text, or photo replacement is allowed. Payment required within 30 days of the invoice date. This discount may be combined with the 6X contract.

6X Contract Rates

A 25% discount is available if you sign up to run an ad in six consecutive issues. Only applied to 1/6 page ads or larger. Ads may vary in size and content from issue to issue. The 6X contract discount may be combined with the 15% discount.

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

1/6 page Vertical Ad

1/4 page Horizontal Ad

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 CMYK, TIFF or JPG files.

Artwork may be submitted by email (5MB or smaller) to info@NeedleworkRetailer.com. For larger files use the Upload button at 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 to owners of retail needlework and quilt stores in the United States. Approximate circulation is 9,000. We are constantly updating our mailing list, making sure each store receives only one copy, so we do not misleadingly inflate our circulation. Subscriptions are not available to the consumer.

One year subscriptions are available to others (related to the industry) in the United States for \$14. One year Canadian subscriptions are available for \$23. Overseas and Mexico subscriptions are available for \$50. Canada, Mexico, and Overseas subscribers may sign up to receive a free email reminder to view the online version of the magazine.



Autumn Collection Embroidery Floss Pack
This Autumn Collection includes one 27 yard skein of each of 36 subtle shades for your stitching and crafting pleasure. Premium quality Sullivans Floss is 100% Egyptian cotton, colorfast, fade-resistant, and tangle-free. Also included are a series of seasonal Autumn designs that can be created using the floss included in this collection. Contact Sullivans USA, Inc. Phone 800-862-8586 or visit www.SullivansUSA.net.



Arabesque
JulieMar & Friends presents new Pucci inspired designs by Sally Corey just in time for Destination DTTM - Paisleys or bright colors, these new designs come in 4 new sizes (14 x 14 depicted). See Sally's designs at Destination Dallas room 329. Contact JulieMar & Friends. Phone 856-630-8475 or visit www.juliemar.com.



Husband & Wife
New ring pillow for a wedding or a great canvas for a special anniversary. It measures 6" x 6" and is painted on 18 count canvas. Contact & more. Phone 214-460-7024 or visit www.andmorethreads.com



Peacock Welcome
This two page leaflet is a quick, fun Welcome Sampler to stitch with



New Santa stockings available at Destination Dallas in September!!
www.laborsoflovedneedlepoint.com (770) 492-9552



GRAFITEC NEEDLEPOINT COLLECTION
AFFORDABLE! AMAZING DESIGNS PRINTED BY PERMANENT SERIGRAPHY ON ZWILLGART CANVAS. REGISTRATION AND ALIGNMENT. ALL MATCHED TO THE DMC COLOR PALLET. 6" x 6" TO 39" x 51" KIT'S AVAILABLE.
DISTRIBUTED BY:
LACIS.COM
3163 Ardine St., Berkeley, CA 94703
Tel: 910-843-7178

Increase your advertising effectiveness with **FREE** online opportunities for **6X** advertisers! Engage needleworkers and store owners on a daily basis with our You Tube video channel, blog, social media and digital edition of Needlework Retailer.

Needlework Retailer News

Our blog, found along the right-hand column at www.NeedleworkRetailer.com features one new product each day, chosen from our **6X** advertisers with links to their website.



Buyers Guide

6X/yearly advertisers receive a **Free** listing on our online Buyers Guide of recommended wholesale suppliers with a link to their website. The online Buyer's Guide has a custom Google search of **6X** advertiser's websites. These links to your website are valuable tools which will increase your search engine standing.



Social Media

Stay connected with needleworkers! **6X** advertisers receive **FREE** new product listings on Needlework Retailer's Facebook, Twitter, You Tube and Pinterest social media pages.

Digital Edition

Needlework Retailer's website provides current and past issues online in a store-only section. The digital editions include links to advertiser websites.

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[YouTube.com/NeedleworkRetailer](https://www.youtube.com/NeedleworkRetailer)



[Pinterest.com/NeedleworkRtlr](https://www.pinterest.com/NeedleworkRtlr)



[Facebook.com/NeedleworkRetailer](https://www.facebook.com/NeedleworkRetailer)



[Twitter.com/NeedleworkRtlr](https://www.twitter.com/NeedleworkRtlr)

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