



Sampler & Antique Needlework Quarterly presents readers with detailed instructions for re-creating some of the world's most intricate needlework. Insightful profiles on collectors and needlework experts are also included in every issue.

READERSHIP/CIRCULATION OVERVIEW

Demographics

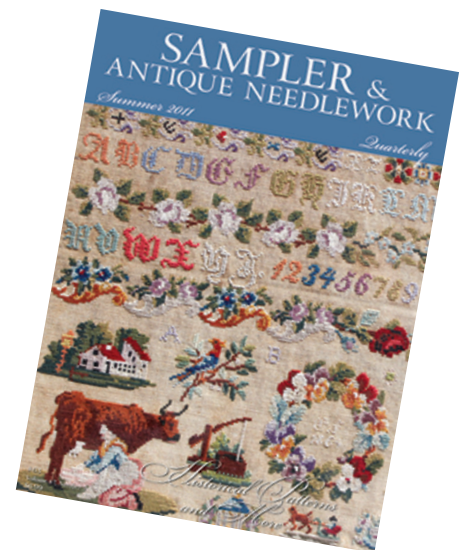
Average Age: 57 years
 Average HHI: \$110,604
 Female: 98%

Distribution

Frequency: 4x/year
 Total Distribution: 8,000
 Cover Price: \$6.99
 Subscription Price: \$24.95

SAMPLER & ANTIQUE NEEDLEWORK

Quarterly



With a focus on:
 Historic Collections
 Antique Reproductions
 Historically Inspired
 Needlework

Source: 2011 Sampler & Antique Needlework Quarterly Readership Survey.

2013 ISSUE DATES AND CLOSINGS

ISSUE:	Spring	Summer	Fall	Winter
Ad Closing:	12/11/12	3/5/13	5/28/13	9/17/13
Materials Due:	12/18/12	3/12/13	6/4/13	9/24/13
On-Sale:	2/19/13	5/14/13	8/6/13	11/26/13

2013 AD RATES

Ad Size:	1X	3X	6X
Inside Front Cover	\$2,750	\$2,640	\$2,530
Inside Back Cover	\$2,750	\$2,640	\$2,530
Back Cover	\$3,030	\$2,860	\$2,750
Full Page	\$2,200	\$2,090	\$1,980
2/3 Page	\$1,600	\$1,520	\$1,440
1/2 Page	\$1,320	\$1,250	\$1,190
1/3 Page	\$900	\$860	\$810
1/4 Page	\$620	\$580	\$550
1/6 Page	\$530	\$510	\$470
1/8 Page	\$440	\$420	\$400

Shopping Gallery	\$350 per ad
Double Shop/Web Listing*	\$120 Color/\$90 Black & White
Shop/Web Listing*	\$70 Color/\$55 Black & White
Classified Listing*	\$4 per word; \$40 minimum

*3X or 6X noncancellable contract

Business Reply Card—Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertising page.

Inserts—Pricing available upon request.

Combined Frequency—Advertisers placing ads in more than one Hoffman Media magazine may combine insertions to earn a lower frequency rate.

Terms—Net due 30 days from invoice date. An agency commission of 15% gross billings is given to recognized advertising agencies on space, color, and special position charges.

AD DIMENSIONS

Publication Trim Size: 7.875" x 10.5"

Note: Keep all vital advertising material at least .25" from final trim edge.

Size:	Non-Bleed:	Bleed:
Full Page	7.375" x 10"	8.125" x 10.75"
2/3 Page	4.5" x 9.5"	Available upon request
1/2 Page (Horizontal)	6.875" x 4.625"	Available upon request
1/2 Page (Vertical)	3.375" x 9.5"	Available upon request
1/3 Page (Square)	4.5" x 4.625"	N/A
1/3 Page (Vertical)	2.125" x 9.5"	Available upon request
1/4 Page	3.375" x 4.625"	N/A
1/6 Page (Horizontal)	4.5" x 2.25"	N/A
1/6 Page (Vertical)	2.125" x 4.5"	N/A
1/8 Page (Horizontal)	3.375" x 2.25"	N/A

Shopping Gallery	3.375" x 3"	N/A
Double Shoplisting/Weblisting	2.125" x 1.625"	N/A
Shoplisting/Weblisting	2.125" x .75"	N/A

ADVERTISING CONTACT

Michelle Thorpe, Advertising Director
 Michelle_Thorpe@Annies-Publishing.com
 (877) 282-4724, ext. 213

AD MATERIALS REQUIREMENTS

Submitting Materials

Materials can be submitted via SendMyAd (www.Annies.SendMyAd.com). Proofs and CDs can be mailed to:

Annie's
 Malinda Webster
 Ad Sales
 306 East Parr Road
 Berne, IN 46711

Electronic Media

Annie's operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.



Fonts

All fonts used are to be supplied or converted to outlines.

Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low-resolution files.)

Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

PRODUCTION CONTACT

Attn: Just CrossStitch—Malinda Webster
 Annie's Publishing
 306 East Parr Road, Berne, IN 46711
 Phone: (260) 589-4000, ext. 309 Fax: (775) 871-3784
 Malinda_Webster@Annies-Publishing.com