

The logo for Threads, featuring the word "threads" in a white, lowercase, serif font inside a blue rounded square.

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 • thads@taunton.com • ThreadsMagazineMediaKit.com

1+ Million Brand Universe



PRINT

Core Magazine
Bi-monthly
71,430 circulation

DIGITAL

ThreadsMagazine.com
398,000 average uniques/month
Paid Members: 8,261

CraftStylish.com
220,000 average uniques/month
Registered Members: 87,171

DIGITAL EDITIONS & APPS

Downloads: 73,405

THREADS SOCIAL

Facebook: 113,196
Twitter: 12,900
Pinterest: 42,000
Instagram: 12,500
YouTube: 79,779

CRAFTSTYLISH SOCIAL

Facebook: 9,475
Twitter: 4,898
Pinterest: 2,600
YouTube: 1,536

VIDEO

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

eLETTERS

Threads
115,000+ opt-in subscribers,
Weekly

CraftStylish
35,000+ opt-in subscribers,
Bi-weekly