

A baby doll is seated on a green upholstered chair with a dark wood frame. The doll is wearing a white bonnet with gold lace and a large, multi-layered white dress with gold ruffles and lace. The dress has a full skirt and a long train. The background is a dark wood cabinet.

# CLASSIC Sewing

FOR EVERYDAY & SPECIAL OCCASIONS

2022 MEDIA KIT

hm  
hoffmanmedia



*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**  
FOR EVERYDAY & SPECIAL OCCASIONS



## OVERVIEW

Print

**Total Distribution** 9,000

**Frequency** 4x

Digital

**Average Monthly Page Views** 97,066

**E-Newsletter Subscribers** 38,150

Social



**Total Following** 40,859



Sources - Print: Publisher's 2021 Statement of Ownership; Digital and Social: Google Analytics, as of September 2021.



## AUDIENCE



[ OWN THEIR HOME ]

98.1%



[ FEMALE ]

99.4%



[ AVERAGE AGE ]

63 Years



[ MARRIED ]

83.1%



[ RETIRED ]

61.8%



[ AVERAGE HHI ]

\$167,900

# CLASSIC Sewing READER STATISTICS

FOR EVERYDAY & SPECIAL OCCASIONS



**99%** of *Classic Sewing* readers have taken action as a result of reading the publication



## Loyal and Engaged

**99%** save the magazine for future reference

**74%** have visited an advertiser's website

**61%** sewed a pattern of project from the magazine

**42%** have purchased a product that was written about or advertised



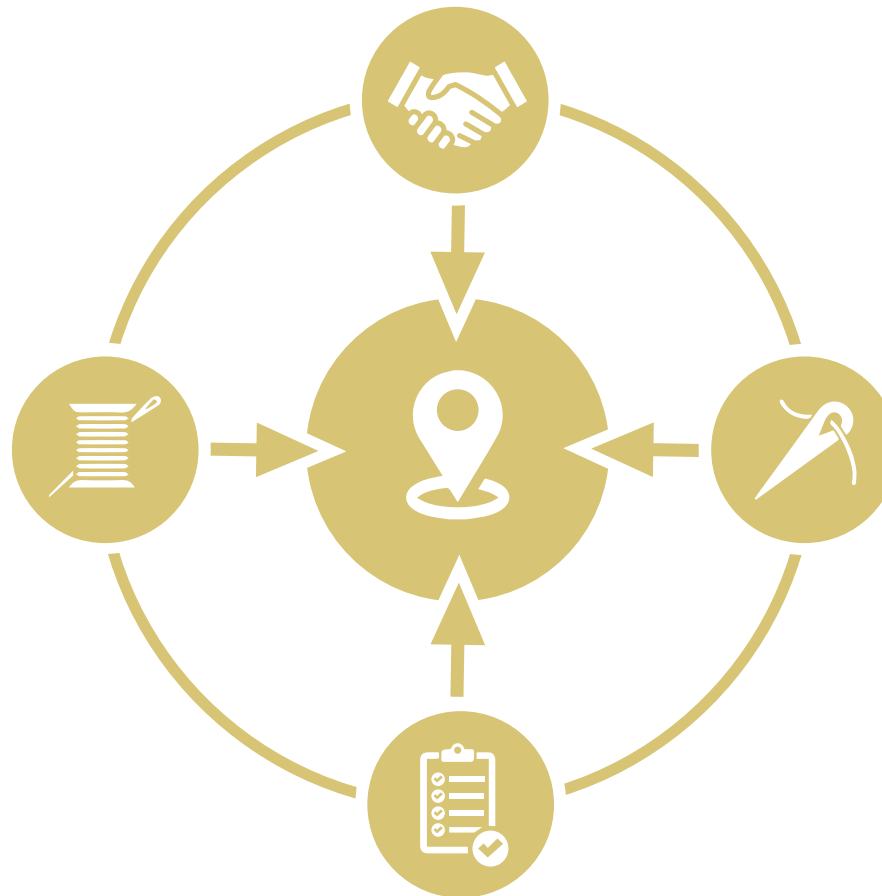
## In the Sewing Room

**99%** have sewed in the past 12 months

**79%** Expert or Advanced in sewing skill level

**4.4** number of sewing machines owned

**1.8** number of embroidery capable machines owned



## Hobbies and Activities

**86%** visited Facebook

**79%** read for pleasure

**68%** are gardening



## Love a Project Sewing Projects in the last 12 months

**53%** Appliqué

**44%** For Adults

**77%** For Babies

**83%** For Children

**56%** Hand Embroidery

**66%** Heirloom

**42%** Home Decorating Projects

**69%** Machine Embroidery

**54%** Quilting

**64%** Holiday Projects

**64%** Smocking





## 2022 EDITORIAL CALENDAR

Spring 2022

Materials Due 12/17 | On Sale 2/22

Christmas

Materials Due 8/10 | On Sale 10/18

Summer

Materials Due 2/15 | On Sale 5/3

Spring 2023

Materials Due 12/12 | On Sale 2/15

Autumn

Materials Due 5/18 | On Sale 7/26



*Classic 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 2022 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*



# 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

**Cover 4** \$5,000

**Full Page** \$4,000

**1/2 Page** \$3,000

**1/3 Page** \$2,000

**1/4 Page** \$1,600

## Ad Specs

**Trim Size** 8" x 10.875"

**Full Page** 8.25" x 11.125"

(bleed only)

**2/3 Page** 4.375" x 9.375"

**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.



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





## ***CLASSIC SEWING*** **THE SEWING MARKET**

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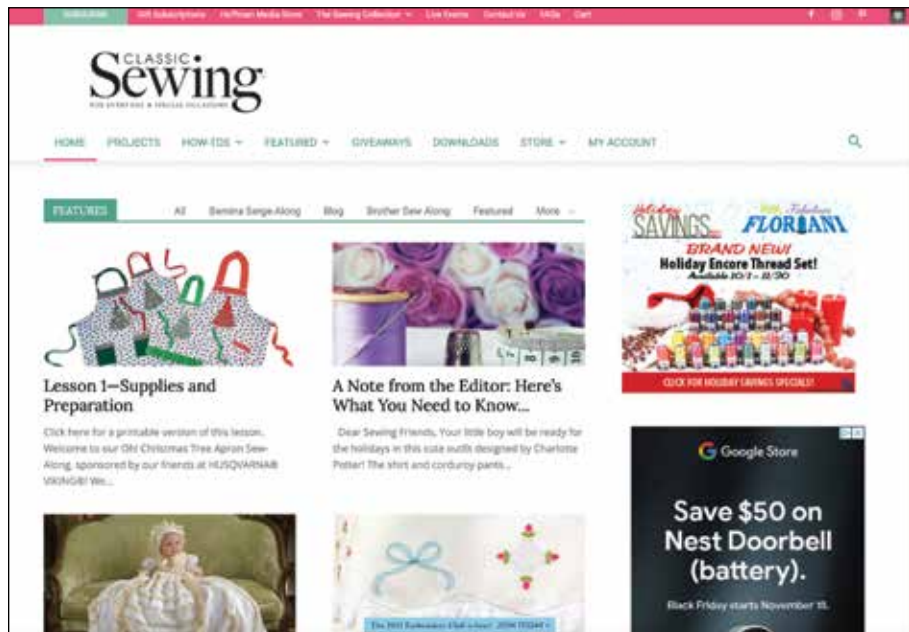
Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

RATE <b>\$750</b>	SIZE <b>1/4 page</b>
RATE <b>\$1,250</b>	SIZE <b>1/2 page</b>

Extend your reach with digital and social media placements

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Discounts available with purchase of a full year



[ BLOG POST VIA HOME PAGE ]



[ E-NEWSLETTER AD ]

# DIGITAL MARKETING

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

- 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



# DIGITAL MARKETING

## 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

### Instagram

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

### Pinterest

- Single image, series of images, or long or short form video
- Link to advertiser website

### Additional Opportunities

- Social Media Platform Takeover
- Influencer Network Program
- Reader Sweepstakes



[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ FACEBOOK ]



# STORYMAKER

Over 35 years, Hoffman Media has learned a thing or two about what works well when it comes to reaching consumers with content that keeps them engaged. With in-house test kitchens, a team of full-time stylists, experienced chefs, photographers, and creative directors, the in-house StoryMaker division allows the company to become an extension of the brand teams it works with and loves. We pride ourselves on the content we create, knowing our end reader has come to expect nothing short of excellence.

Building content is no small task, and leveraging the Hoffman Media StoryMaker team allows for a seamless, turnkey experience.

<https://www.hoffmanmedia.com/storymaker/>

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## OPPORTUNITIES

Advertorial Content  
Photography  
Videography

Custom Book Publishing  
Co-Op Partnerships  
Catalog Development  
and Production





## SUBMITTED ARTWORK

### For submitting Print Advertising:

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

### For submitting Digital Advertising:

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

### For submitting StoryMaker materials:

Materials for StoryMaker materials and production schedules should be directed to **Lindsay Edmonds**, [ledmonds@hoffmanmedia.com](mailto:ledmonds@hoffmanmedia.com).



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## **ADVERTISING CONTACTS**

**Mary-Evelyn Dalton, Regional Advertising Director**

maryeveholder@comcast.net | 615.481.2595

**Lindsay Edmonds, Marketing Manager**

ledmonds@hoffmanmedia.com | 205.262.2116





## SEW-ALONG

*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 2021.

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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



## INFLUENCER PROGRAMS

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 ideate and concept 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 that captures engagement and reach