

# Needlework Retailer

117 Alexander Ave., Ames, Iowa 50010  
Phone 800-561-5380 or 515-232-6507 Fax 515-232-0789  
<http://www.needleworkretailer.com>

*The only trade magazine devoted entirely to  
the needlework industry.*

## 2012 Advertising Rates

	1X	1X-15%	6X	6X-15%
<b>Full Page</b>	1585	1347.25	1188.75	1010.44
<b>2/3 page</b>	1080	918.00	810.00	688.50
<b>1/2</b>	840	714.00	630.00	535.50
<b>1/3</b>	600	510.00	450.00	382.50
<b>1/4</b>	495	420.75	371.25	315.56
<b>1/6</b>	395	335.75	296.25	251.81
<b>1/12</b>	245	208.25	NA	NA

*Save 25% by signing the 6X contract!  
Save an additional 15% by sending a computer file!*

## Ad Sizes

	Vertical	Horizontal
<b>Full page</b>	8 1/2" x 10 7/8"	--
<b>2/3</b>	4 7/8" x 9 7/8"	7 1/2" x 6 3/4"
<b>1/2</b>	4 7/8" x 7 1/2"	7 1/2" x 4 7/8"
<b>1/3</b>	4 5/8" x 5"	7 1/2" x 3 1/4"
<b>1/4</b>	3 5/8" x 5"	4 3/4" x 3 3/4"
<b>1/6</b>	2 1/2" x 5"	4 7/8" x 2 1/2"
<b>1/12</b>	2 1/2" x 2 1/2"	--

*Half page ads and larger may bleed to the edge of the page  
for no additional charge.*

## Discounts For 6X Contract

A 25% discount is available if you sign up to run an ad in six consecutive issues of the Needlework Retailer. Only applied to 1/6 page ads or larger. Ads may vary in size and color from issue to issue. **The 6X contract may be combined with 15% computer file discount.** Discount does not apply to layout charges.

## For Computer Files

A 15% discount is allowed if you provide a computer file of your ad and pay within 30 days of the invoice date. Please FTP or email your ad. You can also send your ad on CD. Formats accepted include:

**PDF files (preferred format)** Embed fonts. Do not compress or sub-sample.

**InDesign files:** All images must be CMYK images. 350-400 pixels/inch. Create a .pdf file.

**Tiff images** You may send your entire ad as a tiff image. Save as CMYK, IBM tiff, 450 pixels/inch.

**Illustrator 8.0 IBM.** Group elements with Select All command. Create Outlines before saving.

Please call for other computer software.

Magazine trim size is 8 1/2" x 10-7/8". Bleeds are allowed at no additional cost for full page and 2/3 page ads. Allow 1/4" for trim. Keep text 1/2" from trim.

## For Rerun Ads

A 15% discount is allowed if you rerun an advertisement from a previous issue, make a slight change to the text, or replace your advertisement photo. Payment required within 30 days of the invoice date. Discount may be combined with 6X contract.

## 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.

## Electronic Transfer Email

Small ad files up to 5 MB may be sent via email to [info@needleworkretailer.com](mailto:info@needleworkretailer.com). Zipped or Stuffed files are accepted. Please label files with your business name and issue date. Example: ABCCompanyMayAd2010.pdf

## FTP

Visit our website [www.needleworkretailer.com](http://www.needleworkretailer.com) to FTP advertisements larger than 5MB. Click on the Send Files link and follow the easy-to-use directions.

## Layout Services

**Standard ad layout is free if you provide digital photographs and logo graphics.** A standard layout includes your product photo, text, logo and background. If needed, we can take a high quality photograph of your product for \$75.00.

## Color Printing

Contact us for a price quote on trade show banners, flyers, catalogs and postcards.

## 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. One year subscriptions are available to others (related to the industry) in the United States for \$12. One year Canadian subscriptions are available for \$18. Overseas and Mexico subscriptions are available for \$40. Overseas subscribers may sign up to receive a free email reminder to view .pdf version of the magazine online.

Approximate circulation is 10,500. 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.

## Closing Dates

<b>2012 Issue</b>	<b>Space Reservation</b>	<b>Ad Deadline</b>	<b>Mail Date</b>
Jan/Feb	November 30	December 7	January 5
Mar/Apr	February 10	February 17	March 15
May/June	April 11	April 18	May 15
July/Aug	June 6	June 13	July 12
Sept/Oct	August 7	August 14	September 13
Nov/Dec	October 5	October 12	November 8

**Space Reservation:** The last day to reserve ad space and to provide materials if we will be doing the ad layout work.

**Ad Deadline:** All computer files must be received by this date.

**Mail Date:** The anticipated mailing date of the magazine.

## Special Issue Information

Each issue of Needlework Retailer provides a great reason to advertise! Whether it is additional distribution at a trade show, seasonal issues to enhance product sales, or holiday issues brimming with gift ideas, you're sure to find Needlework Retailer targets your market!

<b>Jan/Feb</b>	TNNA Winter Trade Show, CHA Winter Trade Show & TNNA Nashville Market
<b>Mar/Apr</b>	The Needlework Show, Destination: Dallas, NENA & Needlepoint Showcase
<b>May/June</b>	International Quilt Market TNNA Summer NeedleArts Market
<b>July/Aug</b>	TNNA Fall Needlecraft Market, Bestselling Products & Needlepoint Showcase
<b>Sept/Oct</b>	The Fall Needlework Show Fall Quilt Market
<b>Nov/Dec</b>	Holiday Issue & Needlepoint Showcase

## Needlepoint Showcase

This special section **just for needlepoint products** appears in the March/April, July/Aug and Nov./Dec. issues. Individual showcase ads consist of a color product photo, a 25 word product description and company contact information. The cost is only \$150. You may send an item to be photographed or we can use your photo.

## Editorial Support

**Take advantage of Needlework Retailer's Free editorial support!** Advertisers receive first priority for our new product editorials. Simply send in a photo or leaflet along with information about your new product. You may email an image to [info@needleworkretailer.com](mailto:info@needleworkretailer.com) (500-700 pixels are needed to print a 2 inch wide image). Include your product name, your company name, along with the phone number and website you would like in the editorial. Also, please include the retail price of your new design or product.

## Website Support

**Needlework Retailer's website provides current and past issues online in a store-only section.** 6X/yearly advertisers receive a **Free** listing on our online Buyer's 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. Needlework Retailer News, our online blog, features 6X advertisers' new products with links to their website. These links to your website are valuable tools which will increase your search engine standing.

## Mailing and Shipping Info

*Needlework Retailer*  
117 Alexander Avenue  
Ames, Iowa 50010

# Needlework Retailer

## 2012 Rate Card

## For More Information

**Megan Chriswiser**, editor,  
*Needlework Retailer*,  
117 Alexander Ave., Ames, Iowa 50010

**Phone: 515-232-6507 or 800-561-5380**

Fax: 515-232-0789 or 800-291-0789

Email: [info@needleworkretailer.com](mailto:info@needleworkretailer.com)

Visit Needlework Retailer's website for industry updates and needlework news at

<http://www.needleworkretailer.com>