

## ADVERTISING RATES

Rate Card #26 effective 1/1/09

4-Color Display Ads	Ad size	1X rate	3X rate	5X rate
IFC, IBC, BC	8.625 x 11.062"	\$2250	\$2025	\$1895
Full page	7.25 x 9.75"	\$2025	\$1823	\$1665
Full page (bleed)	8.375 x 10.812" (trim) (bleed size: 8.625 x 11.062")	\$2025	\$1823	\$1665
2/3	4.75 x 9.75"	\$1750	\$1575	\$1450
1/2 Vertical	3.50 x 9.75"	\$1475	\$1328	\$1225
1/2 Horizontal	7.25 x 4.75"	\$1475	\$1328	\$1225
1/3 Vertical	2.25 x 9.75"	\$1125	\$1013	\$910
1/3 Square	4.75 x 4.75"	\$1125	\$1013	\$910
1/4	3.50 x 4.75"	\$935	\$842	\$780
1/6 Vertical	2.25 x 4.75"	\$775	\$698	\$640
1/6 Horizontal	4.75 x 2.25"	\$775	\$698	\$640
1/12 Square	2.25 x 2.25"	\$450	\$405	\$365

For black & white display ads, subtract 15% from the 4-color rate. **Additional Charges** Guaranteed inside positions will be billed at an additional 10%. Advertising production is available at an additional fee.

NEW!

### Feature-Block Listing

Available in Current & Coming and Competitions & Opportunities sections only. **Feature block** is 2.0 x 3.0" vertical and is limited to a 2 x 2" image and one inch of text. \$325, prepaid only

### Classified Word Ad

\$2.50 per word, \$50 minimum charge, pre-paid only.

Materials due 10 weeks prior to month of issue to guarantee inclusion for that issue. Classified word and classified display (1/12 page) appear in the classified advertising section.

## IMPORTANT DEADLINES

Issue	Space Reservation Deadline	Artwork Deadline	Newsstand On-Sale
Jan   Feb 2009: Wearable Art	10/08/08	10/15/08	12/16/08
Apr   May 2009: On the Move	01/07/09	01/14/09	03/17/09
Summer 2009: In the Mix	03/25/09	04/01/09	06/02/09
Sep   Oct 2009: Reinvention	05/27/09	06/03/09	08/04/09
Nov   Dec 2009: Making it Big	08/12/09	08/19/09	10/20/09
Jan   Feb 2010: Wearable Art	10/07/09	10/14/09	12/15/09

## FOR QUESTIONS OR TO PLACE AN AD

Plan to reserve your space before the Space Reservation Deadline listed. An insertion order form is available from your advertising representative, and will ensure against placement errors.

Please send order, correspondence, and advertising materials to:

Leanne Pressly | Advertising Manager  
phone & fax (866) 539-3110  
LPressly@interweave.com

**Fiberarts**  
201 East Fourth Street  
Loveland, CO 80537-5655

**fiberarts.com**

Lpressly @interweave.com | (866) 539-3110

## PRINT AD SPECIFICATIONS

Color ads must be in four-color process (CMYK) at 300 dpi. Please note that all images in the file need to be CMYK at 300 dpi. We cannot print ads sent in RGB format. Ads not conforming to these standards will be converted to CMYK, which can cause colors to change.

Ads must be sized according to the specs on this page. Incorrectly sized ads will be returned for correction. Please make your original document size the exact size of the finished ad. Do not include bleed, trim marks, or crop marks on any fractional ads unless they are supposed to bleed.

Acceptable file types:

- PDF/x-1a (with all fonts embedded)
- EPS (with all fonts converted to outlines)
- TIF (flattened)

Acceptable programs:

- QuarkXPress\* (with all supporting images)
- InDesign\* (with all supporting images)
- Photoshop (flattened)
- Illustrator (with all linked files included and all fonts converted to outlines)

\* For QuarkXPress, and InDesign files, we will substitute Interweave fonts to match. Please send hard copy for guidance.

Fiberarts produced using InDesign CS3.

File transfer methods:

- E-mail ads@interweave.com
- Upload large stuffed or zipped files at <http://upload.interweave.com/adupload/>

Questions?

E-mail ads@interweave.com or call (800) 272-2193, ext. 661.

All ads are subject to approval before printing by Interweave.

## PAYMENT AND DISCOUNTS

Payment is due within 30 days from the date of the original invoice. We reserve the right to discontinue running ads if an account becomes past due. Prepayment is required of advertisers who do not have an established account with Interweave Press. Prepayment is required for classified word ads, and internet text listings. An agency commission of 15% is given to advertisers who supply complete electronic files and acceptable proofs. If an ad requires changes, corrections, or size alterations, the 15% discount does not apply. The discount only applies if invoices are paid within 30 days of invoice date. Discounts for advertising in multiple Interweave Press titles may be available. Please contact your Advertising Manager for details.

## TERMS AND CONDITIONS

Rates, conditions, and space units are subject to change without notice. The publisher reserves the right to cancel the contract upon default of payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable. The publisher reserves the right to reject or cancel any advertising which in the opinion of the publisher does not conform to the standards of the publication. Advertisers may not cancel orders for, or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate and/or position protection for the remainder.

# FiberARTS

THE MAGAZINE OF CONTEMPORARY TEXTILE ART AND CRAFT

## OUR MISSION

For over 30 years, *Fiberarts* continues to be the **world's leading textile-art magazine.**

It documents trends, explores issues and developments in the field, and promotes contemporary fiber art and artists. Readers count on *Fiberarts* for inspiration, information, and resources in an innovative, rather than traditional, approach to all forms of fiber art.

"*Fiberarts* has long been, and is, the premier magazine for the contemporary textile artist, collector and enthusiast. Its articles and features are always of the highest caliber. We wouldn't think of not advertising in *Fiberarts*!"

—Sue Stover, Marketing and Graphics  
Jacquard Products/Rupert, Gibbon & Spider, Inc.

## Each issue brings you:

- The latest in news and updates from around the world
- Previews and reviews of key events and exhibits
- Profiles of recognized and emerging artists
- Collecting from an individual, gallery, or museum perspective
- Upcoming exhibits, competitions, opportunities, and resources
- Always more online at [fiberarts.com](http://fiberarts.com)

"The range of ideas, concerns, and media evidenced in the articles and photographs, along with the reviews and practical information contained in the resources, current exhibits, and competitions sections, makes *Fiberarts* invaluable."

—Cynthia Schira  
Artist and educator



## Editorial Calendar 2009

### January/February 2009

**WEARABLE ART** | Our annual issue on art clothing and art inspired by clothing

### April/May 2009

**ON THE MOVE**  
Portable Studios | Residencies & Retreats | Fiber in Film | Education & Travel

### Summer 2009

**IN THE MIX**  
Mixed Media | Multimedia | Pop Culture | Collage

### September/October 2009

**REINVENTION**  
New Materials & Techniques | Networks & Networking

### November/December 2009

**MAKING IT BIG**  
Collecting Trends | Student Showcase





Michael Rohde, Vessel 31, Nov/Dec 07. Photo credit: Tom Van Eynde

## A TARGETED AUDIENCE

Reach more than 33,000 readers with every issue.

This targeted market is:

- Well educated:** 85% hold a bachelor's or graduate degree.
- Affluent:** Average household income over \$100,000.
- Youthful:** Average age of new subscribers is 35 to 46 with the longer term subscribers being 45 to 54.
- Committed:** 79% have been reading *Fiberarts* for at least three years, and more than half save their back issues.
- A Consummate Enthusiast:** Interests span the spectrum of fiber art and crafts: dyeing, painting, surface design, sewing, quilting, embroidering, knitting, weaving, beading, basket making, spinning, crocheting, felting, and paper making.

## EXPAND YOUR REACH ONLINE

Integrate your print and online marketing and reach beyond the readers of print. *Fiberarts* website visitors use the site to check current listings, read more editorial coverage, purchase supplies for projects, and conduct research. Fiberarts.com and our new 5x/year e-newsletter provide even more opportunity to reach readers. Currently, fiberarts.com ranks number one for the search term "Fiber Art" in both Google and MSN.

Contact Leanne Pressly for more information.



## ACHIEVE

**A broader reach and higher sell thru than other general art or craft magazines**

*Fiberarts* reaches more than **33,000** readers with every issue through subscribers, independent and specialty bookstores, newsstand, and national trade shows and events. It retains one of the highest sell thru percentages in specialty sales over most enthusiast magazines.



Jane Kenyon, Lichen 7, Sep/Oct 08. Photo credit: Kenji Nagai

## READERS BUY

The *Fiberarts* reader spends money on supplies, classes, equipment and tools, and on books and magazines. They purchase products and services; they visit advertisers' websites; and they visit stores and galleries.

- 63% of readers attend fiber-related classes or workshops annually
- 76% purchase more than three fiber-related books yearly
- 67% visit an advertiser's website
- 65% purchase a product or service as a result of seeing an ad in *Fiberarts*

"Working with the advertising folks at *Fiberarts* has been a delight and the response to my ads has been significant. As an advertiser I am very pleased with the results; as a reader of the magazine it is clear to me that *Fiberarts*, with its intelligent and inspiring content, holds a very important place in the world of textile publishing."

—Sasha McInnes  
PUCHKA Peru  
[www.puchkaperu.com](http://www.puchkaperu.com)



Diem Chau, Hand, Sep/Oct 08

## READERS COLLECT

62% of readers consider themselves collectors, buyers and appreciators of the fiber arts. 58% are professional artists practicing in many mediums.

"*Fiberarts* is my graduate school. As a self-taught artist, I need to maintain contact with developments in the field, and since I started out with no academic or personal network, the magazine helps keep me informed. One of my canvases, The Periodic Table of the Artist's Colors, has just entered the permanent collection of the Museum of Arts and Design, and I was delighted to meet at the opening several fellow artists whose work I have come to know through *Fiberarts*. The thread got real."

—Stephen Beal  
Artist

More than 73% of readers travel to visit galleries and museums and to acquire fiber art. More than two-thirds have visited six or more galleries or museum exhibits within the last year.

"Thanks to the article *Fiberarts* published about our fiber collection just before we built RAM, Francoise Grossen had one of her supportive collectors donate one of her large installation works. Your readers do act on what they see in the publication. Many thanks for your continued interest in us!"

—Bruce W. Pepich  
Executive Director and Curator of Collections  
Racine Art Museum



Charla Khanna, Desert Hermitage, Apr/May 08