

Needlepoint Now

2021 Media Kit

Our Story

Published six times a year, **Needlepoint Now** is the only commercial magazine dedicated entirely to the art of needlepoint. We focus on what's happening in the needlepoint world right now, exploring the most current trends in the art and showcasing the newest, most exciting projects. Since the first issue was published in 1999, **Needlepoint Now** has been inspiring and educating stitchers around the world to create.

Every issue of our magazine contains projects ranging from fresh and fun painted canvases to classic charted projects, complete with detailed instructions and stitching charts, as well as features offering tips on techniques, current events in the needlepoint world, books and tool reviews, and introductions to new and established designers and teachers.

We offer our advertisers an effective, reasonably priced way to reach customers both old and new. Our readers are found in every state in the United States, every province in Canada, and in more than ten other countries around the world.

Needlepoint Now is available through one- or two-year subscriptions and in local needlepoint shops. Gift subscriptions are also available. Individual copies and back issues may be purchased online at needlepointnow.com or at your favorite LNS.

We are here to help showcase your products and highlight your business identity and are eager to help drive traffic to your websites, generating orders and raising your profile in the needlepoint world.

We would like to put **YOUR** ads in front of our audience of approximately 10,000 readers. When you advertise with us, you are placing your products, designs and retail information in front of a large and passionate group of needlepoint enthusiasts who are eager to support your business.





When you advertise in **Needlepoint Now**, your ad will reach an audience that is overwhelmingly well-educated and affluent. The majority of our audience has an annual income of well above the national average, with 45% reporting an income of \$100,000 or more. 70% of our readers have earned at least a bachelors or professional degree.

We've found that our subscribers are passionate about needlepoint and committed to collecting **Needlepoint Now**. 80% of our readers tell us that they save each issue forever, and refer back to them often. Every time they reach for one of our back issues, they have the chance to see your ad again. 20% share their copies with friends, extending our readership even further.

Our Audience

Most of our readers complete five to ten needlepoint projects every year: almost 25% of them tell us that they complete more than ten projects annually! And most of our readers shop for needlepoint supplies at least once or twice every month. **While 50% shop exclusively at their LNS, over 30% shop both online and locally.**

Our readership represents a lifetime of stitching experience. 87% of our readers are over 55, with ample time to stitch beautiful things. A number of our readers enjoy multiple creative outlets in the fiber arts, including cross stitch, knitting, crochet, and quilting.

We are also making the effort to reach out to younger audiences with fresh new projects, helping to ensure that the art of needlepoint will continue to be enjoyed and practiced for generations to come. One of our missions is to educate beginning stitchers, exposing them to quality canvases, tools, and materials, as well as giving them a chance to learn from some of the best in the needlepoint world.

We know how hard our advertisers work and we'd like to help you reach out to our readers, from beginners to advanced stitchers. We love working with you to help your businesses grow and thrive.

Elizabeth Bozievich, Editor
editor@needlepointnow.com

Angela Wigham, Ad Manager
ads@needlepointnow.com

Stacy Spangler, Graphic Designer
graphics@needlepointnow.com

Look for us on
 Facebook and Pinterest



Needlepoint Now

PO Box 428, Elmira, OR 97437
 541.935.0238 • fax: 541.935.0267
ads@needlepointnow.com • www.needlepointnow.com

2021 Ad Deadlines



January/February

Ad space reservation:
November 2

Materials for custom
ad designs:
November 9

Camera ready ads:
November 30

March/April

Ad space reservation:
December 28

Materials for custom
ad designs:
January 4

Camera ready ads:
February 1

May/June

Ad space reservation:
March 1

Materials for custom
ad designs:
March 8

Camera ready ads:
March 26

July/Aug

Ad space reservation:
April 23

Materials for custom
ad designs:
May 3

Camera ready ads:
May 28

Sep/Oct

Ad space reservation:
June 25

Materials for custom
ad designs:
July 6

Camera ready ads:
July 30

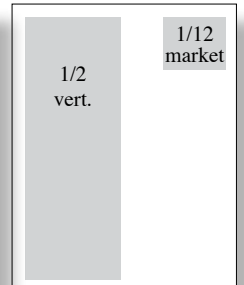
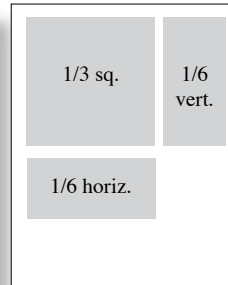
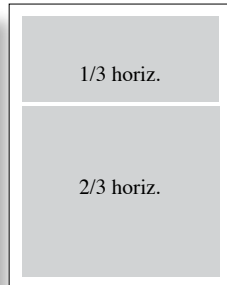
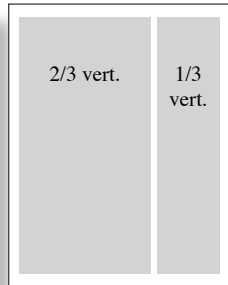
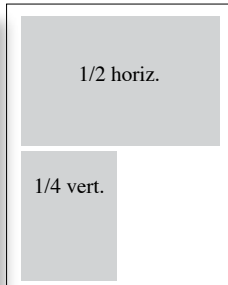
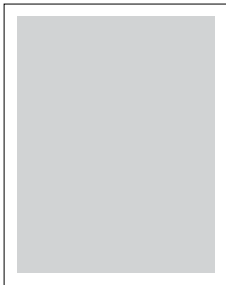
Nov/Dec

Ad space reservation:
August 27

Materials for custom
ad designs:
September 3

Camera ready ads:
September 24

Ad Sizes, Rates, and Availability



Full Page

7.5" x 9.9375"
Camera ready: \$1,200.00
Custom design: \$1,260.00
Inside front cover:
\$1,477.00
Inside back cover :
\$1,421.00
(add \$60.00
for custom design)

1/2 Page Horizontal

7.5" x 4.875"
Camera ready: \$610.00
Custom design: \$670.00
Inside front cover:
\$758.00
Inside back cover:
\$736.00
(add \$60.00
for custom design)

1/4 Page (Vertical only)

3.625" x 4.875"
Camera-ready: \$308.00
Custom design: \$368.00

2/3 Page Vertical

5" x 9.9375"
Camera ready: \$808.00
Custom design: \$868.00

1/3 Page Vertical

2.375" x 9.9375"
Camera ready: \$408.00
Custom design: \$468.00

1/3 Page Horizontal

7.5" x 3.25"
Camera ready: \$408.00
Custom design: \$468.00

2/3 Page Horizontal

7.5" x 6.5"
Camera ready: \$808.00
Custom design: \$868.00

1/3 Page Square

4.875" x 4.875"
Camera ready: \$408.00
Custom design: \$468.00

1/6 Page Horizontal

4.875" x 2.3125"
Camera ready: \$206.00
Custom design: \$266.00

1/6 Page Vertical

2.375" x 4.875"
Camera ready: \$206.00
Custom design: \$266.00

1/2 Page Vertical

3.625" x 9.9375"
Camera ready: \$610.00
Custom design: \$670.00
Inside front cover:
\$758.00
Inside back cover:
\$736.00
(add \$60.00
for custom design)

1/12 Page Marketplace

2.375" x 2"
3 issues: \$240.00
6 issues: \$480.00
Single issue is not available
(add \$15.00
for custom design)

Ad Submission Guidelines

CUSTOM DESIGNED ADVERTISEMENTS

Our in-house graphic designer is ready to create the perfect custom ad for your business. All we need from you is your business logo, the images you'd like us to use in your ad and what you'd like it to say. Provide artwork such as logos and photographs in as large a size as possible.

If you have ideas or suggestions for your ad, such as theme, font, background or color, we'd love to hear them and will do our best to incorporate them into your ad. Layout sketches or descriptions should be clear in the placement of images and type. Final layout may differ from your original sketch due to the size of ad and amount of information and copy provided.

If you would like us to photograph products for your ad, please send them to us with return postage and we will photograph your items during our next scheduled photo shoot. For a fee of \$20.00 per image we provide professional lighting and staging and will also provide you with the high resolution digital images for your unrestricted use.

A proof of your ad will be sent to you via email. Please reply with approval and/or changes by email or fax at (541) 935-0267. We will be happy to work with you in any way we can!

CAMERA READY ART

Needlepoint Now prefers high quality PDF files for maximum quality for your printed ad. (No crop or bleed marks are necessary, but do not need to be removed if added by your design agency.)

When saving and sending your ad as a PDF, either flatten all layers or take care to embed your fonts to ensure proper printing. If nonstandard fonts are not embedded, we cannot guarantee the finished look of your ad, and if we do not have a particular font in our library, font substitutions will occur.

Please be sure your ad is sized correctly as per our ad dimension requirements. **The image quality may be compromised if we have to re-size your ad to fit our format.**

You are welcome to send materials in **AS SOON AS YOU HAVE THEM** for the next issue. We will send your bill after you have approved your ad.

Ad placement is determined by ad size and date that materials were delivered (first come, first served).

PHOTOGRAPHY TIPS

Please help us to create the best possible ad for your business.

If you are taking images with a smart phone or other mobile device, please send us the largest version available, usually "original size". While smaller digital images may look good on a computer screen, we cannot make them work for print in the magazine.

- Send photos of canvases, products, and finished work that are well-lit and in focus.
- Take photographs using natural light as often as possible.
- If possible, use a plain, solid background, such as white, black, or grey paper or fabric.
- If photographing white or light canvases, use a light background.
- If photographing dark canvases, use dark backgrounds.
- Please try to take the photo as straight on to the item or items as you can, to avoid distortions.
- Weigh down the edges of unframed canvases in order to reduce visual warping.

Other Accepted File Types:

- JPG/JPEG – Minimum resolution 300 dpi (uncompressed maximum quality)
- EPS – Convert all fonts to outlines, paths or curves depending on application used to create the ad.
- TIF/TIFF – Minimum resolution 300 dpi
- Native Adobe Photoshop or Illustrator files with fonts embedded or rasterized.

We Cannot Accept: Quark, Adobe PageMaker, Microsoft Publisher, PowerPoint, MS Word or Works files, or web images such as GIF, BMP, PIC, PNG, etc. as these files are generally saved at 72 dpi and do not reproduce well because of low resolution and small size.

Please note that unless previously arranged with the ad department, materials and/or ads turned in after these deadlines will be reserved for the next issue.

We do our best not to place competing businesses on the same page. We will also let you know if someone is advertising the same product.