

CLASSIC Sewing

**HOTTEST
LAUNCH** 2016

awarded by **min**

Inspiring Individuality.

Classic Sewing celebrates and helps activate the spirit, individuality and creativity in crafting one-of-a-kind garments. We are the authority on sewing trends, heirloom techniques, and designs. Through our pages we educate, inspire and connect sewists around the globe. Featuring heirloom and everyday sewing projects, we delight the most discriminating sewist.

WE ARE...

Creative

Inspiring
Educational
Encouraging
Traditional
Trendy

HOW WE DO IT...

Educate

Step-by-step
instruction, fully
illustrated to
enlighten

Reward

Satisfaction
from
completing
beautiful
projects

Connections

Uniting teachers,
students, and
merchants
globally

Authentic

The industry's best
designers and teachers
share knowledge and
expertise

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Magazine

Rate base: 8,000

Frequency: 5x

Our Audience

The highest of high-end sewers. They're passionate, avid, and knowledgeable.



I don't blink an eye about spending \$10,000 on a sewing machine.

- Amanda Kay, subscriber

Social Following

8,274



Digital

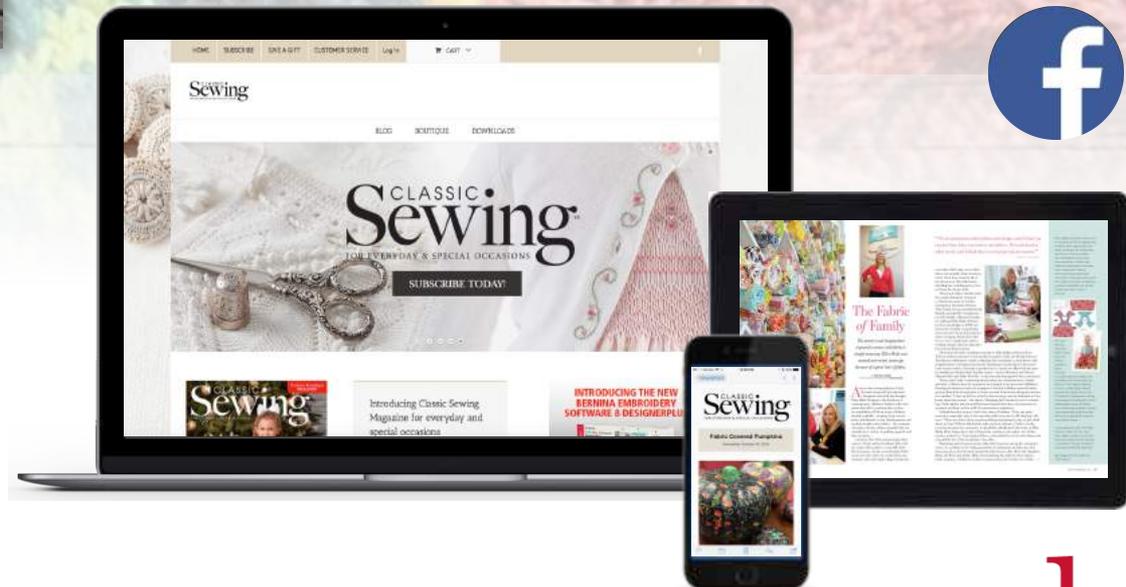
Unique monthly users: 11,000

Avg. monthly page views: 16,000

Female: 76%

Median age: 62.1

eNewsletter subscribers: 15,000



Sources- Print audience data: 2016 reader survey. Digital and social audience data: Google Analytics, 10/15/15 to 10/14/16

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CLASSIC Sewing

2017 Editorial Calendar

Spring: Spring Projects & Easter

Transitioning from winter; techniques for dressy garments
Ad Closing/Materials Due: 11/8/16 | On-Sale: 1/17/17

Summer: Easy, Fun Projects for a Casual Season

Bright, colorful fabrics made for warmer climates
Ad Closing/Materials Due: 2/17/17 | On-Sale: 4/25/17

Autumn: Back to School

Heavier fabrics and darker colors in garments for children
Ad Closing/Materials Due: 5/19/17 | On-Sale: 7/25/17

Holiday: Traditions, Gifts, and More

Ideas for gifts; quick-to-sew projects and accessories
Ad Closing/Materials Due: 8/9/17 | On-Sale: 10/24/17

Spring 2018

Ad Closing/Materials Due: 11/7/17 | On-Sale: 1/16/17

In Every Issue:

Inspiring Destinations: A tour of specialty shops from coast-to-coast

Creative Visionaries: Sewing celebrities describe their inspirations and tips

Swatchbook: New products provide fresh ideas and capabilities

My Sewing Box: Notable notions for the most experienced to novice sewists

Vintage Finds: Antique accoutrements

Full-size Patterns: Two full-sized patterns, in a separate envelope, ranging from children's garments, casual pieces, and gifts

As of 11/1/16. Subject to change

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Magazine Marketing



Rate base: 8,000

Ad Specs

Cover 2, Page 1 \$9,000

Trim Size: 7.875" x 10.5"

Spread \$8,000

Full page | 6.875" x 9.375" (bleed 8.125" x 10.75")

Full page \$4,000

2/3 page | 4.5" x 9.375"

1/2 page \$3,000

1/2 page (H) | 6.875" x 4.625"

1/3 page \$2,000

1/3 page (SQ) | 4.5" x 4.625"

1/4 page \$1,600

1/3 page (V) | 2.1875" x 9.375"

Cover 4 \$5,000

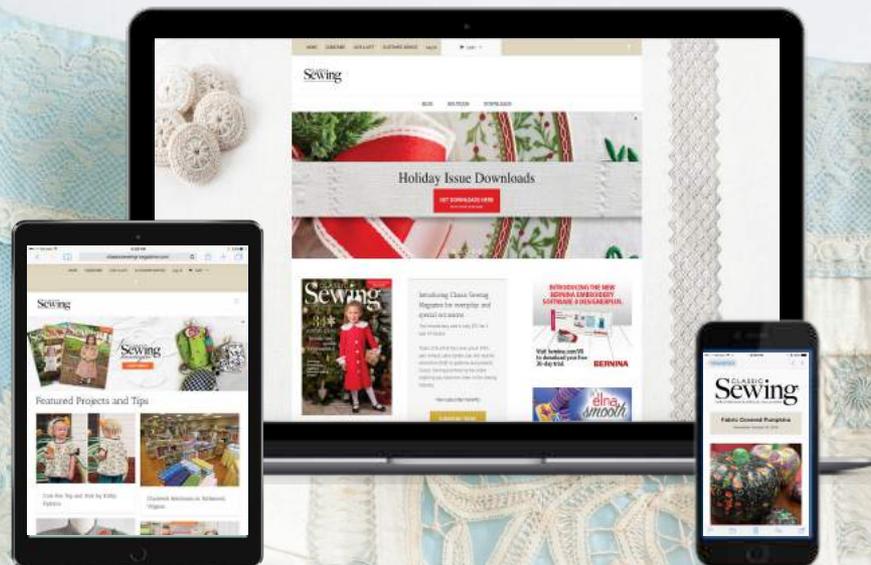
1/4 page | 3.375" x 4.625

Contact:
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Tablet: All advertisements run on tablet version at no additional charge.
Business Reply Card and Inserts: Pricing available upon request; all business reply cards must accompany a minimum of a full page advertisement. Ask your sales representative for current Market Place ad rates (1/3P, 1/4P and 1/6P).



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Digital Marketing

ClassicSewingMagazine.com

Standard IAB \$20.00 cpm

Geo-targeted standard IAB \$30.00 cpm

Pop-up \$50.00 cpm

Classic Sewing eNewsletter

300x250 \$30.00 cpm

600x250 \$75.00 cpm

Single sponsor \$125.00 cpm

Artwork Files

Matching proportions at 72 dpi
One 2x current dimensions for Retina displays
Please email all files and hyperlink information to rcollins@hoffmanmedia.com

CLASSIC Sewing



STORYMAKER

Branded content studio

Your story, handcrafted for our deeply engaged audience by our in-house team of content creators. We help generate dynamic conversations with your customers, enabling you to connect on a one-on-one level in one or multiple Hoffman Media brands in print, digital, video, social, and/or event platforms.



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**WHEN SUBMITTING ARTWORK,
USE HOFFMAN MEDIA'S FTP SITE**

If your ad creative is 10MB or less, please send directly to the email address below. You can also share any size file with us from DropBox.com.

For IOS (Mac)

Step 1: Use *Fetch* (<http://fetchsoftworks.com/>) or *Transmit* (<http://www.panic.com/transmit/>) to sign on to ftp.hoffmanmedia.com, Your customer user name is anonymous and your password will be your own email address.

Step 2: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

For Windows (PC) and Internet Explorer 7

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.

Step 2: Click on the page button at the top right, and select "Open FTP Site in Windows Explorer".

Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

For Windows (PC) and Internet Explorer 6 or earlier or any other browser

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.

Step 2: Go to "File" and choose "Log On As". Your user name is anonymous and your password will be your own email address.

Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

Contact:

Kimberly Lewis, klewis@hoffmanmedia.com or Rachel Collins, rcollins@hoffmanmedia.com

