

The Only Trade Magazine devoted entirely to the Needlework Industry

2021
Advertising Rate Card

Needlework Retailer

The Authoritative Source For Needlework News



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 cross stitch, needlepoint and quilt stores in the United States. Circulation: 8,000.

Issue	Space Reservation	Ad Materials Due Date	Mailed FREE to stores	Special Marketing Opportunities
Jan/Feb 2021	Nov 23	Nov 27	Jan 4	Welcome a New Year of Stitching!
March/April 2021	Jan 22	Jan 26	March 1	The Spring Needlepoint Show
May/June 2021	March 22	March 26	May 3	Summer Stitching Father's Day
July/Aug 2021	May 17	May 21	July 1	Best Sellers Section
Sept/Oct 2021	July 19	July 23	Sept 1	Destination: Dallas Fall/Halloween Issue
Nov/Dec 2021	Sept 27	Oct 1	Nov 1	Christmas/Holiday Issue