

# threads

## The #1 Source for Sewing Enthusiasts

*Threads* is at the heart of an active, engaged community built on a passion for sewing. Our readers have made *Threads* the most trusted resource for sewing advice for more than 30 years. *Threads* offers 100% sewing content—a wide range of in-depth, useful information from noted experts.

With a mix of inspiring features and step-by-step instruction, *Threads* is accessible to sewers eager to advance their sewing, tailoring, fitting, garment construction, and embellishment skills. *Threads* readers spend time learning about new skills and tools and have the resources to buy patterns, machines, tools, and materials frequently.

By combining our authoritative brand with a wide range of capabilities, *Threads* offers integrated solutions that enable advertisers to create unique experiences, build value, and connect to our influential and engaged audience. Whatever the medium, *Threads* delivers superior results across all platforms—print, digital, video, social, and more.



**CONTACT: Threads Advertising Team • 800-309-0383 x3540 • thads@taunton.com • ThreadsMagazineMediaKit.com**

# THE LEADING BRAND YOUR BEST CUSTOMERS



# threads

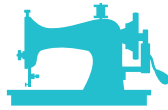
## HIGHLY ENGAGED AUDIENCE *with* PURCHASING POWER



**2.5**  
hours spent  
reading  
each issue



**\$32.95**  
average  
subscription  
price



**9**  
hours a week  
spent sewing



**\$4.4k**  
spent annually on  
related purchases



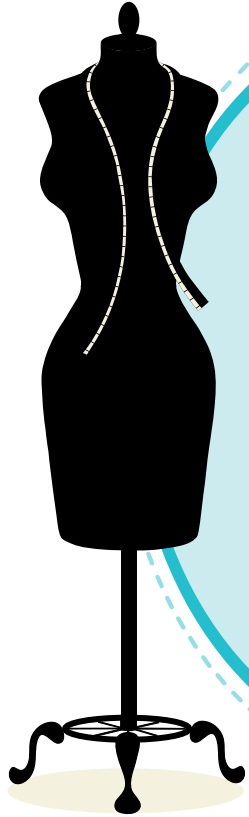
**\$314m**  
in buying power



**\$131k**  
average HHI



**\$450k**  
average home  
market value



As the most trusted source for garment sewing techniques, *Threads* is at the heart of an active, engaged community. With a mix of inspiring features and step-by-step instruction, *Threads* is accessible to sewers eager to advance their sewing, tailoring, fitting, garment construction, and embellishment skills.



## REACH



**68k**  
paid circulation



**8k**  
paid  
memberships



**250k**  
unique  
visitors



**105k**  
eLetter  
subscribers



**Podcast**



**Live Events**

## CONNECTED



**130k** subscribers



**122k** likes



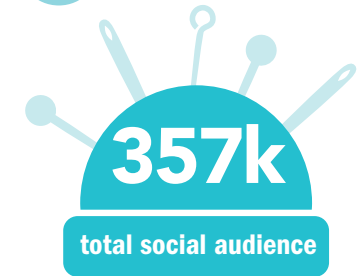
**30k** followers



**14k** followers



**61k** followers



Source: Audience Profiling Study, Harvey Research, Inc. 2017

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## 1+ Million Brand Universe



### PRINT

Threads magazine  
Bi-monthly  
**67,756** circulation

### DIGITAL

ThreadsMagazine.com  
**250,000** average uniques/month  
Paid members: **8,261**

### DIGITAL EDITIONS & APPS

Downloads: **73,405**

### THREADS SOCIAL

Facebook: **122,786**  
Twitter: **14,000**  
Pinterest: **61,000**  
Instagram: **30,000**  
YouTube: **130,397**

### VIDEO

Average video plays per month on our popular long- and short-form videos: **51,000**

### PODCAST

Downloads: **41,573**

### eLETTER

Threads  
Weekly:  
**105,000+** opt-in subscribers

### DEDICATED EMAIL

Threads  
Custom:  
**90,000** eblast recipients