

CLASSIC Sewing™



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, featuring projects to delight the most discriminating sewist alongside creations from top designers. This magazine has something fabulous for all experience levels!

2+

Full-Size
Patterns
Per Issue

CLASSIC
Sewing™

Print

Total Distribution 12,000

Frequency 4x

Digital

Monthly Pageviews 120,000

E-Newsletter Subscribers 44,000

Average Open Rate 19.1%

Social



Followers 12,000



188,000

TOTAL REACH

AGE 35+

91%

88%

FEMALE

12% MALE

[GENDER]

CLASSIC
Sewing™

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Autumn

Sales Close 5/20

On Sale 7/23

Christmas

Sales Close 8/28

On Sale 10/29

Spring

Sales Close 12/18

On Sale 2/18/20

For more information,
please contact your
account manager or
Megan McIlwain,
mmcillwain@hoffmanmedia.com.

In Every Issue

INSPIRING DESTINATIONS

A visit to specialty sewing shops
throughout the country

CREATIVE VISIONARIES

Interviews with sewing celebrities
who have shaped the sewing industry

SWATCHBOOK

New fabrics coming to market

THE SEWING BOX

Reviews of the latest sewing tools

VINTAGE FINDS

Items that inspired today's designs

SEWING PROJECTS

Garments to sew, machine and hand
embroidery, embellishing, and gift ideas

GARMENTS

Ideas for newborn through preteen

PATTERNS

At least two full-sized patterns, in a separate
envelope poly bagged with each issue





Classic Sewing was crafted to allow readers to slow down, unplug, and escape without distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands, see in the compelling images and clean design, and bring to life in their next sewing project.

Success is due to a loyal, trusting readership confident the publication will deliver every time. Combined with a commitment to a **30/70 ad-to-edit ratio**, it creates a targeted, expected environment for advertising.

Advertising Rates

Cover 2, Page 1 \$9,000

Spread \$8,000

Full Page \$4,000

1/2 Page \$3,000

1/3 Page \$2,000

1/4 Page \$1,600

Cover 4 \$5,000

Ad Specs

Trim Size 8.0" x 10.875"

Full Page 8.25" x 11.125"
(bleed only)

1/2 Page (H) 6.875" x 4.625"

1/3 Page (SQ) 4.5" x 4.625"

1/3 Page (V) 2.1875" x 9.375"

1/4 Page 3.375" x 4.625"

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Digital Editions

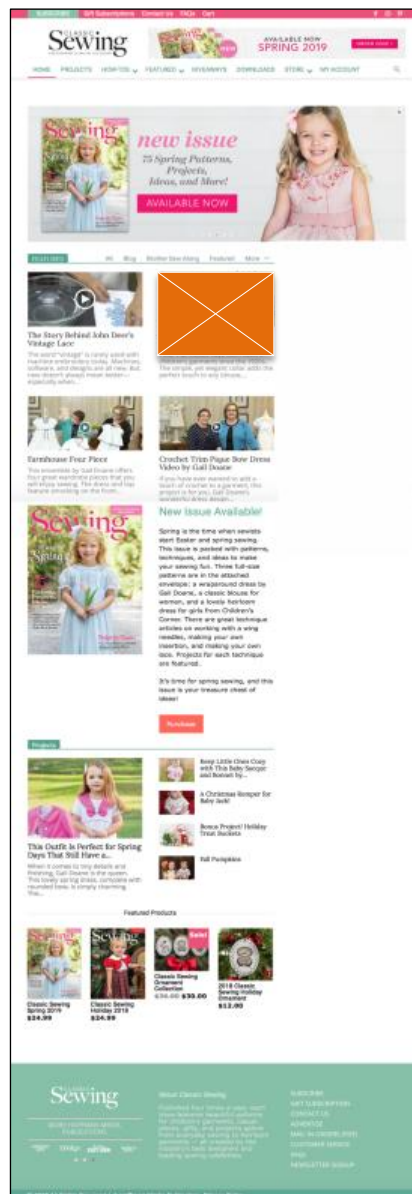
All advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

Business Reply Card, Polybag, and Inserts

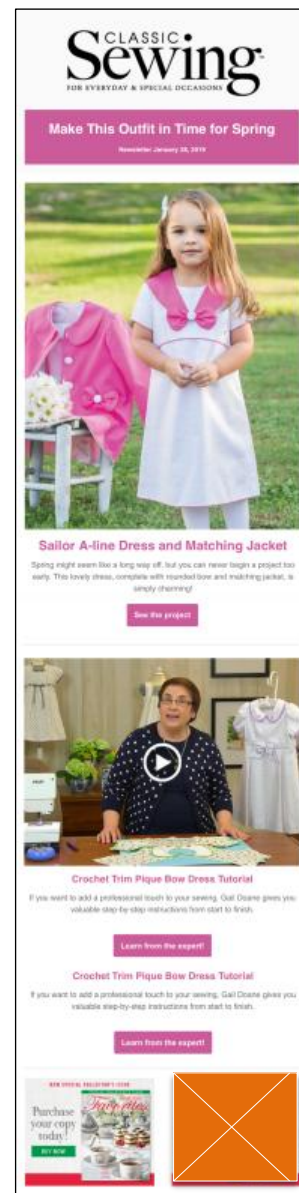
Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.



Frequency pricing and custom program proposals available upon request. All rates are net.



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

CLASSIC Sewing™

Written by editors, *Classic Sewing* digital placements allow content to travel to meet readers in the right place, through the right platform, at the right moment on their journey.

Leverage our deep expertise in engaging content creation, and get to know our passionate audience through custom digital and social placements timed to complement your internal marketing campaigns and drive web traffic.

Advertising Placements

Blog Post

- Advertiser logo
- 3+ images
- Links to advertiser website
- 300-500 words
- Option to embed video

E-Newsletter Ad

- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted

CLASSIC Sewing™



For more information, please contact your account manager or Megan McIlwain, mmcillwain@hoffmanmedia.com.

Classic Sewing AllAboutBlanks.com
Ruffled Cardigan Sweaters Now in Stock!

They look great with Ruffled Leggings!

[ORDER NOW](#)

Plus, find out more about additional AllAboutBlanks.com items!

[SPONSORED
E-NEWSLETTER]

Classic Sewing
January 14 at 9:30 PM · 🌐

Keep the little ones warm with this sacque and bonnet set! You won't be able to resist the soft, fine wale corduroy—the perfect fabric for cozy baby garments! Project details here: <https://bit.ly/2CnX5KH>

38 Likes

[FACEBOOK]

classicsewingmagazine

66 likes

classicsewingmagazine Valentine's Day is just around the corner and this classic dress is perfect for the occasion! 🌸🌸🌸 Get the project details through the link in our profile! <https://buff.ly/2FKGvlu>

View 1 comment

[INSTAGRAM]

Advertising Placements

Sponsored E-Newsletter

- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

Facebook

- Single image, series of 2-5 images, or short video
- Link to advertiser website
- Advertiser handle and hashtags
- Paid promotion included

Instagram

- Single image, series of 2-5 images, or short video
- Link to advertiser website in bio
- Advertiser handle and hashtags

Additional Opportunities

Sew-Along

Social Media Platform Takeover

Influencer Network Program

Reader Sweepstakes

Pricing available upon request

We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.



CLASSIC Sewing™ STORYMAKER

Hoffman Media's branded content division, StoryMaker, offers advertisers access to an in-house team of writers, designers, photographers, videographers, event planners, and content creators to help tell their story.

Turnkey, custom programs promoted across multiple platforms provide for a complete, well-rounded opportunity to generate dynamic conversations with current and new customers in an editorial style.

Opportunities

Advertorial Content

Sew-Along

Co-op Partnership

Tipped Cover

Insert

Polybag

Reader Sweepstakes

Influencer Network Program

Photography

Videography

Custom Book Publishing

Catalog Development

and Production

Event Planning and Execution

White-Glove Content Creation

For more information, please contact your account manager or Megan McIlwain, mmcillwain@hoffmanmedia.com.

Pricing and custom program proposal available upon request.



Creative for custom content and digital placements should be directed to Megan McIlwain, mmcillwain@hoffmanmedia.com.

For print ad creative 10MB or less, send directly to Kimberly Lewis, klewis@hoffmanmedia.com, or Rachel Collins, rcollins@hoffmanmedia.com. Any size file accepted via Dropbox or WeTransfer.

For submitting via FTP:

STEP 1

For iOS (Mac): Use Fetch (fetchsoftworks.com) or Transmit (www.panic.com/transmit) to sign on to [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com). Your customer user name is “anonymous,” and your password will be your email address.

For Windows (PC) and Internet Explorer 7: Type in the URL [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com), and press enter. Click on the page button at the top right and select “Open FTP Site in Windows Explorer.”

For Windows (PC) and Internet Explorer 6 or earlier, or any other browser: Type in the URL [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com), and press enter. Go to “File” and choose “Log On As.” Your user name is “anonymous,” and your password will be your email address.

STEP 2

Place your file in the appropriate magazine folder, and notify your advertising production representative that the file is ready for download.