

CRAFTS

THE MAGAZINE FOR CONTEMPORARY CRAFT

Media Pack

Crafts, the UK's leading applied arts magazine, has built its reputation on ensuring its discerning audience of practitioners, buyers and leading industry figures is kept up-to-date with the latest developments in the contemporary craft world.

With an estimated readership of **38,000**, *Crafts* is essential reading for collectors, designer-makers, academic professionals and design enthusiasts.

The *Crafts* publishing team produce a number of guides and supplements throughout the year, offering clients further opportunities to reach and engage our readership.

"*Crafts* magazine has been a companion for many years, reflecting on the changing nature of craft"

- Michael Eden, ceramist

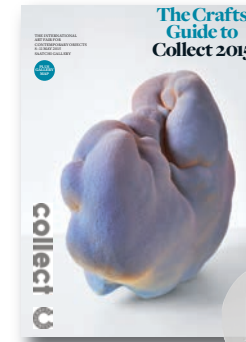
Reading this as a pdf? Click on the covers to have a look...



Crafts magazine

Crafts magazine is at the heart of all the Crafts Council's publishing activity.

Published six times a year for over 40 years, *Crafts* magazine has been reporting to its loyal readership on the world of contemporary making, celebrating all craft forms from textiles to jewellery, architecture to ceramics, furniture, glass, metal and more.



The Crafts Guide to COLLECT

Looking ahead to 2017 the *Crafts* Guide to COLLECT is an essential show guide to the Crafts Council's international art fair for contemporary objects.

The perfect opportunity to reach a discerning and engaged audience of art and design professionals, crafts practitioners, and the press.

The guide is also distributed with *Crafts* magazine and is available as a downloadable pdf distributed with associated marketing materials and available on the Crafts Council website.



Shops & Galleries Guide

Our Shops & Galleries Guide is the popular guide to all galleries and shops that specialise in contemporary applied arts and crafts in the UK. With increased distribution and some of our most cost-effective advertising options, the guide is proving more popular than ever.

Distributed with the July/August issue of *Crafts*, at Crafts Council events, available on the Crafts Council website and as a downloadable pdf distributed with associated marketing materials.

Reach and engage with the *Crafts* readership in many different ways



The Graduates

Promoting your show will give your graduates a chance to be discovered by collectors, gallery owners and enthusiasts as they embark on their careers.

The Graduates is a bound-in section of the May/June issue containing details of craft related degree shows from around the UK.

Christmas Gift Guide

Join our Christmas Gift Guide and attract more visitors and sell more at this important time of year as well as presenting your work to gallery owners who are reading Crafts for new and innovative craft to stock in their shops and galleries in future.

The Christmas Gift Guide is a bound-in section of the Nov/Dec issue and offers handy hints and tips for the festive season, offbeat present ideas and Christmas crafts fairs, open studios and events.

Crafts App

Crafts digital magazine is distributed widely through our new app and is available on both Apple and Android devices.

The app features a live feed from our site, access to the current issue and an archive of back issues.

For limited time, advertisements in print will automatically appear in the digital magazine at no extra cost.



Website

The Crafts Council website offers visitors a comprehensive survey of activity throughout the organisation as well as the wider craft sector.

Advertising options include Banner and Middle Page Units on pages specific to the magazine.

The site is visited by over 30,000 users per month.

www.craftscouncil.org.uk/magazine/issues/

E-Newsletters

Crafts and the Crafts Council send weekly newsletters covering a variety of content targeted at subscribers, makers, researchers, curators and more

Advertising options include Banner and Middle Page Units.

Crafts magazine subscribers +10,000

Example Newsletter

SUMMARY

10,000 - 12,000

CIRCULATION

47%

OF READERS CONTACTED THE
ADVERTISER AFTER READING
CRAFTS

3.4 HOURS

AVERAGE AMOUNT OF TIME SPENT
READING AN ISSUE

85%

HAVE ATTENDED AN EXHIBITION OR
COURSE AS A RESULT OF SEEING AN
ADVERT IN CRAFTS



51%

ARE AVID READERS – READING
COVER TO COVER

5.3

AVERAGE NUMBER OF TIMES AN
ISSUE IS PICKED UP AND READ

90%

OF READERS PURCHASE CRAFT

DISTRIBUTION

Crafts has a long shelf life and is a collector's item, which has led to a considerable demand for back issues.

Over half of Crafts' circulation consists of subscribers. This indicates a high degree of loyalty with significant renewal rates.

Crafts is distributed and sold successfully in major art galleries and museums, specialist outlets, quality bookshops and newsagents, as well as high street chain WHSmith and supermarkets.

Central Books and Comag Specialist Division distribute Crafts internationally to major bookshops, art spaces, museums and newsagents, including 400 outlets across the US.

In addition, Crafts is sold through www.craftsmagazine.org.uk & www.craftscouncil.org.uk websites and available for purchase at a number of high-profile fairs and events.

BOOKINGS & COPY DELIVERY

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ADVERTISING DEADLINES

ISSUE	CRAFTS GUIDE	DISPLAY	CLASSIFIED	ON-SALE
259 Mar/Apr 2016	29 Jan	05 Feb	02 Feb	04 Mar
260 May/June 2016	25 Mar	07 Apr	04 Apr	28 Apr
261 July/Aug 2016	27 May	07 June	06 June	30 June
262 Sept/Oct 2016	22 July	01 Aug	01 Aug	25 Aug
263 Nov/Dec 2016	23 Sept	04 Oct	03 Oct	27 Oct
264 Jan/Feb 2017	18 Nov	01 Dec	01 Dec	29 Dec

TECHNICAL REQUIREMENTS

- Adverts may be supplied in QuarkXPress for Mac format, with all images (scanned to the size at which they will appear on the final advert and at a minimum resolution of 300dpi for colour or greyscale, 1200dpi for lineart/bitmap) and all fonts supplied.
- Adverts can also be supplied as EPS, TIFF or JPEG files. Please ensure the file is of correct size, sufficient resolution (as above) and with CMYK colours only. PDF files must be saved as press-optimised files and should conform to the standards above prior to the PDF being made. No passwords or security options should be allocated in the Distiller settings.
- Colour images used **MUST** be saved in CMYK (RGB is not acceptable for print). Pantone/spot colours should be converted to CMYK.
- All fonts must be embedded or converted to outlines if the artwork was originated on a PC. If the file is Mac originated, fonts should be supplied. In all cases True Type fonts should not be used unless they are converted to outlines.
- Adverts may be supplied on disc or via email. Please supply a colour proof at the correct size.

Terms & Conditions will be issued upon booking.

DISPLAY & CLASSIFIED

Agency commission: 10%

Special position guarantees: 10%

Series discounts available upon application. Gatefold rates and specifications available on request.

All rates are excluding VAT.

Display advertisement spaces and insert slots are available in each issue to promote auction sales, products, gallery exhibitions, craft shows. Workshops, courses, new publications and professional services for craftspeople will usually run in the classified section.

Loose inserts (Weight per 1000):

10g	15g	20g	25g	30g
£55	£61	£66	£73	£78

CRAFTS GUIDE

Listings situated in 'Crafts Guide' section of magazine

85p per word for all editorial information supplied including general description of the shop/gallery, dates, titles and information about forthcoming exhibitions (Minimum order £15+ VAT).

Images can be included for an additional £30.

Artwork Services

Artwork can be created for you by *Crafts* production staff.

Full Page: £90

Half Page: £60

Quarter Page: £50

Eighth Page: £30

Colour Proofs: £35 each

DISPLAY

FULL PAGE

colour £1,385



303 x 243mm (bleed)
297 x 237mm (trim)
259 x 199mm (type area)

DOUBLE PAGE SPREAD

colour £2,000



303 x 480mm (bleed)
297 x 474 (trim)

1/2 PAGE

Horizontal
colour £710



126 x 199mm

1/4 PAGE

colour £405



126 x 96mm

1/2 PAGE

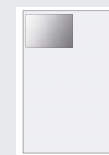
Vertical
colour £710



259 x 96mm

1/8 PAGE

colour £240



61 x 96mm

CLASSIFIED

FULL PAGE

£1,100



268 x 196mm (type area)

1/2 PAGE

Horizontal
£570



132 x 196mm

1/2 PAGE

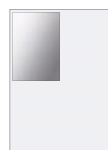
Vertical
£570



268 x 96mm

1/4 PAGE

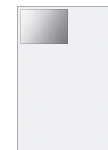
£335



132 x 96mm

1/8 PAGE

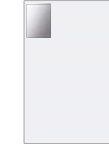
£190



64x 46mm

1/16 PAGE

£95



64x46mm

WEB PORTFOLIO

DID YOU KNOW?

The Crafts Council website is seen by an average of 30,000 visitors per month.

KEY BENEFITS OF WEB ADVERTISING

- Significantly boost awareness of your gallery or event
 - Drive additional traffic to your site.
- Reach an international audience of craft makers and collectors.
- Combine with print advertising to increase the breadth and depth of your campaign.
 - Increase your visitor numbers and chances of selling more craft.
- Use the flexibility and timeliness of online to create a buzz around your event.

BANNER

160 x 940 pixels
£500pcm or £750 for 2 months



BUTTON

120 x 199 pixels
£350pcm or
£600 for 2 months



Adverts can be supplied as JPEG, GIF or PNG files. Please ensure the file is of correct size and sufficient resolution (72dpi)