

A woman with glasses and a white shirt is sitting at a wooden table, operating a white sewing machine. She is focused on her work, with her hands near the machine. On the table in front of her are several spools of colorful thread in shades of pink, red, and white. To her right, a piece of light purple fabric is draped over the edge of the table. In the background, a white shelving unit is filled with various items, including books, fabric rolls, and decorative objects. A black dressmaker's mannequin stands to the right of the woman. On the left, a metal clothing rack holds a long, light-colored dress. The overall atmosphere is bright and organized, typical of a dedicated sewing or craft space.

threads

2023 Media Kit

**The Number One Source
for Sewing Enthusiasts**

threads

The #1 Source for Sewing Enthusiasts

Threads is at the heart of an active and purposeful community of makers of all ages. As the most trusted source of sewing and textile advice for more than 35 years, *Threads* serves readers by offering instruction, expertise, and technical excellence balanced with beauty, creativity, and passion. The information *Threads* publishes is for curious beginners, immersed enthusiasts, and those considering professional pathways. *Threads* is an inspirational, contemporary, and relevant brand with a curated and personal tone.

We provide a thoughtfully edited mix of lively features and profiles, product recommendations, in-depth how-to content, and stylish skill-building projects. Our scope includes sewing techniques and tools; quilting trends and equipment; hand embroidery supplies, and additional textile crafts such as dyeing and felting.

Threads readers spend time learning about new skills and tools and have the resources to buy patterns, machines, tools, and materials frequently. They are attuned to innovation and *Threads* is where they turn for updates and information.

Threads creates integrated solutions – for print, digital, video, social, and more - that enable marketers to create unique experiences, build value, and connect to our influential and engaged audience. Whatever the medium, *Threads* delivers superior results across all platforms.

Reach a World of Sewing Enthusiasts!

If you are looking to target **sewing enthusiasts**, *Threads* has you covered, across multiple channels.

Our Audience Demographics

64

Average age

97%

Female

\$175k

Household income

\$581k

Average home value

98%

Are intermediate or above skill level

Committed, engaged sewing enthusiasts

\$2,441

Average spent per year on sewing related activities

\$35

Per year print subscription price (4 issues per year)

\$60

Digital membership price

681,500

Social media footprint

84%

Average have taken action as a result of an ad they saw in/on *Threads*

94,000

Weekly eletter list

96%

Plan to make womens' clothing in the next 12 months

\$520 million

in spending power

*Demographics are combination of subscribers, website visitors, and All Access members.

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



Demographics

Affluent, Educated Homeowners	Subscriber	Website Visitor	Member
Gender	100% female	76% female	99% female
Graduated from college (or higher)	74%	71%	76%
Average income	\$146,000	\$178,000	\$183,000
Approximate home value	\$571,000	\$580,000	\$705,000
Mean age	66.9	63.7	65.9
Married	66%	69%	68%
Highly Engaged Enthusiasts	Subscriber	Website Visitor	Member
Hours per week spent sewing	7%	8%	9%
Years involved in sewing	36.3	33	36
Average amount spent per year on sewing related activities	\$1,801	\$2,488	\$2,957
Projects per year	4.7	6.7	6.1
Would consider purchasing a product or service in the future as results of Threads advertising	86%	86%	88%
Interests and Skills	Subscriber	Website Visitor	Member
Skill level: Intermediate or above	97%	99%	99%
Have a dedicated craft space	98%	97%	100%
Plan to start making women's clothes in next 12 months	86%	91%	95%
Plan to buy garment patterns	60%	67%	64%
Bought tools/machinery	87%	92%	92%

Taunton Audience Profiling Study May 2022

Our Reach



DEMOGRAPHIC PROFILE

64 average age
97% female
\$175,453 average household income
\$581,781 average home value

KEY AUDIENCE STATS

322,803 monthly sessions
552,054 monthly page views
682K+ social audience
62K paid circulation
13,270 paid online memberships

SOCIAL MEDIA FOOTPRINT

131K+ Facebook
83K+ Instagram
247.5K+ Pinterest
204K YouTube
16K+ Twitter



PURCHASING POWER

\$2,441 spent yearly on related purchases
\$520 million in buying power

91% have dedicated craft space
85% plan to buy sewing items in the next 12 months

84% have taken action as of a result of seeing something in/on *Threads*
88% spend money on high quality items



CONTENT & BRAND ENGAGEMENT

3.9 hours spent reading each issue
7.5 years average subscription length
92% trust the information they see in *Threads*

27% average eletter open rate
94K eletter subscribers
76% read 4 out of last 4 issues

\$60 average digital membership price
\$35 annual print subscription price

2023-2024 Editorial Highlights

Spring 2023 – Issue 221 Sewing enthusiasts and makers of every kind are embracing fiber arts to create and share personal narratives.

- *Threads'* spring sewing forecast showcases contemporary interpretations of fabric, color, and silhouette for self-sewn looks
- Freestyle, illustrative hand-embroidery reveals methods to apply time-honored decorative stitching techniques in culturally meaningful creations.
- Art-to-wear designer Diane Ericson shares her innovative approach to making garments that narrate personal stories through fabric manipulation.
- Plus, a well-known quilter explains the fulfillment she finds in crafting textile art from favorite fabric scraps.

Ad close: 12/2/22

In-Home: 1/18/23

On sale: 1/31/23

Summer 2023 – Issue 222 Threads curates inspiration for fiber artists, exploring techniques from around the globe and through the centuries.

- Discover contemporary expressions of bojagi, an intriguing Korean fabric-piecing technique with a fascinating history.
- Contributing editor Susan Khalje shares her exploration of a couture ensemble by French designer Madeleine Vionnet.
- Challenge-winning contemporary apparel, designed and sewn by members of the Association of Sewing and Design Professionals.
- A young designer shares techniques for adding hand embroidery to garments made of knit fabrics.

Ad close: 3/3/23

In-Home: 4/19/23

On sale: 5/2/23

Fall 2023 – Issue 223 Fiber arts can create a record of where we've been and inspire dreams of where to go in the future.

- Popular contributors share their tips for fabric shopping on the road.
- Learn how a traveler's quilt can become a treasured reminder of a journey and personal growth.
- Discover amazing learning opportunities in our listing of fiber artistry workshops near and far, for a variety of skill levels.
- A young designer shares techniques for adding hand embroidery to garments made of knit fabrics.

Ad close: 7/14/23

In-Home: 8/30/23

On sale: 9/12/23

Winter 2023 – Issue 224 Inspiration, tools and Techniques for getting more from one's creative efforts.

- The annual gift guide is a curated collection of sewing machines, notions, books, tools, experiences, and materials to excite any fiber-arts maker.
- Discover Galbraith & Paul, an artisan home-décor fabric company based in Philadelphia and be inspired to learn techniques for stunning goldwork embroidery from Hanny Newton.
- In a nod to sewing nostalgia, contributing editor Kenneth D. King treats readers to couture techniques and patterns to clothe a favorite fashion doll.

Ad close: 9/1/23

In-Home: 10/18/23

On sale: 10/31/23

Spring 2024 – Issue 225 Fiber artists and sewing enthusiasts work with a wide range of hues and shades.

- Discover stunning and expressive quilts by Bisa Butler.
- Learn about the history and discover the beauty of vivid Central Asian ikats.
- Readers learn how to create luxurious custom passementerie, ideal for custom trim on garments, accessories, or home décor items.

Ad close: 12/1/23

In-Home: 1/17/24

On sale: 1/30/24

Editorial subject to change. Dates are tentative.

Our Solutions

Our solutions leverage the *Threads* brand authority, storytelling expertise, industry and experts/influencers relationships, extensive reach across multiple platforms, marketing experience, and social media savviness to deliver impactful, top-to-bottom funnel campaigns.



PRINT MEDIA

- Custom publishing
- High-impact units
- Gatefolds
- Special editions
- Advertorials
- Inserts/Onserts



DIGITAL MEDIA

- Keyword Behavioral Targeting & Contextual Targeting
- Geo-fencing
- Project Guides
- Podcasts
- Digital display
- Custom email campaigns
- Sponsored content hubs
- Mobile solutions
- eLetters
- High-impact interstitials
- Native advertising
- BtoB IP Mapping



CONTENT

- Video-series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs



CUSTOM INTEGRATION

- Contests & sweepstakes (lead gen)
- Social media
- Custom content
- Product integration



EXPERIENTIAL

- Live events series
- Custom events
- Social media livestreaming
- Industry-event podcasts
- Sweepstakes/contests
- Webinars



SOCIAL

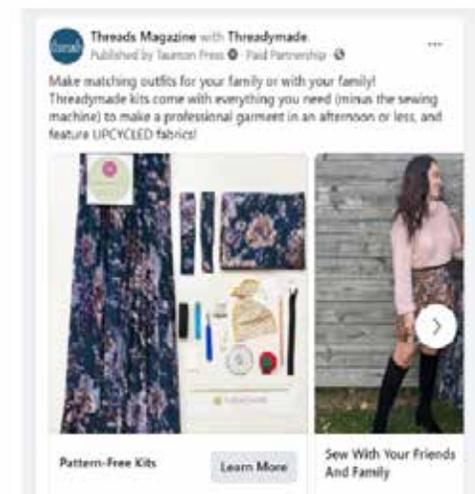
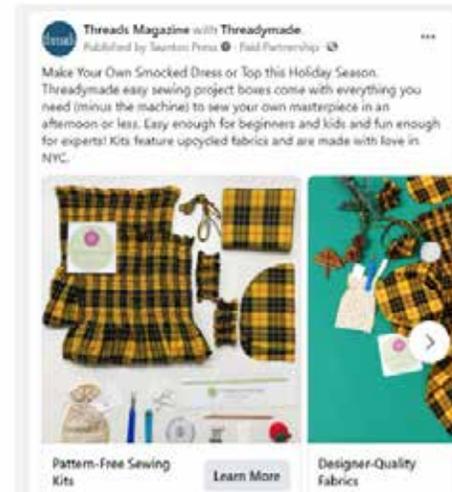
- Instagram TV (IGTV)
- Social livestreaming
- Captivate social extension program
- TikTok campaigns

Captivate Social Extension Program

Threads' Captivate is a robust social audience extension program that allows partners to leverage our proprietary 1st party data and our custom Facebook pixel data. Using multiple tools, we have developed targeting models for our premium sewing-enthusiast audiences and can reach and engage them across their social streams at scale.

Use Captivate to:

- Showcase your brand in highly engaging sponsored content posts on Facebook and Instagram
- Reach expanded audiences (created with the use of *Threads'* 1st Party and Facebook Pixel data)
- Engage through links back to *Threads* website content hub
- Dominate with 100% SOV - roadblock ad units on the content hub pages



Project Guides: 100% SOV Sponsorship

These deep and immersive content experiences house 1,000's of pieces of content, organized around project creation and new skills and techniques. With 100s of contributors, 1,000's of videos and book excerpts from leading sewers, the Threads' Project Guides are designed to be a comprehensive learning and reference hub.

As our exclusive sponsor, your brand has the opportunity to benefit from the promotional plan and secure 100% share of voice (SOV) on all pages during the campaign window.

As sponsor, you will receive the following:

- Two (2) month exclusive sponsorship with 100% share of voice (SOV)
- “Sponsored by brand” on all hub content pages
- Promotional co-branded impressions (includes logo) across digital, eLetter, podcast and social channels
- Includes roadblock ads and native advertising units for 100% SOV on the Guide pages
- Targeted high impact interstitials + contextual ROS

GUIDE THEMES:

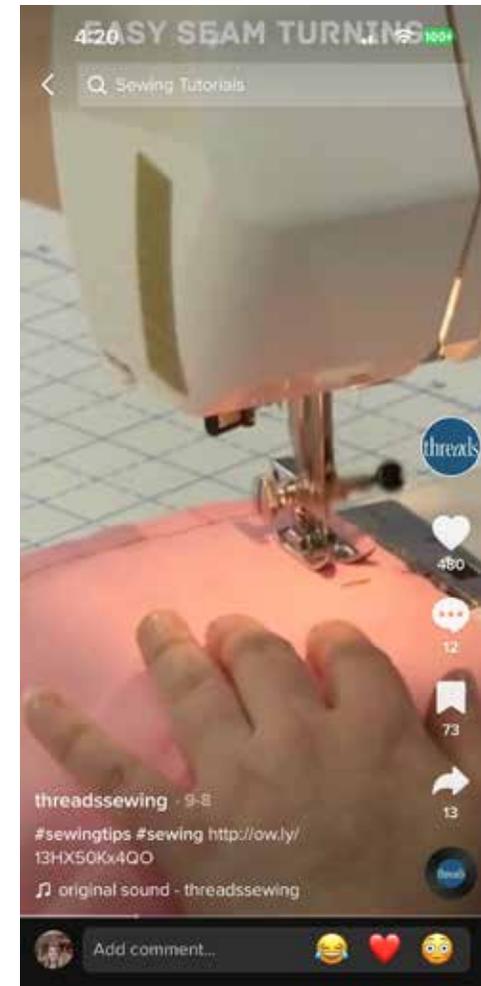
- Learn To Sew • Fit and Sew Tops
- Sewing with Knits • Fit and Sew Pants
- Sew Your Own Jeans



TikTok Opportunities

We invite you to join us on this social platform to highlight your products and services to the TikTok audience.

- Threads to post 3 sponsored TikToks
- Video shorts :30 seconds or less
- Client to supply video content or can be created by Threads
- Tags to include @ and #
- Additionally, we will promote through Instagram channels
- Additional cost to include brand influencer



Podcast Sponsorship

Threads magazine's monthly podcast, *Sewing with Threads*, is an exciting mix of discussion and debate about sewing techniques, tips, and inspiration. This insightful and entertaining podcast takes on topics important to sewing enthusiasts.

Sponsorship includes:

- Logo featured in the podcast video house on ThreadsMagazine.com and our YouTube channel
- :30 second live-read audio commercial during podcast (host/editor read). Same 30 sec. spot is also written as text on the episode's web page
- Ad roadblock targeted to ThreadsMagazine.com podcast pages: 300x250, 728x90 and 320x50 pixel ad units
- Run-of-Site co-branded promotional ad units, with sponsor's logo
- Podcast, with sponsor logo, is also promoted in our eLetter and across social channels



Event Sponsorship

Webinars

Custom webinars are available, where we bring our inspiring content to life with online educational seminars presented by our editors and other guest sewing experts. Registrants are invited to watch these webinars live and archived episodes live on our website.

- Completely turnkey – *Threads* editorial team will prepare content, host, and promote the webinar
- Sponsor logo will be included in the promotion of the webinar across *Threads*' platforms – eLetter, native ads, social media channels, and mention in podcast
- 250k guaranteed impressions
- Opt-in registration leads provided to sponsor
- Opportunity also available for custom webinar with advertiser-supplied talent content



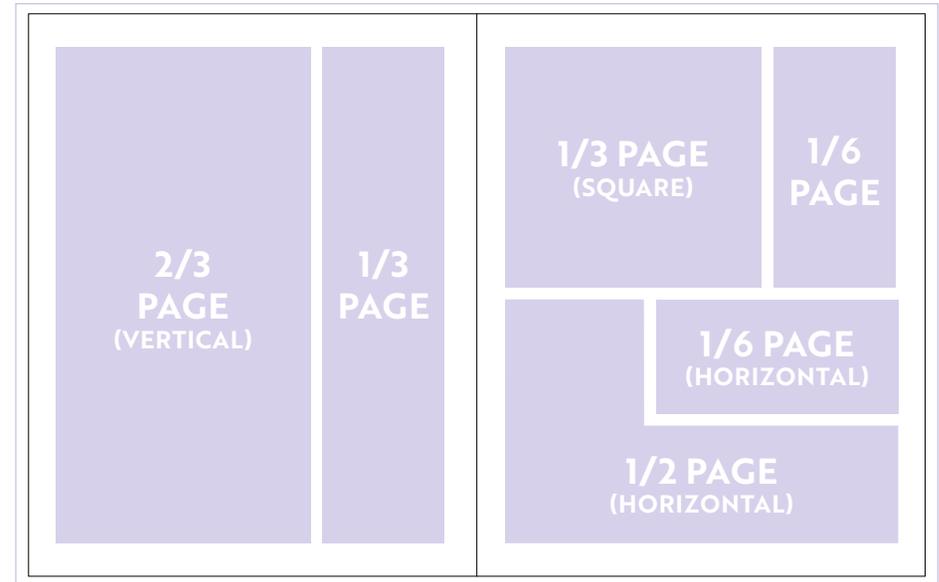
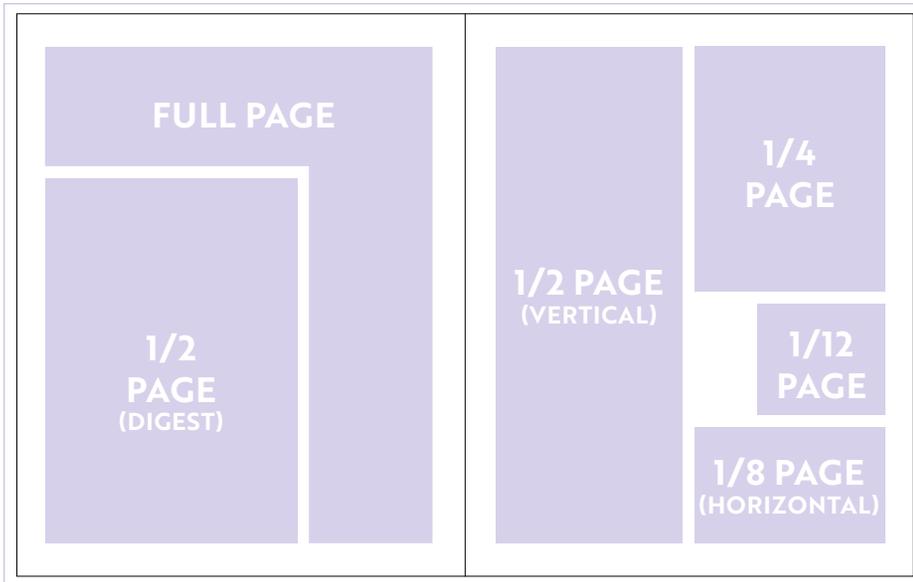
Threads Experience

Threads Experience is a great opportunity for sewers to gather to learn, shop and socialize. Attendees are invited to join our editors and guest instructors for product demonstrations, class presentations, and social events. Sponsorship available at multiple levels.

threads[®]
EXPERIENCE

Print Mechanical Requirements

Page Unit Sizes
 (= width x height)
 Spreads = bleed all sides;
 17 1/2" x 11 1/8"
 Bleed only available for
 1/2 page and larger ads



FULL PAGE

Live Area 7 7/16" x 9 3/4"

Trim Size 8 5/8" x 10 7/8"

Bleed Size 8 7/8" x 11 1/8"

1/2 PAGE (DIGEST)

Live Area 4 7/8" x 7 1/4"

Bleed available

1/2 PAGE (VERTICAL)

Live Area 3 5/8" x 9 3/4"

Bleed available

1/4 PAGE

Live Area 3 5/8" x 4 3/4"

1/12 PAGE

Live Area 2 3/8" x 2 1/4"

1/8 PAGE (HORIZONTAL)

Live Area 3 5/8" x 2 1/4"

2/3 PAGE (VERTICAL)

Live Area 4 7/8" x 9 3/4"

Bleed available

1/3 PAGE (VERTICAL)*

Live Area 2 3/8" x 9 3/4"

1/3 PAGE (SQUARE)

Live Area 4 7/8" x 4 3/4"

1/6 PAGE (VERTICAL)

Live Area 2 3/8" x 4 3/4"

1/6 PAGE (HORIZONTAL)

Live Area 4 7/8" x 2 1/4"

1/2 PAGE (HORIZONTAL)

Live Area 7 7/16" x 4 3/4"

Bleed available

Print Spec Sheet

Final Trim Size 8⁵/₈ x 10⁷/₈ inches

***1/3 Bleed Ad** only allowed when purchased with a full-page as a unit

For full-spread buys, text and images can run across spreads (keep text .25" from gutter trim)

2 PAGE SPREAD

Live Area (w x h) 16.5" x 9.75"

Bleed Available (w x h) 17.5" x 11.25"

FULL PAGE

Live Area (w x h) 7.458" x 9.75"

Bleed Available (w x h) 8.875" x 11.125"

2/3 PAGE VERTICAL

Live Area (w x h) 4.917" x 9.75"

Bleed Available (w x h) 5.646" x 11.125"

1/2 PAGE DIGEST (TOP)

Live Area (w x h) 4.917" x 7.25"

Bleed Available (w x h) 5.646" x 7.833"

1/2 PAGE DIGEST (BOTTOM)

Live Area (w x h) 4.917" x 7.25"

Bleed Available (w x h) 5.646" x 8.042"

1/2 PAGE HORIZONTAL (TOP)

Live Area (w x h) 7.458" x 4.75"

Bleed Available (w x h) 8.875" x 5.333"

1/2 PAGE HORIZONTAL (BOTTOM)

Live Area (w x h) 7.458" x 4.75"

Bleed Available (w x h) 8.875" x 5.542"

1/2 PAGE SPREAD (BOTTOM)

Live Area (w x h) 16.5" x 4.75"

Bleed Available (w x h) 17.5" x 5.542"

1/2 PAGE VERTICAL

Live Area (w x h) 3.646" x 9.75"

Bleed Available (w x h) 4.375" x 11.125"

1/3 PAGE SQUARE

Live Area (w x h) 4.917" x 4.75"

No bleed available

1/3 PAGE VERTICAL*

Live Area (w x h) 2.375" x 9.75"

1/4 PAGE

Live Area (w x h) 3.646" x 4.75"

No bleed available

1/6 PAGE HORIZONTAL

Live Area (w x h) 4.917" x 2.25"

No bleed available

1/6 PAGE VERTICAL

Live Area (w x h) 2.375" x 4.75"

No bleed available

1/8 PAGE HORIZONTAL

Live Area (w x h) 3.646" x 2.25"

No bleed available

1/12 PAGE

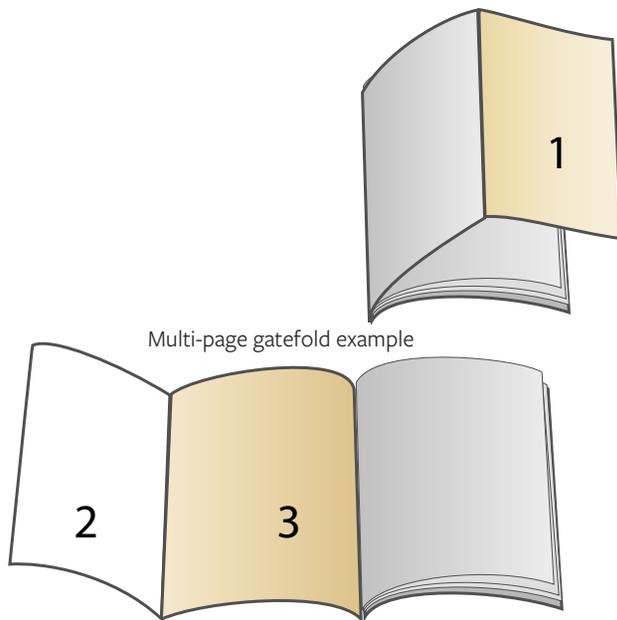
Live Area (w x h) 2.375" x 2.25"

No bleed available

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, $\frac{1}{16}$ " from left, and $\frac{3}{4}$ " from right of the bleed ad size.

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 • 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

Digital Specs - Web Ad Units

File Format JPG, GIF, HTML5

Max File Size 40k at 72dpi, 200k for HTML5

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

Run of site specs and expansion of units Accepts third-party banners and site-served banners

MREC (BIG BOX)

Size 300 x 250

MREC (BIG BOX) EXPANSION

Size 300 x 250

Max 504 x 250

HALF PAGE

Size 300 x 600

LEADERBOARD

Size 728 x 90

LEADERBOARD EXPANSION

Size 728 x 90

Max 728 x 225

MOBILE SPONSORSHIP

Size 320 x 50

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 300 x 250

GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING

Size 728 x 90

PRO TARGETING

Ask a sales rep for specs

Digital Specs - Web Ad Units & Video Units

TP Third-party banners

SS Site-serve banners

File Format We accept HTML5 for most ad unit sizes. Max file size is 200k. Third-party served only.

Rising Star Units To be advertiser created/supplied.

Visual Interactive Advertiser Bureau (IAB) website at www.iab.com for more detailed Rising Star specs.

RICH MEDIA UNITS

PRE-ROLL

Size High res, 1080p (1920 x 1080), 16 x 9 aspect ratio

Format MP4, VAST TAGS

Max Size 40k at 72dpi with 25 fps max, 15 seconds

TP Yes

SS Yes

SITE SKIN

Size Two 200 x 800 Images at 60kb for each side (left/right)

Format JPG, GIF, PNG

Max Size 100k at 72dpi

TP No

SS Yes

INTERSTITIAL

Size 640 x 480

Format JPG, GIF, PNG, HTML5, TAGS

Max Size 10 seconds with 24 fps max

TP Yes

SS Yes

RISING STAR UNITS

BILLBOARD

Size 975 x 250

Format JPG, GIF, HTML5, PNG, TAGS

Max Size 60k at 72dpi with 24 fps; 15 seconds at 3 loops max

TP Yes

SS Yes

LARGE LEADERBOARD

Size 970 x 90

Format JPG, GIF, HTML5, PNG, TAGS

Max Size 60k at 72dpi with 24 fps

TP Yes

SS Yes

INREAD

Specs 30-45 sec. recommended

Video Ad Unit 16:9 HD,

Format MP4, VAST TAGS, mov under 10MB

The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, or distribution.

The Publisher reserves the right to reject, cancel and/or request alterations in the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.

All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules and regulations, and with the understanding that the contents thereof, and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy and plagiarism) arising out of any advertising published.

Advertising is sold only at earned published rates. Contracts, insertion orders and units for lower rates are accepted.

Advertisements which in the sole judgement of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement".

The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to Publisher. Oral agreements will not be binding on the Publisher.

The Publisher reserves the right to limit the size of space available to any single advertiser in any single issue. The Publisher also reserves the right both to limit the space available for advertising in any single issue and to refuse to accept advertising (even when submitted prior to the closing date) should the allotted space be filled.

The liability of the Publisher for any error, delay or commission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit or any other damages resulting from the error.

The Publisher cannot assume responsibility for errors or omissions in key changes.

Frequency Discounts

Frequency rates are determined by the number of display insertions appearing within a 12-month period from the date of the first insertion. An advertising schedule of mixed-size ads may be used to earn a frequency discount.

Frequency discounts also apply to marketplace advertising. Display advertisements, marketplace advertisements, cannot be mixed to earn frequency discounts. Unfulfilled contracts will be short-rated to the lowest rate earned.

Combined Frequency

In many cases we do offer combined frequency with other Taunton Press titles pursuant to the guidelines stated above.

Other Discounts

15% discount for "camera-ready" files prepared to our specifications. Ads are not camera-ready if they require more than a key change. Net due 30 days from invoice date. 2% of net discount if paid within 10 days of invoice date. New advertisers must submit payment with first insertion. Credit references are given individual consideration for accredited agencies. Publisher-set ads do not qualify for discounts. A 25% discount is available to advertisers able to produce evidence that they are educational enterprises, i.e., schools. The ad must be for an educational program. This discount is taken from the gross earned frequency rate and the resulting amount is commissionable.

Special Ad Requests

All special advertising requests, such as: inserts, gatefolds, A/B splits, and regional requests will be quoted on an "as requested" basis. All special insertions are subject to limitations as set forth by the publisher.

Cancellations/Changes

Cancellations or changes in orders are not accepted after an issue closing date. A previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

Returns

The Publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

Web Advertising

Call your Advertising Representative for details regarding advertising or go to:

www.finewoodworkingmediakit.com

www.finehomebuildingmediakit.com

www.threadsmagazinemediakit.com

www.finegardeningmediakit.com

www.finecookingmediakit.com

By placing an Insertion Order for advertising on a Web site of Taunton Interactive, Inc., the Advertiser and its agency, if there be one, each agree to the following terms and conditions with respect to such advertising (collectively, "Terms")

1. Insertion Order; Optimization; Ad Servers. Taunton Interactive, Inc. agrees to deliver, and Advertiser and/or its agency, if there be one, each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms, Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted ("optimized"); provided that the total financial obligation of the Advertiser and/or the agency, if there be one, under the Insertion Order are not reduced ("Optimization"). Optimizations are subject to Taunton Interactive, Inc.'s prior approval, with applicable terms documented via email, and the confirmation of acceptance by either Advertiser or its agency, if there be one, via reply email, and such terms shall be jointly and severally binding on Advertiser and agency, if there be one, and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Taunton Interactive, Inc. shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Taunton Interactive, Inc. and the Advertiser and/or its agency, if there be one, in advance but Taunton Interactive, Inc.'s applicable ad server(s) shall be the official counter(s) for determining impressions delivered, invoices and payment. Any of Advertiser's and/or its agency's third party ad server reporting that is not previously affirmatively approved by Taunton Interactive, Inc. in writing is not accepted.

(a) Makegoods. If actual inventory delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to Taunton Interactive, Inc.'s applicable ad server counts by not more or less than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Advertiser and/or its agency, if there be one, and Taunton Interactive, Inc. will make an effort to agree upon the conditions of a makegood at the time of shortfall. If no makegood can be agreed upon, Advertiser and/or its agency, if there be one, may execute a credit equal to the value of the under-delivered portion of the Insertion Order for which it was invoiced. In the event Advertiser and/or its agency, if there be one, made a cash pre-payment to Taunton Interactive, Inc., specifically for the Insertion Order for which under-delivery applies, then if Advertiser and/or its agency, if there be one is current on all amounts owed to Taunton Interactive, Inc. under any other advertising agreement, Advertiser and/or its agency, if there be one, may elect to receive a credit for the under-delivery equal to the difference between the applicable pre-payment and the value of the delivered portion of the Insertion Order. Makegoods are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Taunton Interactive, Inc. to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Where Advertiser and/or its agency, if there be one, utilizes a previously approved third party ad server, Taunton Interactive, Inc. will not bonus more than 10% above the guaranteed levels on the Insertion Order on the difference between the third party counts of Taunton Interactive, Inc. and Advertiser without the prior written consent from the Advertiser and/or agency, if there be one. Permanent or exclusive placements shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity. Advertiser and/or its agency, if there be one, shall not be charged by Taunton Interactive, Inc. for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser and/or its agency, if there be one, notifies Taunton Interactive, Inc. that the guaranteed level stated in the Insertion Order has been reached, Taunton Interactive, Inc. will use commercially reasonable efforts to suspend delivery and, within 48 hours, may either: (i) serve any additional advertisements itself or (ii) be held responsible for all applicable incremental advertising serving charges incurred by Advertiser and/or its agency, if there be one, after such notice has been provided and associated with over-delivery by not more than 10% above such guaranteed levels.

3. Cancellation. (a) At any time prior to the serving of the first impression of the Insertion Order, the Advertiser and/or its Agency, if there be one, may cancel the Insertion Order with 30 days prior written notice, without penalty. For clarity and by way of example, if the Advertiser and/or its Agency cancels the Insertion Order 15 days prior to the serving of the first impression, Advertiser and/or its Agency will only be responsible for the first 15 days of the Insertion Order. Cancellation notice must be sent via facsimile to Taunton Interactive, Inc. at (203) 426-3434 Attn: WEB ADs and will be deemed given upon Taunton Interactive, Inc.'s confirmation of receipt. (b) Once accepted by Taunton Interactive, Inc., Insertion Orders seeking exclusive placement/sponsorship by an Advertiser and/or its Agency, if there be one, may only be cancelled, altered and/or modified on prior written notice to Taunton Interactive, Inc. no less than 30 days prior to the scheduled commencement date of such exclusive placement/sponsorship. In no event may any exclusive placement/sponsorship be cancelled, altered and/or modified within such 30 day period without the acknowledgement and written consent of Taunton Interactive, Inc. Upon the serving of the first impression of the Insertion Order, Advertiser and/or its Agency, if there be one, may cancel the Insertion Order for any reason, without penalty, by providing Taunton Interactive, Inc. Written notice which will be effective after the later of: (i) 30 days after serving the first impression of the Insertion Order; or (ii) 14 days after providing Taunton Interactive, Inc. with such written notice.(c) Either party may terminate an Insertion Order at any time if the other party is material breach of its obligations hereunder that is not cured within 10 days after written notice thereof from the non-breaching party, except as otherwise stated in this Agreement with regard to specific breaches.(d) Short rates will apply to buys that are cancelled to the degree stated in the Insertion Order.(e) Cancellations or changes in Eletter orders are not accepted after an Eletter deploy date. (f) Digital campaigns including Added Value items, sponsorships or other program elements that include development on the part of The Taunton Press or Taunton Interactive cannot be cancelled once the program elements go into production. "Production" may include, but is not limited to, creative development and design, script writing, video production, post editing, recipe development, or other specifically defined project element.

4. Ad Materials; Late Creative. (a) Artwork, copy, other content, active URL's and other components of the advertisement (collectively, "Ad Materials") must comply with Taunton Interactive, Inc.'s criteria and specifications at <http://www.taunton.com/advertise/terms.asp> for its applicable Web site(s) (collectively, the "Policies"), as updated from time-to-time in Taunton Interactive, Inc.'s discretion. Ad Materials must be received at least five (5) business days prior to the scheduled start date or within the timeframe in the Policies for the applicable ad type if such timeframe is greater. If Ad Materials are not received within such timeframe, or if provided incorrectly or inconsistent with the Policies, then guaranteed impressions and Taunton Interactive, Inc.'s obligations will be reduced pro-rata for the period of time that reserved space was not filled without affecting Advertiser's financial responsibility for all impressions ordered and inventory reserved. (b) For Eletters a previously run ad will be inserted for contracted advertisers whose new ad copy is not received by the closing date.

5. Editorial Approval. All Ad Materials are subject to Taunton Interactive, Inc.'s approval. Taunton Interactive, Inc. reserves the right, at any time and for any reason in its discretion, to reject, cancel or cease publication of any Ad Materials, space reservation, or position commitment, without any liability for the same except as provided above for makegoods.

6. Payment Terms; Taxes. If Taunton Interactive, Inc. approves credit, Advertiser will be invoiced promptly at the end of each month for amounts set forth on the Insertion Order and payment shall be made to Taunton Interactive, Inc. with-in thirty (30) days from the date of invoice ("Due Date"). If Advertiser fails to make timely payment, Advertiser will be responsible for all reasonable expenses (including attorneys' fees) incurred by Taunton Interactive, Inc. in collecting such amounts. Taunton Interactive, Inc. reserves the right to suspend credit and/or performance of its obligations if Advertiser fails to make timely payment. Fees on the Insertion Orders are exclusive of all taxes. Advertiser shall be responsible for payment of all taxes, duties and similar charges assessed in connection with the Services or on any payments made by Advertiser hereunder, excluding taxes on Taunton Interactive, Inc.'s net income. If agency is the signing party placing an Insertion Order for the benefit of its client, then agency is responsible for all payments hereunder regardless of whether it has received payment from its client. Taunton Interactive, Inc. reserves the right to hold agency and its client jointly and severally liable for all payments.

7. Warranties; Indemnity. Advertiser hereby represents and warrants to Taunton Interactive, Inc. that Advertiser has the right to publish the Ad Materials in the form delivered and manner published without infringing or violating the rights of any third party or violation of any law, rule or regulation. Advertiser agrees, at its own expense, to indemnify, defend and hold harmless Taunton Interactive, Inc., its parent companies, employees, officers, directors, representatives, agents and affiliates, against any and all claims, demands, suits, actions, proceedings, damages, liabilities, costs, expenses and losses of any kind (including reasonable attorneys' fees and costs) arising out of or related to (a) the publication of any advertisement hereunder, (b) the Ad Materials or any matter or thing contained in any advertisement, and/or (c) any material of Advertiser in which users can link through any advertisement (including but not limited to, claims of trademark or copyright infringement, libel, defamation, breach of confidentiality, privacy or data protection violation, false, deceptive or misleading advertising or sales practices). If agency is the Signing Party placing an Insertion Order for the benefit of its client, then client and agency shall each be considered the Advertiser for purposes of this section, and agency, by signing below, represents and warrants that it has the authority, as agent, to bind its client to these Terms and the Insertion Order. TAUNTON INTERACTIVE, INC. MAKES NO WARRANTY OF ANY KIND WITH RESPECT TO ITS WEB SITES OR SERVICES TO BE DELIVERED HEREUNDER AND HEREBY DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION, ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. ALL SERVICES ARE PROVIDED ON AN AS IS BASIS WITHOUT GUARANTEE.

8. Limitation of Liability. TAUNTON INTERACTIVE, INC. SHALL NOT BE LIABLE TO THE ADVERTISER, ITS AGENCY OR ANY THIRD PARTY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL OR INDIRECT DAMAGES OF ANY KIND OR NATURE, UNDER ANY THEORY OF LAW OR EQUITY, AND WHETHER OR NOT TAUNTON INTERACTIVE, INC. HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT WILL TAUNTON INTERACTIVE, INC.'S LIABILITY UNDER OR IN RELATION TO THESE TERMS OR ANY INSERTION ORDER EXCEED THE FEES ACTUALLY PAID TO TAUNTON INTERACTIVE, INC. FOR THE ADVERTISEMENT GIVING RISE TO SUCH LIABILITY.

Miscellaneous. Taunton Interactive, Inc. shall not be liable to Advertiser or its Agency, if there be one, for delay or default in the performance of or completion of Services under the Insertion Order or these Terms, if caused by conditions beyond its control, including but not limited to, any act of God, governmental authority, or war, terrorist act, riot, labor stoppage or slowdown, fire, flood, severe weather, earthquake, accident, telecommunications or network failures, failure of the Internet, or electrical outages. These Terms, together with the Insertion Order, shall be governed and construed in accordance with the laws of the state of Connecticut, without regard to its conflicts of law principles. The parties agree to submit to the exclusive jurisdiction of the state and federal courts located in Connecticut, with respect to any legal proceeding arising out of the Insertion Order or Terms, waiving all defenses with respect to jurisdiction, forum and venue. These Terms and the Insertion Order are the complete and exclusive agreement between the parties with respect to the subject matter and supersede any prior or contemporaneous agreements, negotiations and communications, whether written or oral, between the parties regarding such subject matter. The Terms and Insertion Order (except in the case of Optimizations) may only be modified, or any rights under it waived, by a written document executed by both parties. Taunton Interactive, Inc. will not be bound by any terms or conditions, printed or otherwise, appearing on any purchase order, copy instructions, contract or other documents submitted by Advertiser or its Agency, or expressed orally. To the extent of any conflict, these Terms shall prevail over the Insertion Order. These Terms and the Insertion Order are specifically between and for the benefit of Taunton Interactive, Inc. and Advertiser, and no other person or entity whatsoever (including without limitation, Advertiser's agency) shall have any rights, interests or claims hereunder or be entitled to any benefits under or on account of these Terms or the Insertion Order as a third party beneficiary or otherwise. All obligations and liabilities which by their nature are intended to survive shall survive termination or expiration of these Terms and the Insertion Order for any reason.