



# CLASSIC Sewing™

2+

Full-Size  
Patterns  
Per Issue

*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!

CLASSIC  
**Sewing**™

### Print

**Total Distribution** 10,000

**Frequency** 4x

### Digital

**Monthly Page Views** 83,662

**E-Newsletter Subscribers** 94,695

**Average Open Rate** 19.1%

### Social



**Followers** 13,072



**201,429**

TOTAL REACH

AGE 35+

91%

88%

**FEMALE**

12% MALE

[ GENDER ]

CLASSIC  
**Sewing**™

# CLASSIC Sewing™

## Spring 2020

Sales Close 12/18

On Sale 2/18

## Summer

Sales Close 2/25

On Sale 4/28

## Autumn

Sales Close 5/18

On Sale 7/21

## Christmas

Sales Close 8/25

On Sale 10/27

## Spring 2021

Sales Close 12/14

On Sale 2/23

## 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-size patterns, in a separate envelope poly-bagged with each issue

For more information, please contact your account manager or Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).





*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

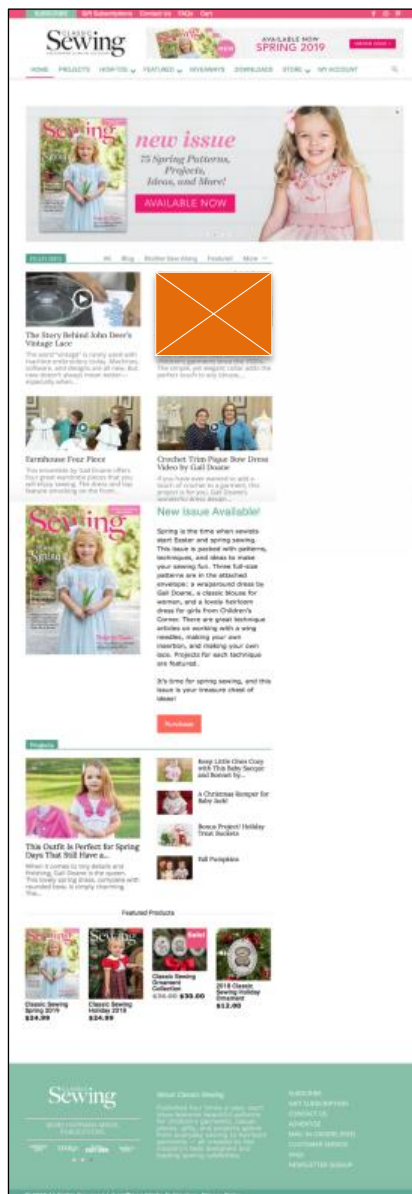
All advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

## 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 the editors of *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 \$2,000

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

### E-Newsletter Ad \$20 CPM

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



For more information, please contact your account manager or Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).



[ SPONSORED  
E-NEWSLETTER ]



[ FACEBOOK ]



[ INSTAGRAM ]

## Advertising Placements

### Sponsored E-Newsletter \$50 CPM

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

### Facebook \$500

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

### Instagram \$500

- 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™

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.

Promoting your custom program across multiple platforms provides for a complete, well-rounded opportunity to generate dynamic conversations with current and new customers in an editorial style.

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### 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 Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).

*Pricing and custom program proposal available upon request.*



CLASSIC  
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Creative for custom content and digital placements should be directed to Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).

For print ad creative 10MB or less, send directly to Kimberly Lewis, [klewis@hoffmanmedia.com](mailto:klewis@hoffmanmedia.com). We accept any size file via Dropbox or WeTransfer.

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### For submitting via FTP:

#### STEP 1

**For iOS (Mac):** Use Fetch ([fetchsoftworks.com](http://fetchsoftworks.com)) or Transmit ([panic.com/transmit](http://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.

# CLASSIC Sewing

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