

THE TEXTILE ART MAGAZINE

embroidery

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% of our readers 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.

DATA

Embroidery is published six times a year.

6,000 print run: majority purchased on subscription.

Our subscribers live in Europe, USA and Australia.

We have offered a digital edition since 2013.

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.

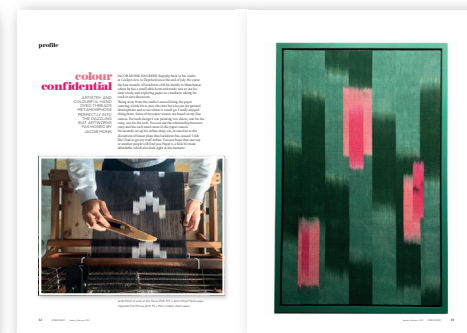
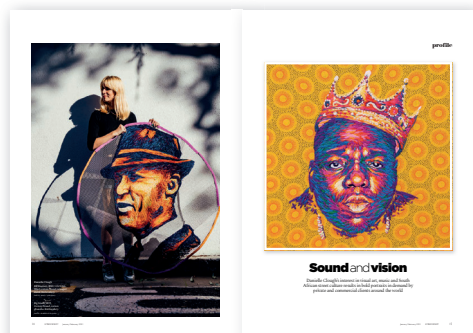
The majority are educated to degree level or above.

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 SURVEY.



THE TEXTILE ART MAGAZINE

embroidery

RATE CARD

RATES

Costs are per single insertion and exclude VAT

	SINGLE ISSUE £	3 ISSUES £ 15% discount	6 ISSUES £ 20% discount
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

ADVERTISING DEADLINES

COVER DATE

January • February
March • April
May • June
July • August
September • October
November • December

COPY BY

end November
end January
end March
end May
end July
end September

ON SALE

end December
end February
end April
end June
end August
end October

MECHANICAL DATA

Width by height

Eighth page 90 x 60mm
Quarter page 90 x 126mm
Half page 185 x 126mm horizontal or 90 x 260mm vertical
Full page 216 x 303mm (including bleed) 210 x 297mm (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 Media Shed on 020 3475 6811 or email info@media-shed.co.uk

TECHNICAL SPECIFICATIONS

Artwork should be supplied via email to info@media-shed.co.uk

Please supply print ready PDF files using the following format:

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

All fonts must be embedded or converted to outlines.

Black text is 100% black and not a mix of CMYK. White text is not set to overprint.

Files must not contain any transparent elements.

PDF files to be supplied as composite CMYK, no special or Pantone colours or RGB can be used.

For **full page adverts** a bleed area of 4 mm must be added to the trim size. Crop marks at trim size (210 x 297mm). Artwork must be at least 10mm from the edge of the page.

Supply double page spreads as two single PDFs.

Save files as pdf/x-1a:2001 when available.

Files should be no larger than 5mb.

Design services for artwork are available.

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

