

2013 RATE CARD

Craft Industry Today has the readership and the credibility to get your message across to your target audience.



ABOUT OUR READERS

- *Craft Industry Today* is the official magazine of the Craft & Hobby Association (CHA).
- Readership consists of CHA members including independent retailers, chain stores, creative professionals and designers.
- Most operate brick-and-mortar stores supported with a website.
- The typical product mix includes:

adhesives
art supplies
basket making supplies
beads
books
buttons
cake decorating supplies
calligraphy
candlecraft
cardmaking supplies
ceramic tools & supplies
children's activity kits
clay modeling supplies

containers & storage supplies
craft kits
craft supplies
craft tools
cross stitch supplies
die cut machines & supplies
digital imaging software
dollhouse miniatures
dollmaking supplies
embellishments
fabrics & linings
floral supplies
frames & framing supplies

furniture & equipment
glass crafts
home decorating supplies
instructional dvds
jewelry making supplies
knitting & crochet supplies
leathercraft
markers
metal & wire craft supplies
models
mosaic tile supplies
needlecrafts
needlepoint kits & supplies

paint brushes
paint surfaces
paints
paper craft
party supplies
plastercraft supplies
quilting supplies
rubber stamping supplies
scrapbook supplies
seasonal supplies
stationery
woodcraft
yarns & fibers



CIRCULATION: 5,316

1,536	Craft Stores Primary Decision Makers (owners)	658	Industry Suppliers
2,534	Secondary Decision Makers (buyers, assistant managers, sales personnel)	276	Creative Professionals
		234	Designers
		78	Manufacturer Reps

*"Many a small thing
has been made large
by the right kind of
advertising."
— Mark Twain*



*Ben Franklin Crafts and Frames,
Redmond, Washington*

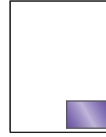
<p>Winter Show Issue Mailing Date: December 28, 2012 Ad Reservation Due: Nov 21, 2012 Ad Materials Due: Nov 30, 2012</p>	<p>Retailers in all sectors count on the first trade shows of the year for the latest ideas and trends. CHA's Winter Conference & Trade Show is one of them. Take advantage of an early opportunity to reach thousands of buyers with an ad in this issue.</p> <ul style="list-style-type: none"> • Bonus distribution at the CHA 2013 Winter Conference & Trade Show, January 12-15 in Anaheim • Booth numbers and Show specials with a logo will be listed FREE for advertisers only.
<p>2013 New Products Issue Mailing Date: Mar 22 Ad Reservation Due: Feb 15 Ad Materials Due: Feb 22</p>	<p>This is an ideal opportunity to advertise your new products as a follow-up to the Winter Show. Retailers count on this issue to find unique and innovative items to fill their shelves for a successful spring and summer selling season.</p> <ul style="list-style-type: none"> • Full-color new product images and descriptions will be featured in this issue FREE for advertisers only.
<p>Summer Show Issue Mailing Date: Jun 14 Ad Reservation Due: May 10 Ad Materials Due: May 17</p>	<p>This issue is in the hands of retailers right before the midyear buying season gets underway, a month before the CHA Summer Show. Take advantage of the timing to promote your presence there with an ad that includes your booth number and show special.</p> <ul style="list-style-type: none"> • Bonus distribution at the CHA 2013 Summer Conference & Trade Show • Booth numbers and Show specials with a logo will be listed FREE for advertisers only.
<p>Fall/Holiday Issue Mailing Date: Sept 20 Ad Reservation Due: Aug 16 Ad Materials Due: Aug 23</p>	<p>Timed to reach retailers who are gearing up for Halloween and the holiday shopping season, this issue is also a great opportunity for Summer Show follow-up.</p> <ul style="list-style-type: none"> • Full-color new product images and descriptions will be featured in this issue FREE for advertisers only.

Full-color	Net Advertising Rates (per insertion)		
	1x	2-3x	4x
Ad Size			
Full page	1895	1780	1670
2/3 page	1505	1415	1325
1/2 page	1285	1210	1130
1/3 page	1045	985	920
1/4 page	765	720	675
1/6 page	505	475	445
1/8 page	335	315	295

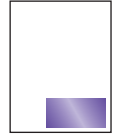
Two-color	Net Advertising Rates (per insertion)		
	1x	2-3x	4x
Ad Size			
Full page	1445	1360	1270
2/3 page	1145	1075	1010
1/2 page	890	835	785
1/3 page	610	575	535
1/4 page	490	460	430
1/6 page	360	340	315
1/8 page	240	225	210

Black & White	Net Advertising Rates (per insertion)		
	1x	2-3x	4x
Ad Size			
Full page	1255	1180	1105
2/3 page	995	935	875
1/2 page	775	730	680
1/3 page	530	500	465
1/4 page	425	400	375
1/6 page	315	295	275
1/8 page	210	195	185

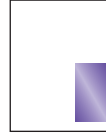
Premium Advertising Placements		rate per insertion
Must reserve 4 consecutive issues		4x
Back Cover of Magazine, C4		2145
Inside Front Cover, C2		2070
Inside Back Cover, C3		1970
Table of Contents Placement, page 5 or page 7		1900
Center Spread, 2 Full pages		3840



1/8 PAGE
Horizontal
3-1/2" x 2-3/8"
(W x H)



1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(W x H)



1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(W x H)



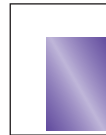
1/4 PAGE
3-1/4" x 4-3/4"
(W x H)



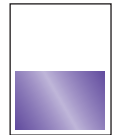
1/3 PAGE
Horizontal
4-5/8" x 4-3/4"
(W x H)



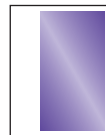
1/3 PAGE
Vertical
2-1/4" x 10"
(W x H)



1/2 PAGE
Vertical
4-5/8" x 7-5/8"
(W x H)



1/2 PAGE
Horizontal
7" x 5"
(W x H)



2/3 PAGE
4-5/8" x 10"
(W x H)



FULL PAGE
8-3/8" x 11-1/8"
(W x H)
Trim Size: 8-1/8" x 10-7/8"
Please keep live area 1/4" from trim.

(800) 344-0559 • (315) 789-0458

Ad sales contact: Darlene Roberts • darlene@fwpi.com