

ThreadsMagazine.com Demographic Profile

Affluent, Educated Sewers	
Age	60
Female	97%
Married	66%
4-year degree or more	56%
Average household income	\$99,408
Own a home	83%
Average value of home	\$436,596
Highly Engaged	
Have a dedicated sewing room	87%
Number of projects completed per year	15.7
Hours per week spent sewing	7.3
Number of years involved in sewing/crafts	35.2
Intermediate skill level	49%
Advanced/highly skilled/expert	44%
<i>Threads</i> is one of my favorites/very good/good	87%

Ready to Click and Buy	
Find advertising extremely/very/somewhat useful	83%
Have requested information on a product or service as a result of reading	59%
Would consider buying a product or service they saw advertised	82%
Ready to Spend	
Spent annually on related purchases	\$2,800

Threads Audience Proficiency Study Harvey Research, Inc. 2016



ThreadsMagazine.com Digital Rates

Ad Unit	Size	Rate
Run of Site (ROS)	300 x 250, 728 x 90	\$10 CPM
Taunton Audience Platform	728 x 90, 300 x 250	\$12 CPM
Pre-Roll	Up to a 15-second high resolution movie file	\$30 CPM
Site Skin Takeover	200 x 800 (2), 728 x 90, 300 x 250	\$1,500/day
Interstitial	640 x 480	\$50 CPM
Geographic/Contextual Targeting	728 x 90, 300 x 250	\$18 CPM
Mobile Sponsorship	320 x 50	\$15 CPM
Billboard - Rising Star Unit	970 x 250	\$18 CPM
Portrait - Rising Star Unit	300 x 1050	\$18 CPM
Pushdown - Rising Star Unit	970 x 90	\$18 CPM
Half-Page - Rising Star Unit	300 x 600	\$15 CPM

CPM = cost per thousand impressions

Impression = the number of times an ad is visibly displayed in front of a visitor

Ad Unit	Size	Rate
InRead - Video Ad Unit	16:9 HD, format: mp4, mov under 10MB	\$25 CPM
Native Advertising	Content plus 728 x 90/300 x 250	\$30 CPM
eLetter Share of Voice Button	300 x 100	\$250 per eLetter
eLetter MREC	300 x 250	\$15 CPM
eLetter Half Page	300 x 600	\$20 CPM
eLetter Enhanced	Two 300 x 250 units plus site roadblock on linked content (LDR and MREC ad units)	\$30 CPM
Issue Preview Email	300 x 250	\$25 CPM
Dedicated e-Blast	600 pixel width max	\$50 CPM

Podcast sponsorship opportunities: please inquire for details.

WE'LL HELP YOU BUILD A CUSTOM ONLINE CAMPAIGN

- Standard IAB Units
- Rich Media Units
- Contextual Targeting
- Pre-Roll
- Social Media Programs
- Lead Generation
- Content Integration
- Custom Video

ThreadsMagazine.com Digital Specs

Run of Site Specs

Ad Unit	Dimensions
MREC	300 x 250
MREC Expansion	300 x 250 (max 504 x 250)
Leaderboard	728 x 90
Leaderboard Expansion	728 x 90 (max 728 x 225)
Mobile Sponsorship	320 x 50
Taunton Audience Platform (TAP)	728 x 90 and 300 x 250

File format: .jpg, .html5, .gif (.swf accepted, but not recommended)

Max file size: 40k at 72 dpi; 200k for html5

Animation loops: 15 seconds at 3 loops max with CTA in final frame

Run of Site Specs and Expansion Units: Accepts third-party banners and site-served banners

eLetter Specs

Ad Unit	Dimensions
MREC eLetter	300 x 250
Half Page eLetter	300 x 600
SOV Button eLetter	300 x 100
eLetter Enhanced	Two 300 x 250 units plus Site Roadblock (LDR 728 x 90 + MREC 300 x 250 ad units)

File format: .jpg, .gif

eLetter Specs: Site-served banners only

ThreadsMagazine.com Digital Specs

Rich Media Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners	
				TP	SS
Pre-roll	High-resolution at 1080p (1920 x 1080). 16 x 9 aspect ratio	.jpg, .gif, .html5, .swf,*	40k at 72dpi with 25 frames per second max, 15 seconds total	Yes	Yes
Site Skin	Two (2) 200 x 800 images, 60kb each side, site content is 990px.	.jpg or .png	100k at 72dpi	Yes	Yes
Interstitial	640 x 480	original .fla, .swf,* .jpg	75k at 72 dpi, 10 seconds with 24 frames per second max	No	Yes

Rising Star Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners	
				TP	SS
Billboard	970 x 250	.jpg, .gif, .html5, .swf*	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No
Portrait	300 x 1050	.jpg, .gif, .html5, .swf*	80k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	Yes
Pushdown	970 x 90	.jpg, .gif, .html5, .swf*	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	Yes
Half Page	300 x 600	original .fla, .jpg, .swf*	60k at 72dpi with 24 frames per second	Yes	Yes

Rising Star Units to be advertiser created/supplied. Please refer to IAB website – www.iab.com – for more detailed specifications.

*.swf files accepted, but not recommended

TP: Third-party banners

SS: Site-served banners