

# CLASSIC Sewing

FOR EVERYDAY & SPECIAL OCCASIONS



*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**  
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Print  
**Total Distribution** 10,000  
**Frequency** 4x

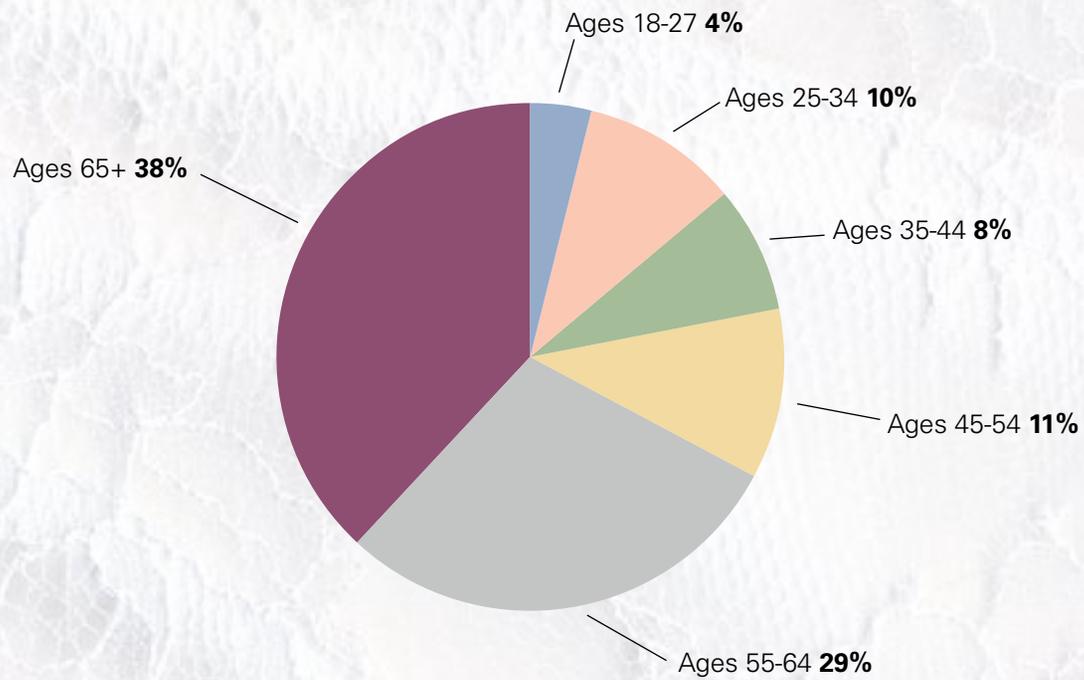
Digital  
**Monthly Page Views** 108,241  
**E-Newsletter Subscribers** 67,073

Social     
**Followers** 28,796

**INSTAGRAM**  
**Followers** 2,326  
**Impressions** 73,632  
**Engagements** 4,596  
**Engagement Rate** 6.2%

**FACEBOOK**  
**Followers** 11,082  
**Impressions** 240,551  
**Engagements** 24,558  
**Engagement Rate** 10.2%





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**C**lassic Sewing magazine was born out of a passion for stitching, both by hand and by machine, and educating readers on the proficiencies needed to master the art of sewing. It is the industry's leading publication on the many joys and delights of garment construction, machine and hand embroidery, and other needle arts. *Classic Sewing* magazine is the standard of excellence in sewing. It delights the reader with the endless techniques and design possibilities. With its quarterly frequency, it gives the subscriber time to make projects from the magazine between issues.

*Classic Sewing* follows the seasons in project themes, and the editorial content is focused on that as well. Regardless of the sewing skill level of the readers, there are projects in each issue for everyone. The content is designed to provide education and instruction to the readers. Through the pages of this magazine, with detailed instructions, you can advance your skills at your own pace. It also introduces new fabrics, equipment, and notions in every issue.

The magazine comes poly-bagged with a full-size sewing pattern envelope containing paper patterns for several garments in the issue. Plus, there are countless downloads featuring patterns, machine embroidery designs, added technique instruction, and anything that is needed to complete the projects featured.

The magazine is filled with designs from the top designers in the sewing industry. Beginning with the Spring Issue, Easter sewing is introduced, followed by the Summer Issue, where casual, fun sewing projects are featured. The back-to-school Fall Issue kicks off the season for cooler months. The sewing year culminates with the Holiday Issue, featuring a plethora of holiday fashions, gift ideas, and enjoyable sewing ideas for your home. During the year, the subscriber receives more than \$500-worth of patterns, embroidery designs, smocking plates, and appliqué patterns.

The year 2021 promises to be even more inspirational. Machine sales are increasing, as new people are entering the sewing world. *Classic Sewing* will continue to be the leader in the industry going forward, providing projects for these new sewists as well as the very advanced sewists.

*Kathy McE*

Editor, *Classic Sewing*

Spring 2021

Materials Due 1/5 | On Sale 2/23

Christmas

Materials Due 8/24 | On Sale 10/26

Summer

Materials Due 2/17 | On Sale 4/27

Spring 2022

Materials Due 12/20 | On Sale 2/22

Autumn

Materials Due 5/19 | On Sale 7/27

# PRINT MARKETING

**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"

## 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.



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Digital placements, written by the editors of **Classic Sewing**, 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

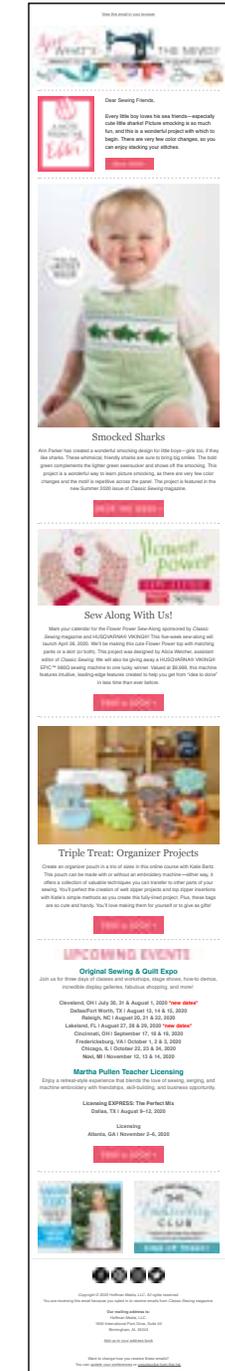
- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted



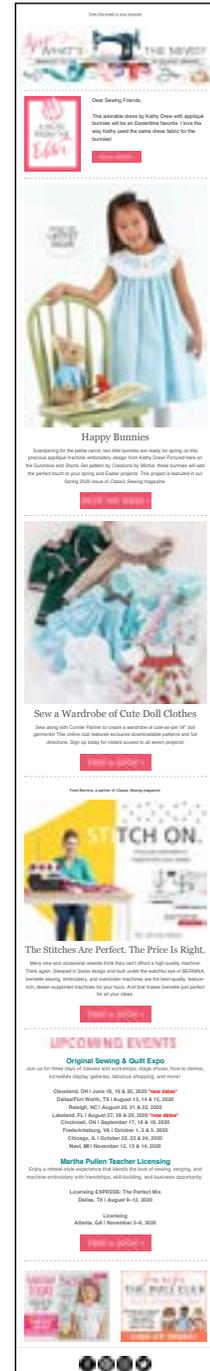
[ BLOG POST VIA HOME PAGE ]



[ WEB AD ]



[ E-NEWSLETTER AD ]



## 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

Social Media Platform Takeover  
 Influencer Network Program  
 Reader Sweepstakes

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

From RNK, a Partner of *Classic Sewing Magazine*

The Floriani Family Lace Kit Collection



The Floriani Family has generations of embroidery mastery and elegant techniques, and now you can share the secrets of their greatest treasure: the Floriani Family Lace.

With the Floriani Family Lace Kit Collection, you can discover the history of their famous lace and the family that made it.





Recreated from the late Walter Floriani, Jr.'s original family lace and packaged with his favorite products, it includes over 120 lace designs and specialized projects. Bring that history to your embroidery—that beloved lace into your home décor and apparel.



Click here for a **FREE DESIGN** from that collection, and to learn more information and where to find authorized Floriani dealers.

Learn More

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 You are receiving this email because you opted in to receive emails from Classic Sewing magazine.

Our mailing address is:  
 Hoffman Media, LLC  
 1900 International Park Drive, Suite 50  
 Birmingham, AL 35243

Add us to your address book

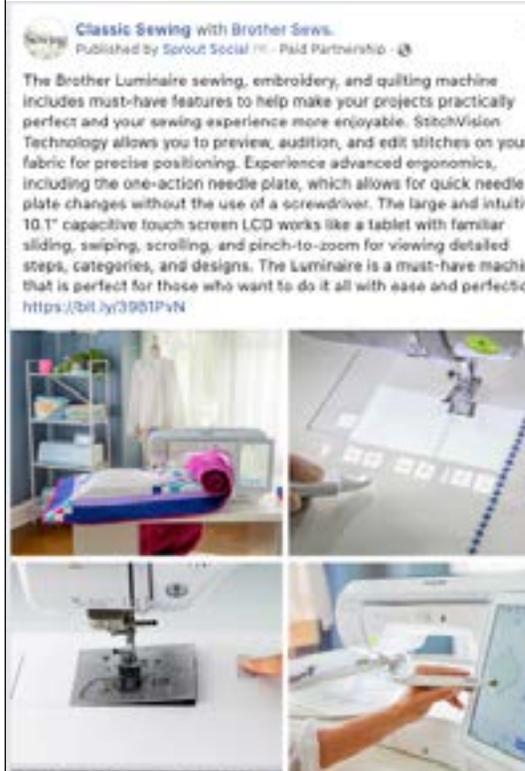
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If you would like to change how you receive emails,  
 you can update your preferences or unsubscribe from this list.

[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ FACEBOOK ]



*Classic Sewing* followers are constantly on the hunt for a new project to both inspire them and challenge their skills. As a leader in the industry, *Classic Sewing* is a community organizer, providing a platform for enthusiasts to join together and have fun.

Let *Classic Sewing* create buzz around your product through a custom Sew-Along digital program strategically timed to match your marketing initiatives.

Sewers will dive deep with a creative sewing project highlighting the unique and enviable characteristics of your product that will leave them with a beautiful garment or sewing project.

Digital placements across the ecosystem will encourage conversation and interaction—especially Facebook posts by community influencer and Hoffman Media founder Phyllis Hoffman DePiano, who will lead conversation and interact with followers in a personal and editorial style.

Click [here](#) or [here](#) to see previous sew-alongs put on by *Classic Sewing* in 2020.

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## **PROGRAM WILL INCLUDE:**

- Step-by-step photo shoot
- Custom Full page advertorial announcing branded Sew-Along
- Landing page on *Classic Sewing* website
- Blog post series to house and archive Sew-Along
- Sponsored e-newsletters and editorial e-newsletter inclusions
- Facebook and influencer posts by Phyllis Hoffman DePiano

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The editors of *Classic Sewing* have launched a special marketplace section to answer the most frequent question asked by readers:

**What are your favorite products?**

It's no secret readers are constantly on the hunt for hidden gems and new finds. This new section will appear in each issue and feature up to two pages of beautiful, must-have products perfect for *Classic Sewing* enthusiasts. This special section provides higher impact to our product partners.

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Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

RATE **\$750**    SIZE **1/4 page**

RATE **\$1,250**    SIZE **1/2 page**

Extend your reach with digital and social media placements

Discounts available with purchase of a full year





## 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.

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

Co-Op Partnership

Tipped Cover

Photography

Videography

Custom Book Publishing

Catalog Development

and Production



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As an industry authority, Hoffman Media offers our advertising partners category-exclusive sponsorships with multi-platform exposure and high customer engagement for signature events and reader getaways throughout the year. Whether it be educational opportunities or just a chance to unwind, each Hoffman Media brand has specific events that directly align with your target market.

These immersive experiences can include promotional opportunities for your brand, such as product sampling and tasting, product sales on-site, gift bag inclusion, prominent logo placement, event promotion, event tickets, and relationship building.

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### **SIGNATURE CLASSIC SEWING EVENTS**

- Large gatherings hosted in enchanting stateside destinations
- Licensings and smaller hands-on classroom events, held throughout the country

Check with your sales rep about event partnership opportunities or media partnerships for your own event initiatives.

Options for virtual or in-person events will be included in 2021.

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Leveraging influencers allows us to tap into their creative voice and expertise to create content that is original, unique, and inspiring for your brand.

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### PROGRAM DETAILS

- Source the right influencers based on the brand's goals and provide our recommendations on which influencers we think are best
- Manage all contracting with the influencers
- Work with the influencers to create projects that inspire their community
- Manage all content development, go-to marketing timing
- The brand is sent all content for review ahead of publishing
- Provide a full result report for the influencer programs that capture engagement and reach





**For submitting Print Advertising:**

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.

**For submitting Digital Advertising:**

Creative for custom content and digital placements should be directed to **Anna Portante**, [aportante@hoffmanmedia.com](mailto:aportante@hoffmanmedia.com).

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**Mary-Evelyn Dalton**

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