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2024 Media Kit

The Number One Source for Sewing Enthusiasts

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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

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

$60
Annual membership price (print + digital)

724,500
Social media footprint

84%
Average have taken action as a result of an ad they saw in/on *Threads*

107,000
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 Insider members.

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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

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Our Reach

DEMOGRAPHIC PROFILE

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

KEY AUDIENCE STATS

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

SOCIAL MEDIA FOOTPRINT

262,100 Pinterest
211,000 YouTube
150,000 Facebook
84,300 Instagram
15,928 Twitter
1,125 TikTok

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*
8% click to Send Rate

76% read 4 out of last 4 issues
211K+ yearly podcast downloads

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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.

Ad close: 12/22/23
Materials due: 12/29/23
In-Home: 2/7/24
On sale: 2/20/24

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.

Ad close: 3/22/24
Materials due: 3/29/24
In-Home: 5/8/24
On sale: 5/21/24

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.

Ad close: 7/12/24
Materials due: 7/19/24
In-Home: 8/28/24
On sale: 9/10/24

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.

Ad close: 9/20/24
Materials due: 9/27/24
In-Home: 11/6/24
On sale: 11/19/24

Editorial subject to change. Dates are tentative.

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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
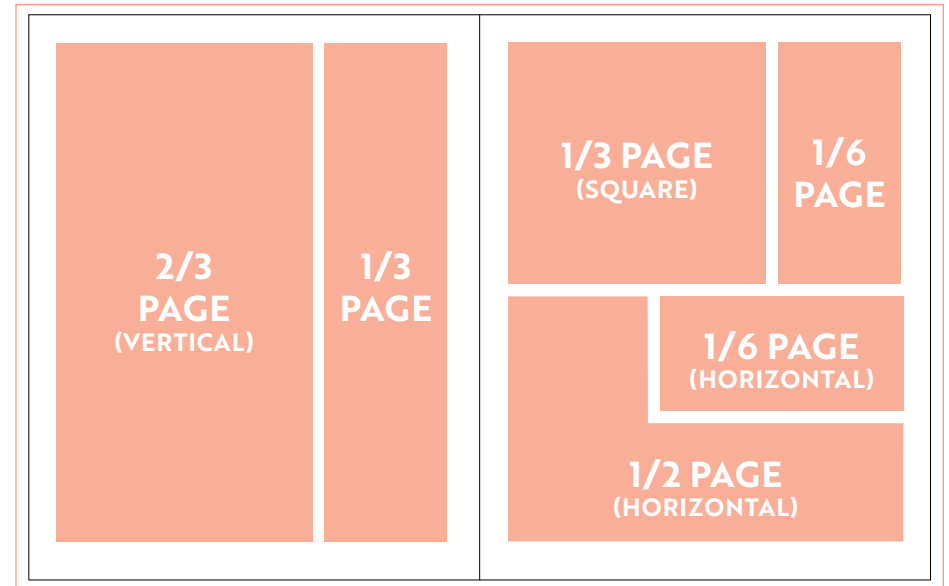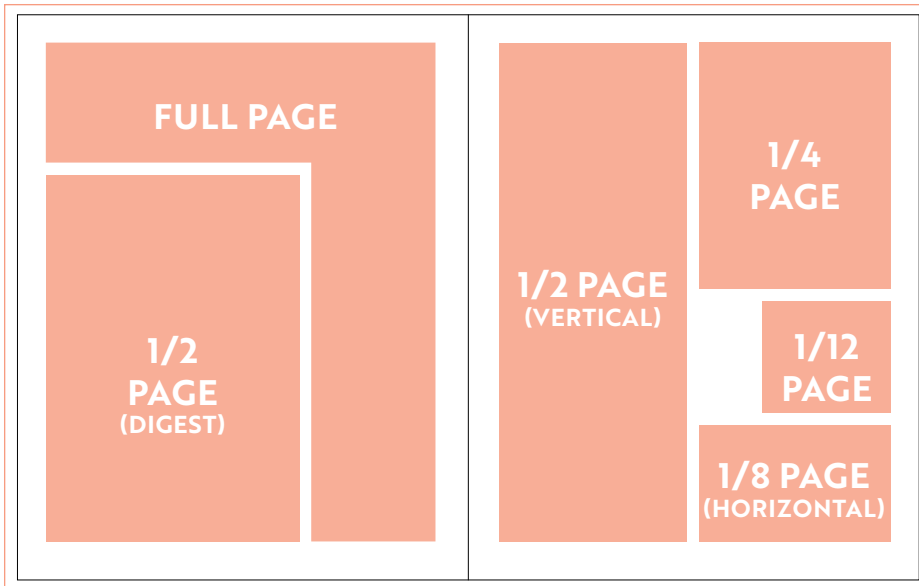- Custom events
- Industry-event podcasts
- Webinars

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

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Print Mechanical Requirements

FULL PAGE

**1/2
PAGE
(DIGEST)**

**1/2 PAGE
(VERTICAL)**

**1/4
PAGE**

**1/12
PAGE**

**1/8 PAGE
(HORIZONTAL)**

**2/3
PAGE
(VERTICAL)**

**1/3
PAGE**

**1/3 PAGE
(SQUARE)**

**1/6
PAGE**

**1/6 PAGE
(HORIZONTAL)**

**1/2 PAGE
(HORIZONTAL)**

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

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Print Spec Sheet

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 lh 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

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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 ⅝ ″ x 10 ⅞ ″ ● 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 ⅝″ from top, ¾″ from bottom, $^{11}/_{16}$″ from left, and ¾″ 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
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

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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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