



2024 MEDIA KIT

CLASSIC
Sewing
FOR EVERYDAY & SPECIAL OCCASIONS

 **hoffmanmedia**



**Total
Audience
67K**

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!



Sources – Print: Publisher's 2023 Statement of Ownership;
Digital and Social: Google Analytics, July 2023.



CLASSIC SEWING AUDIENCE

OWN THEIR HOME

98.1%

AVERAGE
HOUSEHOLD
INCOME

\$168K

FEMALE

99.4%

RETIRED

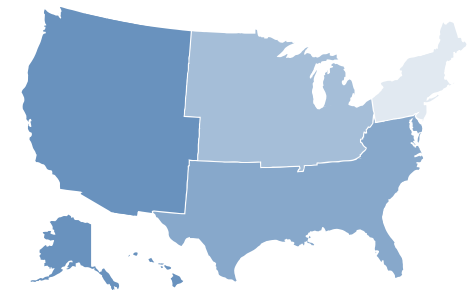
61.8%

AVERAGE AGE

63 years

MARRIED

83.1%



SOUTH 59%

WEST 13%

MIDWEST 14%

NORTHEAST 14%

SOURCE: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study



EDITORIAL MIX

Do you love to sew beautiful things? Do fabulous fabrics, trims, and notions inspire you to create? Then *Classic Sewing* magazine is the perfect opportunity to share the benefits of your brand with a like-minded audience. In every issue of *Classic Sewing*, you'll find countless projects for children, ladies, and home décor. There are projects designed specifically for the beginner sewist and others that challenge even the most seasoned professional. Every issue provides project patterns and instructions along with articles that include machine embroidery, handwork and various techniques. Each project features the latest fabrics, notions and equipment available today. *Classic Sewing* magazine is polybagged with the pattern envelope and an access code is included to obtain content downloads.

SPRING: When the blossoms of spring bloom in exquisite hues of pastel perfection, the pages of *Classic Sewing* reflect creations of the same. Delicate laces, trims, buttons and hand-embroidered bullion roses adorn Easter dresses made of subtle-colored cotton eyelet, batiste and gingham; whimsical appliqués adorn little boy's outfits made of broadcloth, pique and seersucker. Spring flowers and fauna appear in picture-smocked insets while bonnets cover tiny heads with dainty ruffles and ribbon. Following the chilly days of winter, be inspired by décor and designs that are sure to put a spring in your step!

SUMMER: Beat the heat of summer with a wardrobe made of crisp cottons, comfortable knits and breathable linens in bold, bright colors reminiscent of sweet summertime. Hot and humid days call for cool and comfy sundresses adorned with smocking and trims. Sunsuits with ruffles accented with machine embroidery depict scenes of dreamy distant shores. Short sets made of stretchy knits and seersucker provide the perfect comfort wear for kids. Heirloom dresses in gossamer fabrics and lace trims are perfect selections for a flower girl. We encourage our audience to pour a cold glass of lemonade, find that distant shore and soak up inspiration while soaking up the sun.

AUTUMN/BACK-TO-SCHOOL: Pumpkin spice coffee has finally made a much-awaited return, chilly evenings require the warmth of a quilt and back-to-school clothing have

become priorities on mother's and grandmother's to-sew list. Fabrics such as broadcloth, corduroy, suede, and denim become the foundation for autumnal-themed wearables. Pumpkins on the vine, woodland critters, and Halloween images adorn lightweight jackets, tunics, dresses, pants and skirts by means of smocking, applique and machine embroidery. Whether creating a gourd garland, smocking pumpkins for a Thanksgiving table or making a tote for teacher, sewists of all skill levels will appreciate the ideas in the pages of *Classic Sewing*.

WINTER/CHRISTMAS: Christmas confections made of satin, taffeta and velveteen sparkle like stars in a night sky, while warmer fabrics such as wool, fleece and flannel add warmth and softness like snow blanketing the ground. Santa and his furry fliers and happy little snowmen appear from machine-embroidered pockets, bodices, hemlines and collars. Smocked ornaments stitched in satin floss and accented with tiny glass beads hang from bedecked branches; hats and accessories sport hand-embroidered accents in seasonal colors. Holiday-inspired fabrics add a touch of whimsy to garments and home décor. Peruse the pages of *Classic Sewing* in front of a crackling fire to discover the most recent fabric collections, sewing accessories, notions and equipment. It's the most wonderful—and creative—time of the year!



SECTIONS IN EACH ISSUE

SWATCHBOOK

This article features collections of fabric swatches for the creative sewist. These swatches are available from the country's top fabric retailers and present the latest fabrics available on the market. Perfect plaids, exotic and bold florals, whimsical prints, yummy pastels and bright solids entice sewists to dream and create!

THE SEWING BOX

From buttons to bias tape, rulers to rotary cutters, sewing threads to embroidery threads, scissors to seam rippers, sewing notions take center stage in the The Sewing Box. This article spotlights the most recent innovations created to enhance the sewing experience. Notions are individually listed along with a detailed description so the sewist can make educated decisions concerning the product of interest.

IT'S ALL ABOUT THE EQUIPMENT

Be it a sewing machine, iron, or embroidery unit, having the right equipment for the job at hand adds enjoyment and confidence to the overall sewing experience. Equipment is listed by name along with a photo and detailed description of the product capabilities.

SPECIALTIES

- Machine Embroidery
- Hand Embroidery
- Smocking
- Heirloom Sewing
- Appliqué
- Sewing Techniques
- Sewing Tip & Tricks
- Accessories

FOR

- Babies
- Toddlers
- Girls
- Boys
- Ladies
- Home
- Accessories





READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

99%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

99%

VISITED AN ADVERTISER'S
WEBSITE

74%

SEWED A PATTERN PROJECT
FROM *CLASSIC SEWING*

61%

HAVE PURCHASED A
PRODUCT THAT WAS
WRITTEN ABOUT OR
ADVERTISED

42%

HAVE SEWED IN THE
LAST 12 MONTHS

99%

HAVE EXPERT OR ADVANCED
SEWING SKILLS

79%

NUMBER OF SEWING
MACHINES OWNED

4.4

NUMBER OF EMBROIDERY-
CAPABLE MACHINES OWNED

1.8

VISITED FACEBOOK

86%

READ FOR PLEASURE

79%

ARE GARDENING

68%



2024 EDITORIAL CALENDAR

Spring

Materials Due 12/13/23

On Sale 2/20/24

Summer

Materials Due 3/5/24

On Sale 5/7/24

Autumn

Materials Due 5/21/24

On Sale 7/30/24

Winter

Materials Due 8/12/24

On Sale 10/22/24



**Calendar subject to change.*

PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....	\$9,450
SPREAD	\$8,400
COVER 4 (Back Cover).....	\$5,250
FULL PAGE	\$4,200
1/2 PAGE	\$3,150
1/3 PAGE	\$2,100
1/4 PAGE	\$1,050

AD SPECS

TRIM SIZE	7.875" x 10.875"
FULL PAGE	8.125" 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 (H)	2.9375" x 10.75" (bleed only)
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.



THE SEWING MARKET

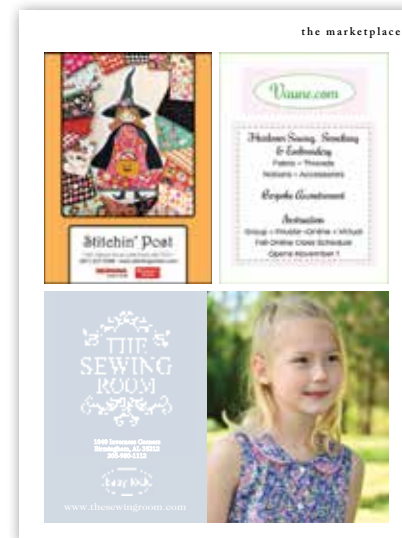
Classic Sewing's marketplace section answers the most frequent question asked by readers: **What are your favorite products?**

This section appears in each issue and provides higher impact to our product partners and is designed to showcase the hidden gems that our readers are looking for!

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

RATE \$800..... **SIZE 1/4 page**

RATE \$1,350 **SIZE 1/2 page**



SUBMITTED ARTWORK

For print advertising, please contact **Kimberly Lewis**, klewis@hoffmanmedia.com, and for digital advertising, contact **Jacob Carey**, jcarey@hoffmanmedia.com.



DIGITAL OPPORTUNITIES

Sponsored Newsletters

Newsletter Ads

Newsletter Mentions

Web Ads

Blog Posts

Custom Social Campaigns

Programs can include Pinterest, Instagram, and Facebook.

Digital Audience Targeting

Reach the *Classic Sewing* audience with a customized digital program that targets our readers with your message during the 8+ hours a day they spend online.

*All pricing available upon request.

AUDIENCE AD SPECS

Max file size: 200KB

Acceptable file types:

.html .png .jpg .jpeg .gif .js .css

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



STORYMAKER

Throughout the past 40 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.

www.hoffmanmedia.com/storymaker/

OPPORTUNITIES

Advertorial Content
Book Publishing
Test Kitchen Partnerships
Recipe Development
Food and Prop Styling
Photography
Videography
Events
Co-Op Partnerships
Catalog Development

Pricing and custom program proposals available upon request.