

FiberARTS

THE MAGAZINE OF
CONTEMPORARY
TEXTILE ART
AND CRAFT

OUR MISSION

Now in print for over 30 years, *Fiberarts* continues to be the **world's leading textile-art magazine.**

It documents trends, explores issues and developments in the field, and promotes contemporary fiber art and artists. Readers count on *Fiberarts* for inspiration, information, and resources in an innovative, rather than traditional, approach to all forms of fiber art.

"*Fiberarts* magazine is one of the most important sources for information on fiber art. It's a must-read for anyone who is passionate about fiber."

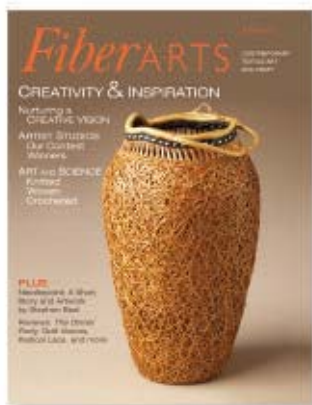
—Martha Sielman
Executive Director
Studio Art Quilt Associates, Inc.

Each issue brings you:

- The latest in news and updates from around the world
- Previews and reviews of key events and exhibits
- Profiles of recognized and emerging artists
- Collecting from an individual, gallery, or museum perspective
- Upcoming exhibits, competitions, opportunities, and resources
- Always more online at fiberarts.com

"The range of ideas, concerns, and media evidenced in the articles and photographs, along with the reviews and practical information contained in the resources, current exhibits, and competitions sections, makes *Fiberarts* invaluable."

—Cynthia Schira
Artist and educator



Editorial Calendar 2008

April/May 2008

PAPER

Handmade paper | Paper and textiles

Summer 2008

HERITAGE

Contemporary interpretations of textile traditions

September/October 2008

STITCH

In-depth look at embroidery and stitching

November/December 2008

MENDING

Art and healing | Community art projects | Creativity and transformation

January/February 2009

WEARABLE ART | Annual issue on art clothing and art inspired by clothing



Monique Chmielewska Lehman, Heartsong of American Hero Mattie Stepanek, Apr/May/07

Michael Rohde, Vessel 31, 2006; linen, vegetable dyes; knotting. Photo by Andrew Neuhart. Nov/Dec06



A TARGETED AUDIENCE

Reach more than 33,000 readers with every issue.

This targeted market is:

Well educated: 85% hold a bachelor's or graduate degree.

Affluent: Average household income over \$100,000.

Getting Younger: Average age of new subscribers is 35 to 46 with the longer term subscribers being 45 to 54.

Committed: 79% have been reading *Fiberarts* for at least three years, and more than half save their back issues.

A Consummate Enthusiast: Interests span the spectrum of fiber art and crafts: dyeing, painting, surface design, sewing, quilting, embroidering, knitting, weaving, beading, basket making, spinning, crocheting, felting, and paper making.

EXPAND YOUR REACH ONLINE

Integrate your print and online marketing and reach beyond the readers of print. *Fiberarts* website visitors use the site to check current listings, read more editorial coverage, purchase supplies for projects, and conduct research. *Fiberarts.com* and our new e-newsletter provide even more opportunity to reach readers. Currently, *Fiberarts.com* ranks number one for the search term "Fiber Art" in both Google and MSN.

Contact Leanne Pressly for more information about online advertising opportunities.



Laura Willets, glass beads, boom woven. Jan/Febr07



ACHIEVE

A broader reach and higher sell thru than other general art or craft magazines

Fiberarts reaches more than 33,000 readers with every issue through subscribers, independent and specialty bookstores, newsstand, and national trade shows and events. It retains one of the highest sell-thru percentages in specialty sales compared with most enthusiast magazines.

READERS BUY

The *Fiberarts* reader spends money on supplies, classes, equipment and tools, and on books and magazines. They purchase products and services; they visit advertisers' websites; and they visit stores and galleries.

63% of readers attend fiber-related classes or workshops annually

76% purchase more than three fiber-related books yearly

67% visit an advertiser's website

65% purchase a product or service as a result of seeing an ad in *Fiberarts*

READERS MAKE

58% are professional artists practicing in many mediums.

"*Fiberarts* is my graduate school. As a self-taught artist, I need to maintain contact with developments in the field, and since I started out with no academic or personal network, the magazine helps keep me informed. One of my canvases, *The Periodic Table of the Artist's Colors*, has just entered the permanent collection of the Museum of Arts and Design, and I was delighted to meet at the opening several fellow artists whose work I have come to know through *Fiberarts*. The thread got real."

—Stephen Beal
Artist

READERS COLLECT

62% of readers consider themselves collectors, buyers and appreciators of the fiber arts.

"*Fiberarts* has helped us to develop our eye as collectors and to identify new artists whose work we're interested in."

—Cathy Wice
Collector

More than 73% of readers travel to visit galleries and museums and to acquire fiber art. More than two-thirds have visited six or more galleries or museum exhibits within the last year.

"Thanks to the article *Fiberarts* published about our fiber collection just before we built RAM, Francoise Grossen had one of her supportive collectors donate one of her large installation works. Your readers do act on what they see in the publication. Many thanks for your continued interest in us!"

—Bruce W. Pepich
Executive Director and Curator of Collections
Racine Art Museum



Patricia Palson, Paso Doble Jacket (Cool Squares collection), silk, merino wool, rayon, woven, felted, and complex twill.
Photo by Chris Lawrence, CLICS Photography, Jan/Feb07



Bernie Rowell, Blue Ridge Mornings. Photo by Trm Barmwell, April/May06

ADVERTISING RATES

Rate Card #25 effective 1/1/08

4-Color Display Ads	Ad size	1X rate	3X rate	5X rate
IFC, IBC, BC	8.625 × 11.062"	\$2,210	\$1,989	\$1,879
Full page	7.25 × 9.75"	\$1,923	\$1,731	\$1,635
Full page (bleed)	8.375 × 10.812" (trim) (bleed size: 8.625 × 11.062")	\$1,923	\$1,731	\$1,635
2/3	4.75 × 9.75"	\$1,650	\$1,485	\$1,403
1/2 Vertical	3.50 × 9.75"	\$1,384	\$1,246	\$1,176
1/2 Horizontal	7.25 × 4.75"	\$1,384	\$1,246	\$1,176
1/3 Vertical	2.25 × 9.75"	\$1,008	\$907	\$857
1/3 Square	4.75 × 4.75"	\$1,008	\$907	\$857
1/4	3.50 × 4.75"	\$895	\$806	\$761
1/6 Vertical	2.25 × 4.75"	\$734	\$661	\$624
1/6 Horizontal	4.75 × 2.25"	\$734	\$661	\$624
1/12 Square	2.25 × 2.25"	\$395	\$356	\$336

For black & white display ads, subtract 15% from the 4-color rate.

Additional Charges | Guaranteed inside positions will be billed at an additional 10%. Advertising production is available at an additional fee.

Classified Word Ad

\$2.50 per word, \$50 minimum charge, pre-paid only.

Materials due 10 weeks prior to month of issue to guarantee inclusion for that issue. Classified word and classified display (1/12 page) appear in the classified advertising section.

IMPORTANT DEADLINES

Issue	Space Reservation Deadline	Artwork Deadline	Newsstand On-Sale
Apr May 2008: Paper	01/09/08	01/16/08	03/18/08
Summer 2008: Heritage	03/26/08	04/02/08	06/03/08
Sep Oct 2008: Stitch	05/28/08	06/04/08	08/05/08
Nov Dec 2008: Mending	08/06/08	08/13/08	10/14/08
Jan Feb 2009: Wearable Art	10/08/08	10/15/08	12/16/08

FOR QUESTIONS OR TO PLACE AN AD

Plan to reserve your space before the Space Reservation Deadline listed. An insertion order form is available from your advertising Representative, and will ensure against placement errors.

Please send order, correspondence, and advertising materials to:

Leanne Pressly | Advertising Manager
phone & fax (719) 539-3110
LPressly@interweave.com

Fiberarts

201 East Fourth Street
Loveland, CO 80537-5655

PRINT AD SPECIFICATIONS

All Interweave magazines are printed using a computer-to-plate (CTP) process; for this reason, electronically produced files are required.

| Color ads should be in four-color process (CMYK). Any ads nonconforming to this color mode will be converted, which can cause colors to change.

| Image resolution must be 300 dpi.

| Ads must be sized according to the specs on this page. Incorrectly sized ads will be returned for correction.

| Acceptable programs:

Quark with all supporting files, including fonts and images

InDesign with all supporting files, including fonts and images

Photoshop flattened

Illustrator with all linked files included and all fonts converted to outlines

OR

| Acceptable file types:

PDF with all fonts embedded

EPS with all fonts embedded

TIF flattened

| File transfer methods:

E-mail TWarren@interweave.com

Upload large stuffed or zipped files at

<http://upload.interweave.com/adupload/>

| Data CD/DVD: send via UPS, FedEx, or DHL to:

Interweave Press LLC

Attn: Teresa Warren/Advertising

201 East Fourth Street

Loveland, CO 80537-5655

Phone: (970) 613-4661

Fax: (970) 667-8317

PAYMENT AND DISCOUNTS

Payment is due within 30 days from the date of the original invoice. We reserve the right to discontinue running ads if an account becomes past due. Prepayment is required of advertisers who do not have an established account with Interweave Press. Prepayment is required for classified word ads, and internet text listings. An agency commission of 15% is given to advertisers who supply complete electronic files and acceptable proofs. If an ad requires changes, corrections, or size alterations, the 15% discount does not apply. The discount only applies if invoices are paid within 30 days of invoice date. Discounts for advertising in multiple Interweave Press titles may be available. Please contact your Advertising Manager for details.

TERMS AND CONDITIONS

Rates, conditions, and space units are subject to change without notice. The publisher reserves the right to cancel the contract upon default of payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable. The publisher reserves the right to reject or cancel any advertising which in the opinion of the publisher does not conform to the standards of the publication. Advertisers may not cancel orders for, or make changes in advertising after the reservation deadline. Cancellation of any portion of a contract nullifies all rate and/or position protection for the remainder.