2024 Media Kit
The Number One Source for Sewing Enthusiasts
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 36 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**

- Average age: 64
- Female: 97%
- Household income: $175k
- Average home value: $581k
- Are intermediate or above skill level: 98%

**Committed, engaged sewing enthusiasts**

- Average spent per year on sewing related activities: $2,441
- Annual membership price (print + digital): $60
- Social media footprint: 724,500
- Average have taken action as a result of an ad they saw in/on Threads: 84%
- Weekly eletter list: 107,000
- Plan to make womens’ clothing in the next 12 months: 96%

$520 million in spending power

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

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

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

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

**PURCHASING POWER**
- **$2,441** spent yearly on related purchases
- **$520** million in buying power

**KEY AUDIENCE STATS**
- **289,200** monthly sessions
- **523,000** monthly page views
- **724.5K** social audience
- **55K** paid circulation
- **13,270** paid online memberships

**CONTENT & BRAND ENGAGEMENT**
- **3.9** hours spent reading each issue
- **7.5** years average subscription length
- **92%** trust the information they see in *Threads*
- **8%** click to Send Rate

**SOCIAL MEDIA FOOTPRINT**
- **262,100** Pinterest
- **211,000** YouTube
- **150,000** Facebook
- **84,300** Instagram
- **15,928** Twitter
- **1,125** TikTok

**91%** have dedicated craft space
**85%** plan to buy sewing items in the next 12 months
**84%** have taken action as a result of seeing something in/on *Threads*
**88%** spend money on high quality items
**76%** read 4 out of last 4 issues
**211K+** yearly podcast downloads
2024 Editorial Highlights

Spring 2024 – Issue 225  Textile artists and sewing enthusiasts work with a range of materials to achieve their creative visions.
- Contributing Editor Susan Khalje reveals the history and beauty of vivid Central Asian ikats.
- Lovely boutis provençal, a dimensional hand-quilted embellishment.
- Creative decorative and repair ideas for the traditional darning loom.
- Step-by-step instructions for fitting and sewing shorts.

Summer 2024 – Issue 226  This issue explores high-quality supplies and time-honored methods to achieve beautiful results.
- Winning outerwear interprets art masterpieces in stylish designs.
- Pretty, personalized lingerie or loungewear to make for everyday comfort and special occasions.
- Lush embroidery with silk ribbons.
- Plan and sew your ultimate T-shirt, with a customized fit, fabrication, and details.
- How-to guidance to create garments that share personal stories through fabric manipulation and embellishment.

Fall 2024 – Issue 227  Readers will learn how to conserve creative time and effort with well-considered methods from our expert authors.
- Colorful strip patchwork can enhance any garment.
- Learn simple techniques for making impressive accessories with leather.
- Weavers re-create the one-piece Bonnie Cashin Noh coat and offer tips for making your own.
- A look at the stunning and expressive quilts of Bisa Butler.
- What is trending in fall sewing: fabrics, colors, and new patterns.

Winter 2024 – Issue 228  Readers learn about the latest tools, supplies, and inspirational sources to guarantee success and enjoyment.
- Exploring the iconic Christian Dior bar jacket with Contributing Editor Susan Khalje.
- The annual gift guide is a curated collection of machines, notions, books, tools, and materials to excite any fiber arts maker.
- Winning garments from the national Make it With Wool competition.
- Guidance to plan a self-sewn wardrobe of cozy layering pieces.

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

**DIGITAL MEDIA**
- Targeting: Behavioral/Keyword/Contextual
- Geo-fencing
- Project Guides
- Podcasts
- Digital display
- Custom email campaigns
- Mobile solutions
- eLetters
- High-impact interstitials
- Native advertising
- BtoB IP Mapping

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

**CONTENT**
- Video-series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs
- Sponsored content hubs

**CUSTOM INTEGRATION**
- Contests & sweepstakes (lead gen)
- Custom content
- Product integration

**EXPERIENTIAL**
- Live events series
- Custom events
- Industry-event podcasts
- Webinars

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

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Print Mechanical Requirements

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

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
# Print Spec Sheet

**Final Trim Size** 8½ x 10½ 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)

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Live Area (w x h)</th>
<th>Bleed Available (w x h)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2 PAGE SPREAD</strong></td>
<td>16.5” x 9.75”</td>
<td>17.5” x 11.25”</td>
</tr>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>7.458” x 9.75”</td>
<td>8.875” x 11.125”</td>
</tr>
<tr>
<td><strong>2/3 PAGE VERTICAL</strong></td>
<td>4.917” x 9.75”</td>
<td>5.646” x 11.125”</td>
</tr>
<tr>
<td><strong>1/2 PAGE DIGEST (TOP)</strong></td>
<td>4.917” x 7.25”</td>
<td>5.646” x 7.833”</td>
</tr>
<tr>
<td><strong>1/2 PAGE DIGEST (BOTTOM)</strong></td>
<td>4.917” x 7.25”</td>
<td>5.646” x 8.042”</td>
</tr>
<tr>
<td><strong>1/2 PAGE HORIZONTAL (TOP)</strong></td>
<td>7.458” x 4.75”</td>
<td>8.875” x 5.333”</td>
</tr>
<tr>
<td><strong>1/2 PAGE HORIZONTAL (BOTTOM)</strong></td>
<td>7.458” x 4.75”</td>
<td>8.875” x 5.542”</td>
</tr>
<tr>
<td><strong>1/3 PAGE SQUARE</strong></td>
<td>No bleed available</td>
<td></td>
</tr>
<tr>
<td><strong>1/3 PAGE VERTICAL</strong></td>
<td>2.375” x 9.75”</td>
<td></td>
</tr>
<tr>
<td><strong>1/4 PAGE</strong></td>
<td>3.646” x 4.75”</td>
<td>5.333”</td>
</tr>
<tr>
<td><strong>1/6 PAGE HORIZONTAL</strong></td>
<td>4.917” x 2.25”</td>
<td>No bleed available</td>
</tr>
<tr>
<td><strong>1/6 PAGE VERTICAL</strong></td>
<td>2.375” x 4.75”</td>
<td>No bleed available</td>
</tr>
<tr>
<td><strong>1/8 PAGE HORIZONTAL</strong></td>
<td>3.646” x 2.25”</td>
<td>No bleed available</td>
</tr>
<tr>
<td><strong>1/12 PAGE</strong></td>
<td>2.375” x 2.25”</td>
<td>No bleed available</td>
</tr>
</tbody>
</table>
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 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 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 5/8” from top, 3/4” from bottom, 11/16” from left, and 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

<table>
<thead>
<tr>
<th>Unit</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MREC (BIG BOX)</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>MREC (BIG BOX) EXPANSION</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td>Max 504 x 250</td>
</tr>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>LEADERBOARD</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td><strong>LEADERBOARD EXPANSION</strong></td>
<td>728 x 90</td>
</tr>
<tr>
<td></td>
<td>Max 728 x 225</td>
</tr>
<tr>
<td><strong>MOBILE SPONSORSHIP</strong></td>
<td>320 x 50</td>
</tr>
<tr>
<td><strong>GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING</strong></td>
<td>300 x 250</td>
</tr>
<tr>
<td><strong>PRO TARGETING</strong></td>
<td>728 x 90</td>
</tr>
</tbody>
</table>

**Ask a sales rep for specs**
# Digital Specs - Web Ad Units & Video Units

## 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

### INREAD
- **Specs**: 30-45 sec. recommended
- **Video Ad Unit**: 16:9 HD,
- **Format**: MP4, VAST TAGS, mov under 10MB

### 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

## 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

### INTERSTITIAL
- **Size**: 640 x 480
- **Format**: JPG, GIF, PNG, HTML5, TAGS
- **Max Size**: 10 seconds with 24 fps max
- **TP**: Yes
- **SS**: Yes

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**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](http://www.iab.com) for more detailed Rising Star specs.
Contact

For more information on how you and your brand can get in touch with Threads’ engaged fiber arts enthusiasts, please call or reach out to us.

**ADVERTISING SALES MANAGER**
Tracey Lenahan
203-304-3540
tlenahan@taunton.com

**PRINT PRODUCTION**
ads@taunton.com

**DIGITAL PRODUCTION**
webads@taunton.com

Find an online version of this media kit at Threadsmagazinemediakit.com