Primitive Quilts and Projects

2023 Media Kit

QUILTING ✄ RUG HOOKING ✄ STITCHING

Targeted, Effective Advertising for the Primitive Marketplace

Welcome to Primitive Quilts and Projects

We are the industry's only magazine dedicated to the primitive style of quilting, rug hooking, stitching and more! We offer a terrific advertising opportunity for you to reach a targeted segment of the textile arts community.

Primitive Quilts and Projects is a quarterly print and digital publication featuring at least 15 original projects per issue, from the industry's favorite designers. Each of these designers has a loyal following, which means your ad will be seen by a very interested group of consumers.

Our audience has more than tripled since our original printing. We are now carried in quilt shops and newsstand outlets all over the world. We have an aggressive social media plan, and offer affordable, print and online advertising opportunities.

We would love to build a comprehensive, creative advertising campaign for you with *Primitive Quilts and Projects*. Call or email us to discuss possibilities.
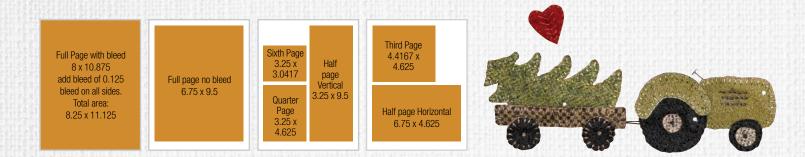
Sincerely,

Gretchen C. Smith
Editorial az@primitivequiltsandprojects.com
304-834-9707

PRINT AD SPECIFICATIONS

	Spring 2023	Summer 2023	Fall 2023	Winter 2023
Months Covered	Jan/Feb/Mar	Apr/May/June	July/Aug/Sept	Oct/Nov/Dec
In Stores	January	April	July	October
Ad Deadline	December 16, 2022	March 24, 2023	June 19, 2023	September 22, 2023

Full Page with bleed
8 x 10.875
add bleed of 0.125
bleed on all sides.
Total area:
8.25 x 11.125

Full page no bleed
6.75 x 9.5

Sixth Page
3.25 x
3.0417

Quarter
Page
3.25 x
4.625

Half
page
Vertical
3.25 x 9.5

Third Page
4.4167 x
4.625

Half page Horizontal
6.75 x 4.625

Unit Size	Width	Height	1x Price	4x or more Price
Magazine Trim Size	8	10.875		
Full Page *Includes Bleed*	8.25	11.125	$1,765	$1,680
Full Page *Non Bleed*	6.75	9.5	$1,765	$1,680
Half Page Vertical	3.25	9.5	$1,185	$1,125
Half Page Horizontal	6.75	4.625	$1,185	$1,125
Third Page	4.4167	4.625	$940	$905
Quarter Page	3.25	4.625	$695	$660
Sixth Page	3.25	3.0417	$600	$565

primitivequiltsandprojects.com

PREMIUM PLACEMENT:

❀ Inside Front Cover, Page 2 - add 15%

❀ Before/after related product, if requested - add 10%

❀ Inside Back Cover - add 12%

❀ Back Cover - add 20%

ADVERTISE ONLINE:

❀ Be seen on our website, **PrimitiveQuiltsandProjects.com**. See next page for pricing.

❀ Sponsor our **Primitive Perspectives e-newsletter** for only $250 plus a door prize to reach thousands of enthusiastic primitive stitchers. This has been very popular and effective for our advertisers.

❀ Try a **dedicated Facebook post** for only $200 plus your choice of boost. We have a passionate and growing list of thousands of followers.

❀ Send out a special message with a **dedicated email blast** to thousands of our enthusiastic readers. For only $900 you have the spotlight all to yourself.

❀ Sponsor a **subscription premium**. We design an email blast about the benefits of subscribing, along with information about your product - which the reader gets for FREE when they subscribe to PQP. Links to your site are included, along with general company information. You supply the premium, we pay shipping.

DIGITAL AD SPECIFICATIONS

Ad Options (sized in pixels, width x height at 72 dpi)	Homepage Square: (1300x1300)	$175 per month
	Homepage Rectangle: (900x450)	$250 per month
	Stitchin' Marketplace Online ad with social media support	$175 per month
	Guest Blog	w/ video: $300 w/o video: $250
	eNewsletter Banner Ad (575x70)	$75 per newsletter

Acceptable Formats	JPEG, PNG, GIF, SWF (non-expandable Rich Media)
Max File Size	50 KB
Max Animation Frame Rate	24 fps
Video	YouTube URL
Click-thru Functionality	URL must be supplied for click-thru and will be applied when ad is placed on the site. Click-thru will open in a new browser window. Click-thru is NOT allowed to be programmed into .swf

REQUIREMENTS FOR DIGITAL ADS

Acceptable File Formats

Please submit creative files at least 5 business days prior to the campaign launch to allow for testing and troubleshooting. If creative cannot be submitted at least 5 business days prior to the campaign launch, the campaign launch may be subject to delay. Please note that all creative files are subject to approval.

General Creative Ad Submission Guidelines

❀ Ads may not directly capture any personal identifiable information for a user which includes but is not limited to email addresses, telephone numbers, and credit card numbers. Advertisers and third-party servers may not associate cookies with personal identifiable information. Personal identifiable information does not include a user's IP address.

❀ Ads should not be designed to blend into the screen and give the appearance of publisher content or functionality.

❀ Ads should occupy the entire space of its unit size unless it requires a border spacing.

❀ Ads cannot be:
  • Upside down or sideways
  • Segmented, contain multiple copies of itself within the ad or appear to be more than one ad.

❀ Ads should not contain, facilitate, or promote defamatory, libelous, slanderous, or unlawful content and/or activity.

❀ Ads should not contain misleading, inaccurate, or deceptive content, or click through to a site that is unrelated to the content of the creative.

❀ Ads must be appropriate for audiences of all ages. Avoid the following content:
  • Any text or imagery that contains profanity,
  • Obscenity, or other vulgar content;
  • Any text or imagery that contains nudity or other sexually explicit content.

NOTE: Print or online ad design services are available, ask for rates.

REQUIREMENTS FOR PRINT ADS

Acceptable File Formats

Mac format is preferred. Files created on a PC may require font substitution and type manipulation due to font platform incompatibility. Type 1 fonts are no longer supported by Adobe formats starting in 2023. Photoshop files must be 300 dpi, CMYK, EPS, or TIFF file format.

Adobe Acrobat PDF is preferred. Adobe InDesign, Adobe Photoshop, and Adobe Illustrator are acceptable. Our graphics department will not accept files created in

Microsoft Word, Microsoft Publisher, Microsoft PowerPoint or Open Office. We also do not accept low-resolution PDFs, TIFFs, JPEGs or EPS files.

Fonts used in the digital file must be embedded. We will not be responsible for file substitutions on files with licensing restrictions.

Images must be saved at 300 DPI as CMYK color TIFF or single-file EPS format.

Please contact us for more information regarding submission of your ad. We will look forward to working with you.