

# Magazine Mechanical Requirements

## Page Unit Sizes

| Threads Print Specs               | Live Area (width x length) | Bleed Available (width x length) |
|-----------------------------------|----------------------------|----------------------------------|
| 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                              |
| Sewing Corner                     | 2.375 x 2                  | N/A                              |
| Marketplace                       | 2.375 x 1.5                | N/A                              |
| Marketplace                       | 2.375 x 1                  | N/A                              |

Email ads to:  
**Ads@Taunton.com**  
*Please indicate ad is for Threads.*



# Print Spec Details

## Art Preparation/Specifications

Full-Page/Fractional Ads: We accept digital files only, preferably high resolution, cymk, 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, full resolution color proof calibrated to SWOP specifications. For black & white ads without halftone 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 5/8" x 10 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 1/2 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 5/8" from top, 3/4" from bottom, 11/16" from left, and 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, ext. 3606 • Email: BusinessOffice@Taunton.com

## 2017 Rate Card – Gross

|                        | 1X       | 3X       | 6X       |
|------------------------|----------|----------|----------|
| <b>4-COLOR DISPLAY</b> |          |          |          |
| Spread                 | \$16,370 | \$15,390 | \$13,585 |
| Full Page              | \$8,615  | \$8,100  | \$7,150  |
| 2/3                    | \$6,120  | \$5,745  | \$5,075  |
| 1/2                    | \$4,730  | \$4,450  | \$3,925  |
| 1/3                    | \$3,275  | \$3,075  | \$2,715  |
| 1/4                    | \$2,535  | \$2,380  | \$2,100  |
| 1/6                    | \$1,725  | \$1,625  | \$1,430  |
| 1/8                    | \$1,290  | \$1,215  | \$1,080  |
| 1/12                   | \$825    | \$780    | \$685    |

### PREMIUM POSITIONS

|                |          |          |          |
|----------------|----------|----------|----------|
| Cover 2        | \$10,340 | \$9,715  | \$8,580  |
| Cover 2 Spread | \$18,005 | \$16,930 | \$14,945 |
| Cover 3        | \$9,475  | \$8,910  | \$7,865  |
| Cover 4        | \$12,490 | \$11,745 | \$10,370 |

### 2-COLOR DISPLAY

|           |         |         |         |
|-----------|---------|---------|---------|
| Full Page | \$7,140 | \$6,710 | \$5,925 |
| 2/3       | \$5,065 | \$4,770 | \$4,210 |
| 1/2       | \$3,920 | \$3,685 | \$3,255 |
| 1/3       | \$2,710 | \$2,550 | \$2,250 |
| 1/4       | \$2,095 | \$1,975 | \$1,745 |
| 1/6       | \$1,430 | \$1,345 | \$1,185 |
| 1/8       | \$1,070 | \$1,010 | \$885   |
| 1/12      | \$685   | \$640   | \$575   |

|                                  | 1X      | 3X      | 6X      |
|----------------------------------|---------|---------|---------|
| <b>BLACK &amp; WHITE DISPLAY</b> |         |         |         |
| Full Page                        | \$6,155 | \$5,785 | \$5,110 |
| 2/3                              | \$4,375 | \$4,110 | \$3,630 |
| 1/2                              | \$3,380 | \$3,180 | \$2,800 |
| 1/3                              | \$2,340 | \$2,200 | \$1,940 |
| 1/4                              | \$1,810 | \$1,700 | \$1,505 |
| 1/6                              | \$1,230 | \$1,160 | \$1,025 |
| 1/8                              | \$920   | \$870   | \$770   |
| 1/12                             | \$590   | \$560   | \$490   |

### SEWING CORNER

|               |       |       |       |
|---------------|-------|-------|-------|
| 4-Color       | \$760 | \$730 | \$680 |
| 2-Color       | \$635 | \$610 | \$565 |
| Black & White | \$530 | \$505 | \$470 |

### MARKETPLACE – 2-COLOR

|      |       |       |       |
|------|-------|-------|-------|
| 1"   | \$325 | \$305 | \$280 |
| 1.5" | \$505 | \$470 | \$415 |

### MARKETPLACE – BLACK & WHITE

|      |       |       |       |
|------|-------|-------|-------|
| 1"   | \$270 | \$255 | \$235 |
| 1.5" | \$420 | \$390 | \$345 |



# 2017 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        | \$5,712  | \$5,372 | \$5,143 |
| Cover 2 Spread | \$9,949  | \$9,354 | \$8,955 |
| Cover 3        | \$5,236  | \$4,922 | \$4,713 |
| 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

|               |       |       |       |
|---------------|-------|-------|-------|
| 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

# Print Demographic Profile

| <b>Affluent, Educated Sewers</b>          |           |
|---|-----------|
| 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      |
| <b>Highly Engaged</b>                     |           |
| 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%       |

| <b>Ready to Spend</b>   |               |
|---|---------------|
| 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 |
| <b>Loyal to <i>Threads</i></b>  |               |
| 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

# 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 2015.

