



ARTWEAR PUBLICATIONS

MEDIA KIT 2021





ArtWear Publications is an independent, 100% Australian-owned publishing company, producing specialist magazines for textile and fibre artists, and lovers of vintage. Our titles are published in Australia with up-to-date and original content. The articles and patterns are easy to follow and appeal to a wide range of age groups and demographics.

Our magazines are a resource library, aesthetic reference guide, and ongoing educational experience for our readers.

All our niche titles exhibit loyal and shared readership patterns, ensuring that your targeted advertisement reaches its relevant audience and continues to be read for years to come. Our readers tend to hang on to their copies of our magazines and refer back to them over and over again.

We encourage you to consider a series of advertisements, so that your exposure is maintained over a longer time frame and across a broader readership. The content and graphics of each advertisement may be different. We have a wide variety of advertising sizes and combinations to suit all budgets. Online advertising is also available. We do, at times, run special promotions and offers, which we email to our advertisers – please ask what is currently available, e.g. our Product Showcase and our Market advertising opportunities.

Our readers gain inspiration and interpret the ideas, information, techniques and photography within our titles in their own, personal way as they start a new project, finish an ongoing project, or enhance their educational experience. Your targeted advertisement shows readers where to go or where to purchase the materials, equipment, and accessories needed to take their project to the next level.

Similarly, our readers appreciate advertisements showing where festivals and exhibitions may be seen, workshops are being held, and calls for entry for shows and competitions.

Your advertisement becomes a valued resource to our readers.

With specialist contributors in each issue of all our titles, alongside artful photography, a new, fresher website complete with a blog, and social media exposure, you can anticipate that our readership is set to grow. We invite you to grow with us.

Each of our textile art and fibre art titles has a readership of around 15,000 to 20,000 per issue per on-sale period across paper and digital versions of the magazines. Our newest magazine, Vintage Made, is steadily building up to these numbers. We are proud to say that our subscription base, paper and digital, keeps broadening. As well as our Australia-based readership, we have a growing international readership, both paper and digital. Our digital platforms include Apple, Kindle and Android devices.

An included benefit for you as one of our advertisers, is your addition to our Recommended Suppliers pages on our website (as an active link where possible, and grouped as per what your product range is) for the period of your advertising contract, as well as your advertisement (if Business Card size or larger) being placed in our Recommended Suppliers Photo Album on our Facebook page. If what you are advertising is not a product, a link will be included on our Links page, and your ad appear in the time line of our Facebook page.

All ArtWear Publications' titles are independent and unbiased, printing original articles, reviews and patterns unique to the Australian and New Zealand market place. Our original pattern and article policy ensures we fill the gap in the niche market for our discerning readers.

We invite you to open a new window of opportunity and introduce your business to our ever-growing reader base. We look forward to helping you grow your business, and welcome you to our publications.

Our titles are distributed nationally and internationally through newsagents, bookstores, speciality stores and via subscriptions.

Advertisers in our magazines receive an **electronic version of tear sheets** showing their advertisement "in situ" once the magazine issue has been published.

To book your advertisement, or if you have any questions, please contact Lynda via thegirls@artwearpublications.com.au or phone 03 9888 1853 (+61 3 9888 1853).

We would love to welcome you to our family.



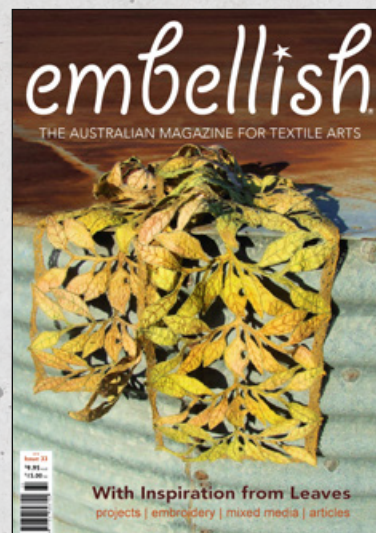
our magazines



Yarn contains all things fibre and yarn related, such as knitting, crochet, spinning, weaving and felting. Included are original patterns, artist profiles, technical and specialist articles, and general interest articles. There is a strong focus on natural or unusual fibres. This is a wonderful and varied magazine, aimed at the thinking crafter and artist.



Felt is the 'must-have' magazine for anyone interested in the art of felt and the many ways of creating felt. Each issue contains in-depth articles and inspiring artists profiles, exhibitions reviews, showcase articles and more. A variety of highly original 2D and 3D felting projects and technical 'how-to' articles on a multitude of wet and dry felting techniques are also featured in each issue. Felt is Australia's national felting magazine with an extensive international reach. It is aimed at felt makers and textile artists of all levels of experience who want to explore and expand the creative possibilities in this fascinating medium.



Embellish is a magazine fibre and textile artists find inspiring. It contains original projects across an extremely wide range of techniques, such as those in mixed media, hand and machine embroidery, surface design (including dyeing, shibori, stamping and painting), felting, working with fibres, creating textures, and many more. Also included are inspiring artist profiles, exhibitions, technical articles, travel articles, and shop profiles (featuring one of ArtWear Publications' current advertisers) detailing the story behind the shops.



Textile, Fibre Forum magazine has been published since 1981 and is a much-loved and respected magazine by textile and fibre artists both in Australia and internationally. It takes an in-depth look at artists, exhibitions, and best practices, plus new textile and fibre arts techniques, and innovations relating to textiles, plant matter (including paper) and manufactured materials. It has a focus on Australian artists and contemporary textiles and fibres, with articles from specialist contributors in each issue, and tends to be more "fine art" than "craft". This magazine showcases talent and individuality, while promoting ongoing education, galleries, events and resources. It does not contain step-by-step projects.



Vintage Made celebrates the love of all things vintage – such as fashion, crafts, and a return to a simpler way of living. It includes a mix of articles, tutorials, projects, recipes, tips – and in the way of a by-gone era, includes a pull-out pattern for a vintage-style garment (now in sizes 6 to 26). Vintage Made is a visual and nostalgic feast for the reader, transporting them back into a different time, and giving them the means to partake in a little of that era.

magazine advertising sizes (W X H)

(Other sizes and formats are available (e.g. two-page spreads and inserts). Please ask for more information.)

1. Cover / full page (A4)

Trim 210 x 297mm

Type 200 x 287mm

Bleed 220 x 307mm

2A. Half page vertical

(no bleed)

87.5 x 267mm

2B. Half page vertical

(with bleed)

Trim 102.5 x 297mm

Type 99.5 x 291mm

Bleed 107.5 x 307mm

3A. Half page horizontal

(no bleed)

180 x 131mm

3B. Half page horizontal

(with bleed)

Trim 210 x 146mm

Type 204 x 143mm

Bleed 220 x 151mm

4A. Third page horizontal

180 x 85.7mm

4B. Third page vertical

56.7 x 267mm

5A. Quarter page horizontal

180 x 63mm

5B. Quarter page vertical

87.5 x 131mm

6. Business card

87.5 x 49.4mm

7. Half business card

41.2 x 49.4mm

8. Logo listing

You provide your logo in colour plus two of website / phone number / email address. Logo listings are published together on the page.

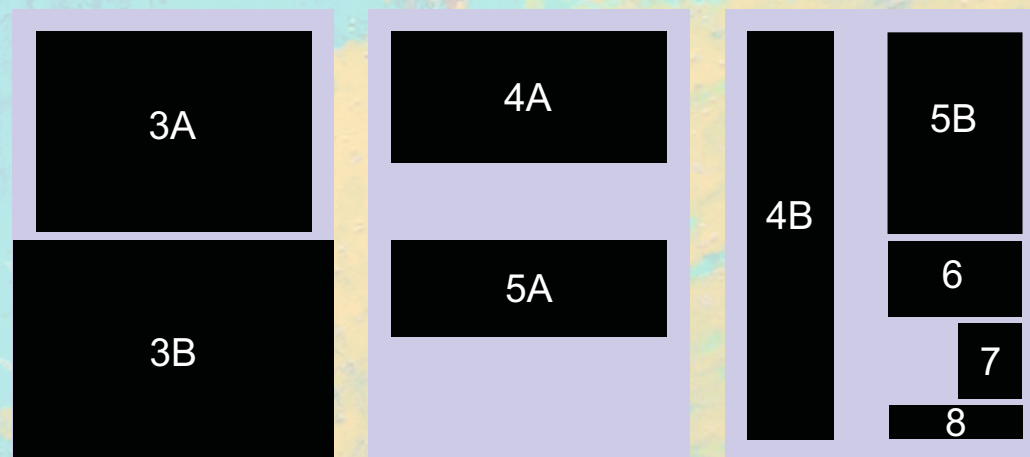
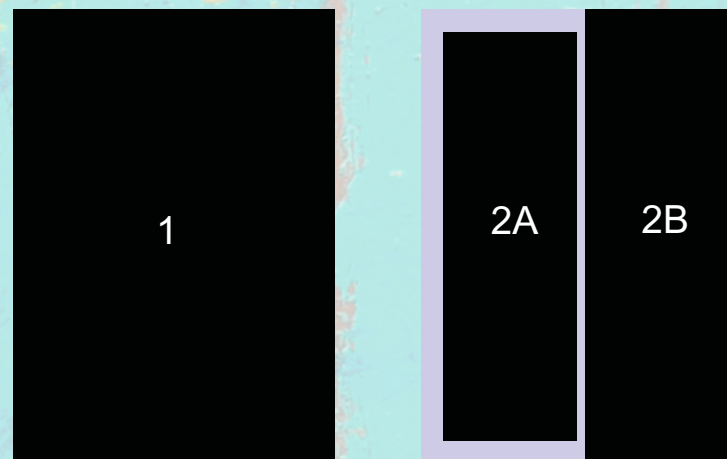
Classifieds

Charged per word count with a minimum charge. Images will attract a fee.

Insertions

Up to A4 size, single sheet of paper, charged per 1000 magazines. Only sent with subscribers' magazines. Inserts are to be supplied by the advertiser and are subject to final approval, prior to acceptance.

Please contact Lynda via thegirls@artwearpublications.com.au or phone **03 9888 1853 (+61 3 9888 1853)** for pricing information on all advertisement sizes and possible bundles.



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PHONE:
(03) 9888 1853

WEB:
www.artwearpublications.com.au

LOGO LISTING SAMPLE



specifications

Design: You may supply your own advertisement to the specifications below, or we can assist with the design and layout of your advertisement (this may attract a fee). Please contact us for further information about design services.

Format: PDF is the preferred method of advertisement submission. PDFs must be written in process colour CMYK to a minimum standard of PRINT RESOLUTION (300dpi) with transparencies flattened. Files of up to 10MB may be transmitted by email. Dropbox is the preferred method of transfer for larger files. We also accept files in InDesign, Corel and Illustrator with printer and screen fonts included. We can accept layouts in Word or Publisher, but this may attract a fee.

Resolution: 300dpi at 100% scaling for images.

Colour: All colours to be process CMYK breakdowns, including InDesign, Photoshop and Corel files. Do not use spot colours except by special arrangement. Do not embed colour profiles within your images as these may vary with each print run of our magazines.

Advertisement Sizing: Ensure your artwork is sized as per our advertisement size specifications. These must be strictly adhered to, including relevant bleed limits. Do not include non-reproducing graphics such as colour bars or registration marks within the bleed limits.

NOTE: Advertisements not set to these specifications may not appear exactly as they are submitted. While we are not obligated to make corrections to your advertisement, we may need to do so to ensure correct fit into a layout. Alterations are made at the publisher's discretion. Supplied material requiring such editing may attract a production fee. Each advertiser submitting advertisement material by the deadlines as advertised in this media kit will receive a PDF proof and the opportunity to correct any errors in the advertisement prior to publication.

magazine advertising deadlines

Issue on-sale month*	Booking Deadline for new ad	Material Deadline: providing completed advertisement*	Material Deadline: help with artwork required*	Cancellation of booked advertisement (in writing)**
March ^	Nov 21st	Nov 21st	Nov 17th	Oct 22nd
June	Mar 5th	Mar 5th	Mar 1st	Feb 3rd
September^	Jun 5th	Jun 5th	Jun 1st	May 6th
December	Aug 29th	Aug 29th	Aug 25th	July 30th

* If not received by this date, a previous advertisement WILL be run

** Cancellations CAN NOT be accepted after this date

^ Felt and Vintage Made are NOT published in these months

Subscribers' magazines are sent out late in the month prior to the on-sale month

online advertising

All online advertising must be paid for prior to the advertisement going live. Each advertisement will have an active link back to the advertiser's webpage or other online presence.

Options:

1. A single advertisement which will appear in the footer across all our website pages, including our blog posts. Advertising in the footer may be purchased in one-week blocks. Size: 200px (W) x 250px (H)
2. An advertisement which will appear in the short description of each new magazine issue i.e. readers do not have to click through to the long description of the magazine to see your advertisement. This advertisement will remain in perpetuity on that page and be visible to all who look up that issue of the magazine. Only one advertisement space is available per issue. Size: 400px (W) x 100px (H)
3. At times there will be advertising spaces available within our blog posts – depending on the post. The advertisements will remain in perpetuity in that post. If you are interested in this, please contact us to discuss the options. Size: 400px (W) x 125px (H)

Contact

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www.artwearpublications.com.au

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