

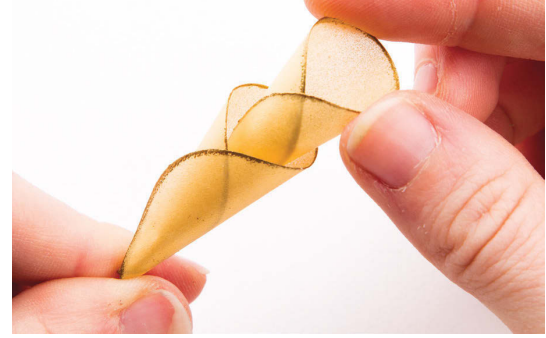


CardMaker®



2018

MEDIA KIT



# MAGAZINE PROFILE

*CardMaker* is America's premier card-making magazine, bringing artful and inspiring designs from expert card makers to crafters who are passionate about creating greeting cards for all occasions. With original designs, beautiful color photos and informative technique articles that explain how to use a variety of materials, *CardMaker* attracts card makers of all experience levels, along with enthusiastic general crafters who are always looking for distinctive, unique projects.

*CardMaker* provides easy-to-follow instructions, helpful step-by-step photography and a detailed materials list and buyer's guide so that readers can successfully replicate each project as pictured.

We deliver a qualified and engaged paper-crafting audience to help build your business and promote your brand and products. Let us customize a marketing solution for you.

*Circulation: 35,000*



# READER PROFILE

## RESPONSIVE

- 76%** have visited an advertiser's website
- 63%** have made a purchase from the result of an advertisement

## ENGAGED

- 52%** complete 50+ projects a year
- 91%** cite magazines as their main source for project ideas

## SAVVY

- 75%** of readers plan on spending as much as or more than the previous year for supplies
- 64%** plan to spend \$250 or more a year

## PASSIONATE

- 89%** of readers use machine die cutting for their projects
- 84%** use paper punching
- 99%** use stamping
- 91%** use embossing
- 90%** use embellishing

# EDITORIAL CALENDAR\*

## SPRING 2018 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 6/13/2017

**Project/instruction deadline:** 7/21/2017

This issue will feature a special assortment of card designs that incorporate recycled, upcycled and revamped products and techniques. We'll also include a wide variety of special occasion and everyday type cards.

**Editorial Focuses:** Green card making (recycle/reuse supplies) and nature-inspired projects, creating fun textures and patterns, cards featuring typical springtime motifs

## WINTER 2018 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 3/13/2018

**Project/instruction deadline:** 4/20/2018

This issue will play up wonderful designs for the holiday season. We'll include quick-to-make cards (whether you need one or 50!), fun designs to create with punches, stickers, stamps and dies.

**Editorial Focuses:** Christmas, Hanukkah, Thanksgiving, New Year and general winter-theme cards. Assembly-line-style designs are great for this season!

## SUMMER 2018 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 9/8/2017

**Project/instruction deadline:** 10/18/2017

We are featuring quick-to-make cards that are still packed with cool techniques.

**Editorial Focuses:** Showcase of quick and easy cards that don't skimp on the cool-technique factor. Step-out pieces or photos may be required if your card is accepted.

## SPRING 2019 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 6/13/2018

**Project/instruction deadline:** 7/21/2018

This issue will include a wide variety of special occasion and everyday-type cards created in a playful springtime color palette. Florals of all kinds will be the highlight of this issue.

**Editorial Focuses:** Welcome spring with bright, colorful designs to usher in the season. Projects should feature typical springtime colors and motifs.

## AUTUMN 2018 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 12/11/2017

**Project/instruction deadline:** 1/22/2018

Experimenting with new mediums can lead to wonderful discoveries in card making! However, this process can be intimidating. Let's step outside the box and show CardMaker readers the wonderful and exciting designs they can create with the latest and greatest products. Please keep in mind that uncharted territory can be intimidating for some readers, so think about designs that would appeal to beginner and experienced card makers and demonstrate techniques in an easy-to-understand manner.

**Editorial Focuses:** TBD

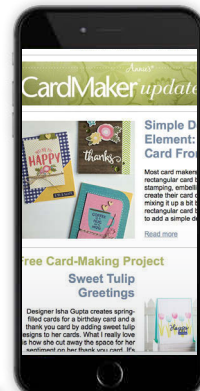
**To be added to our call for submissions, email:**

[Submissions@CardMakerMagazine.com](mailto:Submissions@CardMakerMagazine.com)

## PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2018	11/07/17	11/14/17	12/26/17	01/16/18
Summer 2018	02/06/18	02/13/18	03/27/18	04/17/18
Autumn 2018	05/08/18	05/15/18	06/26/18	07/17/18
Winter 2018	08/07/18	08/14/18	09/25/18	10/16/18
Spring 2019	11/06/18	11/13/18	12/25/18	1/15/19

\*Editorial calendar is subject to change without notice.



# DIGITAL PRESENCE

## WEBSITES

### CardMakerMagazine.com

- 47,000+ monthly page views
- 4,500+ monthly downloads
- Home to our online community where card makers find crops, blogs, inspiration and ideas!

### FreeCardmaking.com

- 32,000+ monthly page views
- Hundreds of free paper-crafting patterns

## CARDMAKER UPDATE

- 126,000+ subscribers
- Delivered every three weeks
- Reach card makers with banner and content block ad units

## DEDICATED EMAIL BLASTS

- Get response by sending your marketing message to our 126,000 subscribers.

## CARD-MAKING CONNECTIONS

Our *CardMaker* blog that's dedicated to all things card making.

[CardMakerMagazine.com/blog/](http://CardMakerMagazine.com/blog/)

- 11,000+ monthly page views

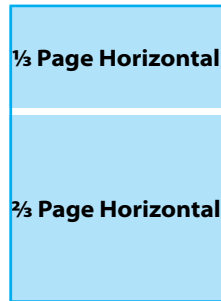
## SOCIAL MEDIA

- Facebook: 250,000 fans and growing!
- Pinterest: 63,000+ followers

# SPECIFICATIONS

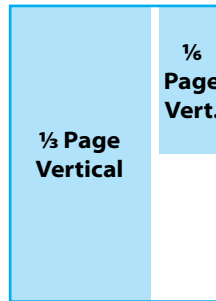


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

1/6 Page Vert.

## Full Page

Trim 8" x 10<sup>3</sup>/<sub>4</sub>"  
Bleed 8<sup>1</sup>/<sub>4</sub>" x 11"  
Live 7" x 9<sup>3</sup>/<sub>4</sub>"

## One-Fourth Page

Vertical 3<sup>1</sup>/<sub>2</sub>" x 4<sup>5</sup>/<sub>8</sub>"  
Horizontal 4<sup>5</sup>/<sub>8</sub>" x 3<sup>1</sup>/<sub>2</sub>"

## One-Sixth Page

Vertical 2<sup>1</sup>/<sub>4</sub>" x 4<sup>5</sup>/<sub>8</sub>"  
Horizontal 4<sup>5</sup>/<sub>8</sub>" x 2<sup>1</sup>/<sub>4</sub>"

## One-Twelfth Page

Square 2<sup>1</sup>/<sub>4</sub>" x 2<sup>1</sup>/<sub>4</sub>"

## One-Third Page

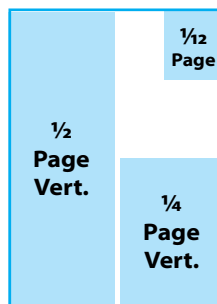
Vertical 2<sup>1</sup>/<sub>4</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
Horizontal 7" x 3<sup>1</sup>/<sub>8</sub>"  
Square 4<sup>5</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"

## Two-Thirds Page

Vertical 4<sup>5</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
Horizontal 7" x 6<sup>1</sup>/<sub>4</sub>"

## One-Half Page

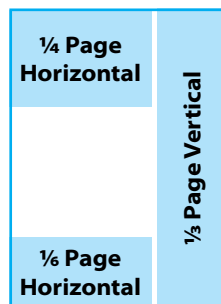
Vertical 3<sup>1</sup>/<sub>2</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
Horizontal 7" x 4<sup>5</sup>/<sub>8</sub>"



1/2 Page Vert.

1/4 Page Vert.

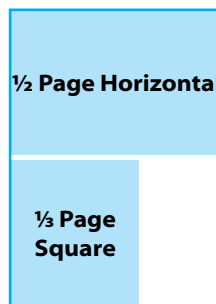
1/12 Page



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

## ONLINE

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400

## Submitting Materials

Materials can be submitted via Mediabank.

For login information, contact:

Alexia Schamp  
Advertising Coordinator  
(260) 849-4860  
Alexia\_Schamp@Annies-Publishing.com

## 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.

**Questions? contact:** Alexia Schamp  
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