

Needlepoint Now

2018 Media Kit



Our Story

Published six times a year, **Needlepoint Now** is the only commercial magazine dedicated solely to the art of needlepoint. Since the first issue was published in 1999, **Needlepoint Now** has been inspiring and educating stitchers around the world to create a wide variety of needlepoint projects.

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

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

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

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.

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.



Our Audience

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.

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, 32% 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, ensuring that the art of needlepoint will not be lost to future generations. One of our missions is to educate beginner stitchers, exposing them to quality canvases, tools, and materials.

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 keep your businesses running strong.

I stopped at the mail box and there was my new issue of NN. Instead of errands, I went to a nearby Jewish Deli with great food, got a quiet booth in the back, ordered lunch and iced tea and settled in with the Needlepoint Now pages, each holding something terrific. I came home to a clean house with NN in hand and decided it was a perfect way to end the day.

– Sue

The new issue is a delight with two Judaic projects and the book review! Thank you so much for your inclusive approach to stitchers of all faiths!

– Amy

I am always excited when my latest issue arrives and cannot wait to sit down to read it through. Thanks so much for such a terrific publication, filled with so many goodies! When I read Elizabeth's Musings I feel like you are talking to me. The same is true with Coni Rich's Down the Rabbit Hole.

I read my magazine many times; the day it arrives, I save it for the evening and read it cover to cover. Then I go back to it so many times, to really take my time to savor it, like delicious candy!

– Marjorie

Needlepoint Now

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 541.935.0238 • fax: 541.935.0267
 ads@needlepointnow.com • www.needlepointnow.com

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 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, they do not look good in print.**

Send clear, well lit photos of canvases and finished work. Natural light is often best. If possible, shoot photos against a solid background and try to shoot as straight on to the item as possible to avoid distortion. If photographing white or light colored canvases, shoot against a light background if at all possible and dark canvases against dark backgrounds so there is less contrast between the threads and background.

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. Ads are billed when you reserve your space, not after your proof has been sent.

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

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.

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.

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!

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, 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.

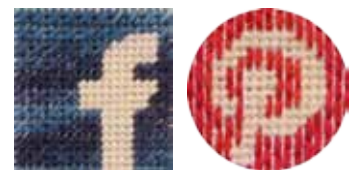
We do our best not to place competing businesses on the same page. We will also let you know if someone is advertising the same product.

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

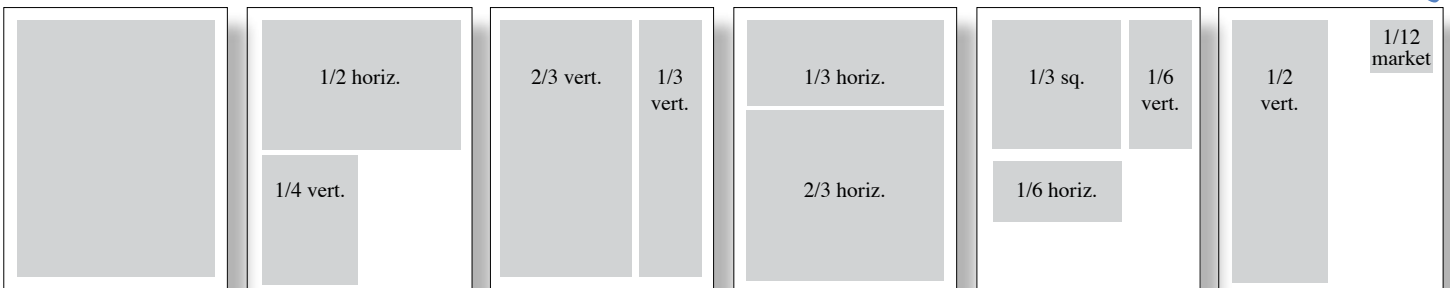
PO Box 428, Elmira, OR 97437
541.935.0238 • fax: 541.935.0267
ads@needlepointnow.com • www.needlepointnow.com

2018 Ad Deadlines



January/February	March/April	May/June	July/Aug	Sep/Oct	Nov/Dec
Ad space reservation: Nov. 2	Ad space reservation: Dec. 29	Ad space reservation: Feb. 28	Ad space reservation: April 27	Ad space reservation: June 29	Ad space reservation: Aug. 31
Materials for custom ad designs: Nov. 9	Materials for custom ad designs: Jan. 8	Materials for custom ad designs: Mar. 9	Materials for custom ad designs: May 4	Materials for custom ad designs: July 6	Materials for custom ad designs: Sep. 7
Camera ready ads: Nov. 30	Camera ready ads: Jan. 31	Camera ready ads: Mar. 30	Camera ready ads: May 31	Camera ready ads: July 31	Camera ready ads: Sep. 28

Ad Sizes, Rates, and Availability



<p>Full Page 7 1/2" x 9 15/16" 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)</p>	<p>1/2 Page Horizontal 7 1/2" x 4 7/8" Camera ready: \$610.00 Custom design: \$670.00 Inside front cover: \$758.00 Inside back cover: \$736.00 (add \$60.00 for custom design)</p> <p>1/4 Page 3 5/8" x 4 7/8" Camera-ready: \$308.00 Custom design: \$368.00</p>	<p>2/3 Page Vertical 5" x 9 15/16" Camera ready: \$808.00 Custom design: \$868.00</p> <p>1/3 Page Vertical 2 3/8" x 9 15/16" Camera ready: \$408.00 Custom design: \$468.00</p>	<p>1/3 Page Horizontal 7 1/2" x 3 1/4" Camera ready: \$408.00 Custom design: \$468.00</p> <p>2/3 Page Horizontal 7 1/2" x 6 1/2" Camera ready: \$808.00 Custom design: \$868.00</p>	<p>1/3 Page Square 4 7/8" x 4 7/8" Camera ready: \$408.00 Custom design: \$468.00</p> <p>1/6 Page Horizontal 4 7/8" x 2 5/16" Camera ready: \$206.00 Custom design: \$266.00</p> <p>1/6 Page Vertical 2 3/8" x 4 7/8" Camera ready: \$206.00 Custom design: \$266.00</p>	<p>1/2 Page Vertical 3 5/8" x 9 15/16" Camera ready: \$610.00 Custom design: \$670.00 Inside front cover: \$758.00 Inside back cover: \$736.00 (add \$60.00 for custom design)</p> <p>1/12 Page Marketplace 2 3/8" x 2" 3 issues: \$240.00 6 issues: \$480.00 Single issue is not available (add \$15.00 for custom design)</p>
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Many of the beautiful ads you see in our magazine were created by Stacy, our in-house designer.

Stacy joined the Needlepoint Now team in November of 2016. She holds a degree in Graphic Design from Portland State University and has almost a decade of professional design experience.

Join Our Latest Club!

Starting August 2017

Section per month for 6 months

Gorgeous addition to your holiday decor


Contact the shop to join – details on our website



Canvas by Alice Peterson, Stitch Guide by Sally Boer, Stitching done by Michelle Cooley

Hingham Square Needlepoint 132 North Street, Second Floor | Hingham, MA 02043
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STITCHED BY KATHY KULESZA

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*Artist Vicki Sawyer
for Melissa Shirley Designs*

*Stitch guide by
Carolyn Hedge Baird*

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Art Nouveau Floral 10"x10" 13 Mesh

Needlepoint Alley

1201 US Highway One #21
North Palm Beach, FL 33408
(561) 691-3223
or visit our online store at www.NeedlepointAlley.com

London is calling...

Needlepoint Now
& The Stitchery's

Wild West Tour April 15th-26th, 2018 LONDON & CORNWALL

Eleven days of adventure, stitching, fabulous shopping, amazing museums and galleries, luxury accommodations, and exclusive needlepoint projects are a phone call (or website visit) away.

For more information and to register for our tours, please visit our website or call: www.needlepointnow.com/tours
541.935.0238

Santa's Funky Reindeer!

Available as canvases or kits with stitch instructions

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