



British PATCHWORK & QUILTING

Made by quilters for quilters



- The UK's first magazine dedicated to patchwork and quilting with 100 pages of inspiration every month
- Great range of projects featuring wide range of techniques and free full-size pattern sheet
- 'In a Nutshell' comprehensive instructions in all aspects of quilt making in every issue
- Latest news and reviews of what's happening in the world of quilting





a wide range of books and DVDs focusing on patchwork and quilting.

For details on how to stock any of these must-have items, please contact Michelle Lazenby (details below) for more information.

EDITORIAL OPPORTUNITIES FOR ADVERTISERS

We have a number of opportunities for our advertisers to become more involved with the magazine. These include:

- Fabric and product features on our Fabulous Fabrics and Retail Therapy pages
- Published projects, with the opportunity to offer kits as additional exposure
- Book reviews with the opportunity to be given as the supplier
- Competition and/or giveaways sponsorship
- Featured shops in Let's Go Shopping
- Feature article with a patchwork/textile connection

ON SALE DATE

Patchwork & Quilting goes on sale the third Friday of every month.

DISTRIBUTION

Patchwork & Quilting has a large UK distribution network. For example • WH Smiths • Martins McColl • Tesco's • Asda • Independent newsagents • Hobbycraft • Specialist craft shops, nationwide and overseas • Apple and Android stores • pocketmags.com

INTERNATIONAL

Although Patchwork & Quilting is UK based, there is a wide audience of subscribers and readers throughout the world, including Europe, North America, China, Australia, South Africa and South America. In fact, the magazine has readers in all subsidiary English language markets. Traplet Publications also has offices and distribution in the USA, Australia and South Africa to support our head office here in the UK.

EVENTS AND SHOWS

Patchwork & Quilting can be found at all the big quilt shows in the UK including Quilts UK and the Festival of Quilts as well as many other craft and quilt events and exhibitions.

SUBSIDIARY PRODUCTS

In addition to the magazine, Traplet Publications Ltd also publishes



MEET THE TEAM



Joanna Kent - Editor

Having always sewn or knitted, Joanna became a quilting convert after visiting a Quilters' Guild exhibition in London in the mid 1980s and hasn't looked back since. She currently juggles working on the magazine with running her own fabric business and making quilts.

Email: joanna.kent@traplet.com



Leanne Smith - Assistant Editor

Leanne's love of sewing began at an early age and led onto her gaining a BA(hons) in Fashion Design. Since then she has explored many textile mediums, with a particular interest in quilting and hand and machine embroidery. Inspired by art and contemporary and traditional textiles, she produces her own work for commercial and exhibition purposes. Leanne is passionate about celebrating craftsmanship and enjoys learning new techniques.

Email: leanne.smith@traplet.com



Michelle Lazenby - Advertising Sales Executive

Friendly and professional, Michelle is a charming addition to our advertising department and has been a key member of the sales team for four years. Her extensive knowledge of our primary markets and customer base means that she is well placed to work with you to ensure your company's advertising promotion reaches the maximum number of potential customers for your brand. Michelle also advises and supports our stockists regarding our existing range of inspirational products, in addition to keeping them informed of any new releases.

Email: michelle.lazenby@traplet.com Tel: + 44 (0)1684 588534

British PATCHWORK & QUILTING

free design service

2015 Advertising Rates and Schedule

In Print, as a Digital App and on www.inspiredtomake.com

At Patchwork & Quilting we pride ourselves on offering advertising to suit every budget! Our adverts start from just £15.00 + Vat per issue for a shoppers directory insert.

Outlined below are the advertising rates for single display bookings of an 1/8 page and above, however if you were looking to book a series with us we do offer discounted rates along with added extras to reward your loyalty.

With all series bookings we offer complementary editorial coverage which can be arranged directly with our Editor Joanna Kent

The coverage can be tailored to suit your business, for example it may be a new product review where we list you as the main supplier.

You may wish to offer a giveaway, have your website featured, design a project....the possibilities are endless!

All display adverts booked within our titles also come with a free design service option if time is precious.

Production Schedule

ISSUE DATE	COPY DATE	ON SALE
April 2016	11 Feb 2016	18 Mar 2016
May 2016	10 Mar 2016	15 Apr 2016
June 2016	14 Apr 2016	20 May 2016
July 2016	12 May 2016	17 Jun 2016
August 2016	09 Jun 2016	15 Jul 2016
September 2016	07 Jul 2016	19 Aug 2016
October 2016	11 Aug 2016	16 Sep 2016
November 2016	15 Sep 2016	21 Oct 2016
December 2016	13 Oct 2016	18 Nov 2016
January 2017	10 Nov 2016	16 Dec 2016
February 2017	13 Dec 2016	20 Jan 2017

Rates

Advert size	Price
Outside Back Cover	£1050
Inside Back Cover	£995
Inside Front Cover	£995
Double Page Spread	£1560
Full Page	£835
Half Page	£490
Quarter Page	£290
Eighth Page	£175

Please note: all prices are exclusive of VAT



To book your series or for more information on our rates and discounts, call:

MICHELLE LAZENBY

Michelle has been part of the Advertising team for over 4 years. Her extensive knowledge of our Primary Markets and customer base means that she is well placed to work with you to ensure your company's advertising promotion reaches the maximum number of potential customers to your brand

michelle.lazenby@traplet.com

Tel: +44 (0) 1684 588534

Patchwork & Quilting Magazine, Advertising Department, Traplet Publications Ltd,
Willow End Park, Blackmore Park Road, Welland, Malvern, Worcestershire WR13 6NN

Advert Sizes and Production Formats

All adverts are Print and Digital

All of the advert specifications below are for both print and digital adverts. You only have to supply your advert once. The production team here at Patchwork & Quilting will do everything necessary to convert your display advert into its digital format!

The same applies for your FREE web banner advert, which you will receive as part of your advertising series – supply the content and we will do the rest!

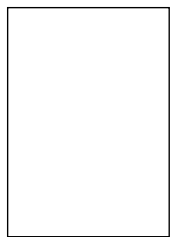
ADVERT SIZES

HORIZONTAL X VERTICAL (mm)



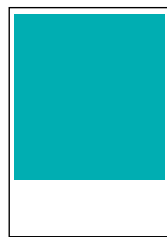
DOUBLE PAGE SPREAD

TRIMMED SIZE:
420 x 297
FULL BLEED SIZE:
426 x 303



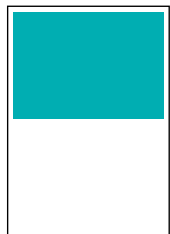
FULL PAGE

TRIMMED SIZE: 210 x 297
BLEED SIZE: 216 x 303

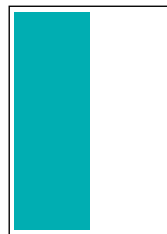


3/4 PAGE

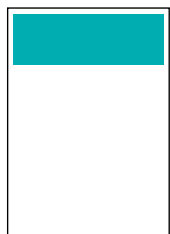
184 x 193



1/2 PAGE HORIZONTAL
184 x 127



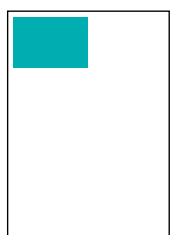
1/2 PAGE VERTICAL
89 x 260



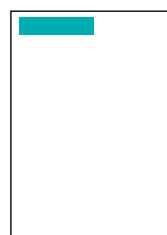
1/4 PAGE HORIZONTAL
184 x 60



1/4 PAGE VERTICAL
89 x 127



1/8 PAGE
89 x 60



WEB BANNER
89 x 20

DATA AND PRODUCTION FORMATS

SUPPLYING 'READY MADE/COMPLETE' DIGITAL ADVERT FILES

- We prefer to receive files on a CD Rom or by email.
- Please use new disks and reformat them before supplying.
- If you are emailing your complete advert to us please save as a PDF or JPEG at a minimum of 300dpi, at 100% - we cannot accept files by email bigger than 10MB.
(In certain circumstances where you need to supply files larger than 10MB, speak to Ad Copy)
- Please supply a colour printed copy of the advert at 100%.

IF YOU ARE SUPPLYING ARTWORK FOR OUR ART DEPARTMENT TO CREATE ADVERT/S PLEASE FOLLOW THE ACCEPTABLE FORMATS GUIDELINES:

- **Images:** (logo's/photographs/artwork) must be at least a minimum of 300dpi, CMYK Photoshop EPS, TIFF, Adobe Photoshop (PSD) or JPEG.
- **Vector Images:** EPS, Adobe Illustrator (ai or EPS),
- Any text supplied must be in Microsoft Word format ONLY.

No responsibility will be accepted by Traplet Publications for typing or document errors made by customers.

LOOSE INSERTS MUST BE NO LARGER THAN 205 x 290mm

N.B. ALL DELIVERIES OF LOOSE INSERTS MUST BE CLEARLY MARKED AS TO WHICH ISSUE OF WHICH PUBLICATION THEY ARE TO BE INSERTED.

**PLEASE CONTACT OUR ADCOPY CONTROLLER
IF YOU HAVE ANY QUERIES**

TEL: Int +44 (0)1684 588517
email: adcopy@traplet.com

T R A P L E T
P U B L I C A T I O N S

www.traplet.com

Increase your online exposure with www.inspiredtomake.com

Thousands of prospective customers are only a click away!

Heavily promoted at shows, through social media and in our magazines,

www.inspiredtomake.com

will start life with the guarantee of high click through rates.

We have a limited number of banner advertising spaces available, so speak to Michelle Lazenby to reserve your spot today.

Make sure you include web advertising in your marketing mix in Patchwork & Quilting magazines

With online advertising you can:

- Reach a wider range of customers than print alone
- Spread the cost of promoting your business
- Create a direct link between your company and potential buyers

Advertising Rates:

	1 month	3 months	6 months
Page top banner	£150	£350	£550
Page side banner	£125	£250	£400

(All prices are exclusive of VAT)

Advertising Sizes:

Page top banner
(728 x 90 pixels)

All files must be supplied as either Jpeg or Gif files at 72 dpi. Maximum file size is 15K. At present we cannot accept animated Gifs.

Don't think you're a techie? Don't worry, why not ask about our FREE design service?

Page side banner
(300 x 250 pixels)

Contact:

Michelle Lazenby

E-mail: michelle.lazenby@traplet.com

Tel: +44 (0)1684 588534

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