

## Print Demographic Profile

Affluent, Educated Sewers	
Female	99%
Married	74%
4-year degree or more	66%
Average household income	\$131,430
Own a home	91%
Average value of home	\$449,730
Average age	62.3
Highly Engaged	
Have a dedicated sewing room	96%
Number of projects completed per year	16.4
Hours per week spent sewing	8.8
Number of years involved in sewing/crafts	37.6
Intermediate skill level	45%
Advanced/highly skilled/expert	54%

Ready to Spend	
Have taken action as a result of reading <i>Threads</i>	98%
Have purchased a product or service advertised in <i>Threads</i>	53%
Would consider buying a product or service advertised	94%
Have requested information on a product or service advertised in <i>Threads</i>	77%
Find advertising extremely/very/somewhat useful	95%
Spent annually on related purchases	\$4,400
In buying power	\$314 million
Loyal to <i>Threads</i>	
Consider <i>Threads</i> one of their favorites/very good/good	94%
Visit <a href="http://ThreadsMagazine.com">ThreadsMagazine.com</a> 1+ times per month	60%
Average number of issues read of the last four	3.8
Time spent with each issue	2.5 hours

Source: Taunton Audience Profiling Study, Harvey Research, Inc. 2016



## 2019 Rate Card – Net

	1X	3X	6X
<b>4-COLOR DISPLAY</b>			
Spread	\$13,915	\$13,082	\$11,547
Full Page	\$7,323	\$6,885	\$6,078
2/3	\$5,202	\$4,883	\$4,314
1/2	\$4,021	\$3,783	\$3,336
1/3	\$2,784	\$2,614	\$2,308
1/4	\$2,155	\$2,023	\$1,758
1/6	\$1,466	\$1,381	\$1,216
1/8	\$1,097	\$1,033	\$918
1/12	\$701	\$663	\$582

### PREMIUM POSITIONS

Cover 2	\$8,789	\$8,262	\$7,293
Cover 2 Spread	\$15,304	\$14,391	\$12,703
Cover 3	\$8,054	\$7,574	\$6,685
Cover 4	\$10,617	\$9,983	\$8,815

### 2-COLOR DISPLAY

Full Page	\$6,069	\$5,704	\$5,036
2/3	\$4,305	\$4,055	\$3,579
1/2	\$3,332	\$3,132	\$2,767
1/3	\$2,304	\$2,168	\$1,913
1/4	\$1,781	\$1,679	\$1,483
1/6	\$1,216	\$1,143	\$1,007
1/8	\$910	\$859	\$752
1/12	\$582	\$544	\$489

	1X	3X	6X
<b>BLACK &amp; WHITE DISPLAY</b>			
Full Page	\$5,232	\$4,917	\$4,344
2/3	\$3,719	\$3,494	\$3,086
1/2	\$2,873	\$2,703	\$2,380
1/3	\$1,989	\$1,870	\$1,649
1/4	\$1,539	\$1,445	\$1,279
1/6	\$1,046	\$986	\$871
1/8	\$782	\$740	\$655
1/12	\$502	\$476	\$417

### SEWING CORNER - SIZE 2"

4-Color	\$646	\$621	\$578
2-Color	\$540	\$519	\$480
Black & White	\$451	\$429	\$400

### MARKETPLACE – 2-COLOR

1"	\$276	\$259	\$238
1.5"	\$429	\$400	\$353

### MARKETPLACE – BLACK & WHITE

1"	\$230	\$217	\$200
1.5"	\$357	\$332	\$293

Note that net rate reflects 15% discount for providing camera-ready artwork

## Call for Package Rates

We recommend integrated solutions to achieve the best overall results.

Contact: Tracey Lenahan  
 Advertising Sales Manager  
 Direct: 203-304-3540  
 Email: TLenahan@Taunton.com

## Magazine Mechanical Requirements

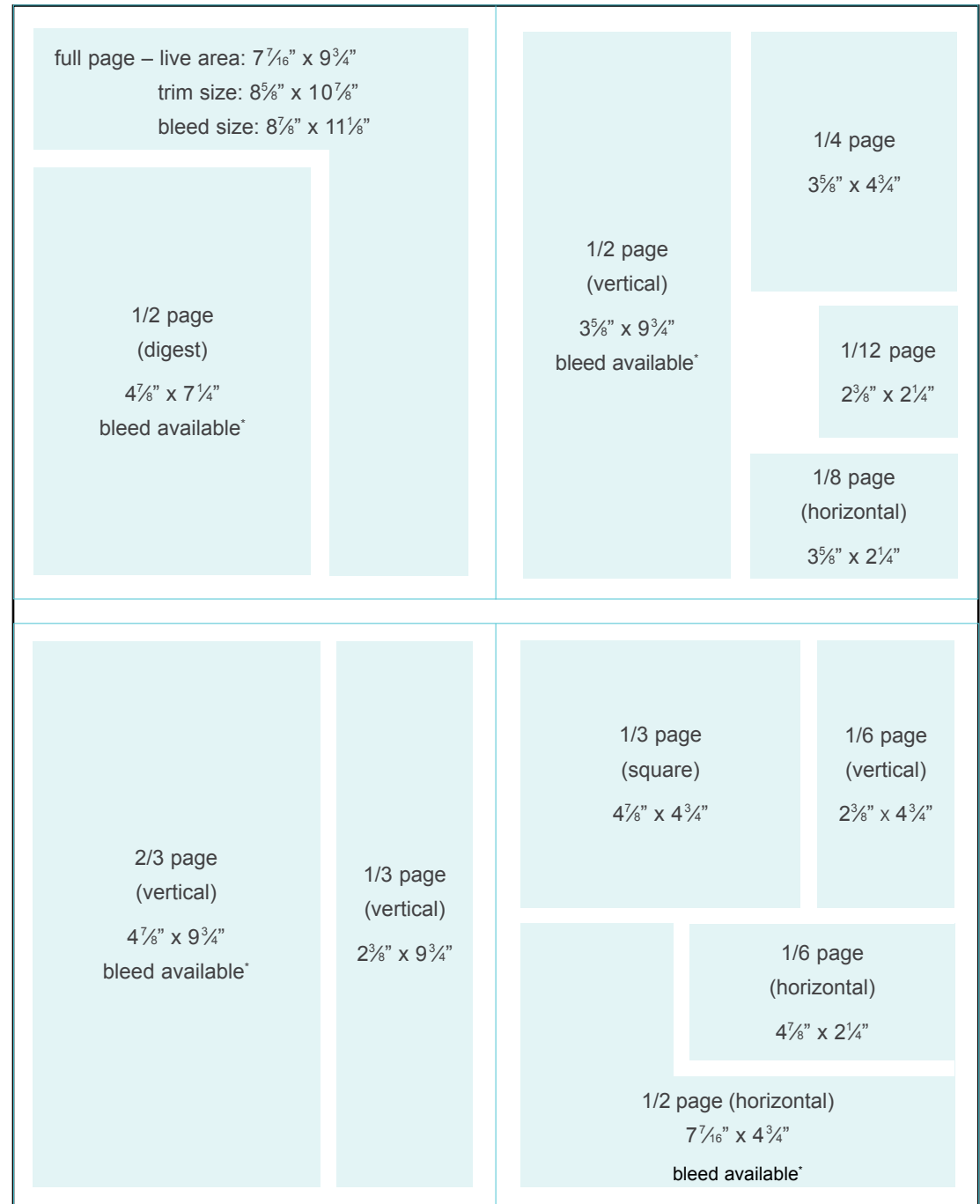
### Page Unit Sizes (width x height)

Spreads: Bleed all sides 17 1/2" x 11 1/8"

Sewing Corner: 2 3/8" x 2"

Marketplace: 2 3/8" x 1 1/2"  
2 3/8" x 1"

\*Bleed available only for 1/2 page and larger ads. All sizes effective 2019.



## Magazine Mechanical Requirements

### Page Unit Sizes

<b>Threads Print Specs</b>	<b>Live Area (width x length)</b>	<b>Bleed Available (width x length)</b>
2-Page Spread		17.5 x 11.125
Full Page	7.458 x 9.75	8.875 x 11.125
2/3 Page Vertical	4.917 x 9.75	5.646 x 11.125
1/2 Page Digest	4.917 x 7.25	5.646 x 8.042
1/2 Page Horizontal	7.458 x 4.75	8.875 x 5.542
1/2 Page Vertical	3.646 x 9.75	4.375 x 11.125
1/2 Page Spread Bottom with Bleed		17.5 x 5.542
1/3 Page Square	4.917 x 4.75	N/A
1/3 Page Vertical	2.375 x 9.75	N/A
1/4 Page	3.646 x 4.75	N/A
1/6 Page Horizontal	4.917 x 2.25	N/A
1/6 Page Vertical	2.375 x 4.75	N/A
1/8 Page Horizontal	3.646 x 2.25	N/A
1/12 Page	2.375 x 2.25	N/A
2-Inch Sewing Corner	2.375 x 2	N/A
1-½ Inch Marketplace	2.375 x 1.5	N/A
1-Inch Marketplace	2.375 x 1	N/A

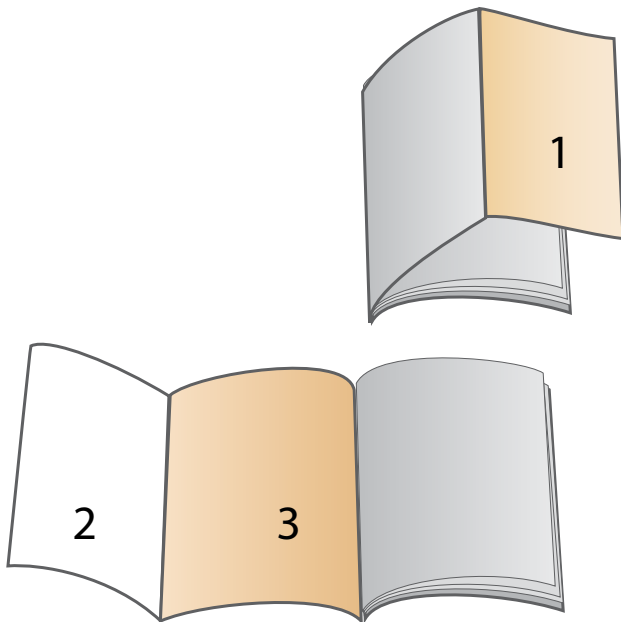
**Email ads to:  
Ads@Taunton.com**

*Please indicate ad is for Threads.*

## Special Print Opportunities

### Let Us Help Your Brand Stand Out

*Threads* magazine has many ways you can leverage our print customization to make a splash, reach the audience you want, deliver custom messaging, and more. Ask us how we can customize your print presence.



### Opportunities to consider

- **Fifth colors:** Add a PMS color or a varnish to a page
- **Business Reply Card (BRC)** paired with a full-page ad
- **Single Sheet Insert (SSI)** – one sheet, but 2 pages of space
- **Brochures** – 4 or more pages, full size or smaller, tear out or permanent
- **Gatefolds** positioned with the text or on the cover – many styles available
- **Dot-whacking** – a sticker applied to the front cover or a text page
- **Cover versioning** – text, design, photo, wrap, price, sticky notes, flaps, gates
- **Audience splits** – subscriber vs. newsstand copies
- **Regional content** to reach a small portion of our audience
  - Regional inserts are easy to accomplish and inexpensive to produce
  - Regional ads are not typical and are more costly
- **Ride-alongs** – enclosed in a polybag or bound in
  - generally product samples that weigh less than 3.5 oz. (examples: CDs/ DVDs, swatch, color chart)
- **Personalization** added to our subscriber copies to boost response
- **Origami** – die cut, glued, paper and plastics as distinctive (and expensive) projects

### Price

- Varies by project
- We are happy to work with you on specific needs

## Print Spec Details

### Art Preparation/Specifications

Full-Page/Fractional Ads: We accept digital files only, preferably high resolution, CMYK, font-embedded PDF or PDF/X-1a. Ads must be prepared according to our specification guidelines, which are available by contacting the Advertising Coordinator at 866-505-4687 or emailing inquiries to Ads@Taunton.com. All ads must be accompanied by a proof made from the file submitted to verify content. Color ads must be accompanied by a high-quality, color proof calibrated to SWOP specifications. For black-and-white ads without half-tone images, a high-quality computer printout (600 dpi or greater) is acceptable. We reserve the right to charge for processing time in the event the file does not meet ad specification guidelines. All ads must reach the size of the space ordered at some point in width and height.

### Production Data

Trim size: 8  $\frac{5}{8}$ " x 10  $\frac{7}{8}$ " • Binding: Perfect bound • Printing: Black & white, 4-color process; text and cover – web offset • Paper: Text – 45-lb. coated stock; cover – 100-lb. coated stock

### Bleed Requirements

Bleed available only for half page and larger. Bleed image should be limited to tints or background. Live matter, including type, must be kept within the live area, which starts  $\frac{5}{8}$ " from top,  $\frac{3}{4}$ " from bottom,  $1\frac{1}{16}$ " from left, and  $\frac{3}{4}$ " from right of the bleed ad size.

### Publication Services

In-house production services are available for an additional charge and they are non-commissionable. Contact the Advertising Coordinator for details. Please note: All publication services will be billed at trade rates. Ads requiring work by the Publisher may not qualify for the camera-ready discount.

**Deadline for Publisher-set copy is 7 days prior to closing date.**

### Position Requests

Considered but not guaranteed.

### Shipping and Production Information

All advertising materials should be shipped directly to: Advertising Coordinator • The Taunton Press, 63 South Main Street • PO Box 5506, Newtown, CT 06470-5506 • Phone: 866-505-4687 • Fax: 203-426-3434 • Email: Ads@taunton.com (Please indicate ad is for *Threads*.)

### Billing Questions

Please contact the Business Office at 800-926-8776 x3245 • Email: BusinessOffice@Taunton.com