

embroidery

THE TEXTILE ART MAGAZINE

2016/17
RATE CARD

EMBROIDERY MAGAZINE

The only authority on stitched textiles. . .

Embroidery is the only **magazine** exclusively devoted to all aspects of embroidery in design, art, craft and culture.

We are known for **quality** and **innovation** – for promoting embroidery through the work of influential artists, designers and makers using stitched thread as their medium.

Both **professionals and enthusiasts** turn to Embroidery for our exceptional editorial on art, design, fashion, events, trends, history, exhibitions and culture. **More than 76% have a specific interest in textile-related exhibitions, textile artists, events and embroidery in design.**

We have an **impeccable history** – Embroidery was founded in 1932 – making us the world's longest established magazine for the applied arts. Our pedigree ensures our editorial is trusted by the community we serve – from retailers, curators and designers, to artists and home stitchers.

READERSHIP

We have a dedicated following. . .

54% of our readers have been subscribing for more than 7 years, another 32% have been subscribing 2-6 years.

It is a magazine that readers keep. 46% keep all of their copies, whilst 52% share and pass on their copies to friends and family.

The majority are female aged between 22 and 55. They are artists, enthusiasts, students, designers and craftspeople, teachers, curators, gallerists, dealers and retailers. Their income is above average. The majority are educated to degree level or above. Their purchases are influenced by our editorial. They regularly attend sewing shows and exhibitions throughout the year. They count fine art, gardening, historic houses, museums, theatre and overseas travel to pursue textiles among their interests. Source; Reader's Survey 2012.

DATA

Embroidery is published six times a year.
6,000 print run: majority purchased on subscription.
Our subscribers live in Europe, USA and Australia.
Our digital edition was launched in 2013 and is growing.



(costs are per single insertion and exclude VAT)

	Single Issue £	3 Issues £ (15% disc.)	6 Issues £ (20% disc.)
DPS	1400.00	1190.00	1120.00
OBC	800.00	680.00	640.00
IBC	750.00	637.50	600.00
IFC	750.00	637.50	600.00
Full Pg	700.00	595.00	560.00
Half Pg	360.00	306.00	288.00
Quarter Pg	200.00	170.00	160.00
Eighth Pg	100.00	85.00	80.00
Banner from	100.00	85.00	80.00

TECHNICAL SPECIFICATIONS

Artwork should be supplied via email to margaridar@media-shed.co.uk in the following format:

PDF Specification.

Pdf files must be pdf/x-1a:2001 format.

Files must not contain any transparent elements.

PDF files to be supplied as composite CMYK.

Files must be supplied as single pages. If there are double

page spreads, it is preferred that two single PDFs are supplied.

For full page adverts a bleed area of 4 mm must be contained within the file.

Crop marks at trim size (210 x 297mm).

All images must be high resolution (300 dpi recommended), and CMYK format.

All fonts must be embedded and subset.

Pseudo (stylised) italics and bold fonts must not be used.

Note: no liability is accepted by the publisher for reproduction of files sent that do not comply with the above specifications.

Files should be no larger than 3mb.

Design services for artwork are available.

ADVERTISING DEADLINES 2017/2018

Cover date	copy by	on sale
Mar/Apr	29 Jan	23 Feb
May/Jun	3 Apr	27 Apr
Jul/Aug	4 Jun	29 Jun
Sep/Oct	6 Aug	31 Aug
Nov/Dec	1 Oct	26 Oct
Jan/Feb	26 Nov	28 Dec

MECHANICAL DATA

Eighth Pg	60 x 90mm
Quarter Pg	126 x 90mm
Half Pg	126 x 185mm horizontal or 260 x 90mm vertical
Full page	303 x 216mm (Bleed) 296 x 210 (Trim)

TERMS AND CONDITIONS

Cancellation in writing required 60 days prior to insertion date.

Special positions should be secured 60 days in advance.

Costs given are per single insertion and exclude vat.

To find out more about promoting your products and services, please call Margarida Ribeiro on 020 3137 8583, E: margaridar@media-shed.co.uk

