

*threads*

**2024 Media Kit**

**The Number One Source  
for Sewing Enthusiasts**

# threads

---

## The #1 Source for Sewing Enthusiasts

*Threads* is at the heart of an active and purposeful community of makers of all ages. As the most trusted source of sewing and textile advice for more than 36 years, *Threads* serves readers by offering instruction, expertise, and technical excellence balanced with beauty, creativity, and passion. The information *Threads* publishes is for curious beginners, immersed enthusiasts, and those considering professional pathways. *Threads* is an inspirational, contemporary, and relevant brand with a curated and personal tone.

We provide a thoughtfully edited mix of lively features and profiles, product recommendations, in-depth how-to content, and stylish skill-building projects. Our scope includes sewing techniques and tools; quilting trends and equipment; hand embroidery supplies, and additional textile crafts such as dyeing and felting.

*Threads* readers spend time learning about new skills and tools and have the resources to buy patterns, machines, tools, and materials frequently. They are attuned to innovation and *Threads* is where they turn for updates and information.

*Threads* creates integrated solutions – for print, digital, video, social, and more - that enable marketers to create unique experiences, build value, and connect to our influential and engaged audience. Whatever the medium, *Threads* delivers superior results across all platforms.

# Reach a World of Sewing Enthusiasts!

If you are looking to target **sewing enthusiasts**, *Threads* has you covered, across multiple channels.

## Our Audience Demographics

**64**

Average age

**97%**

Female

**\$175k**

Household income

**\$581k**

Average home value

**98%**

Are intermediate or above skill level

## Committed, engaged sewing enthusiasts

**\$2,441**

Average spent per year on sewing related activities

**\$60**

Annual membership price (print + digital)

**724,500**

Social media footprint

**84%**

Average have taken action as a result of an ad they saw in/on *Threads*

**107,000**

Weekly eletter list

**96%**

Plan to make womens' clothing in the next 12 months

**\$520 million**

in spending power

\*Demographics are combination of subscribers, website visitors, and Insider members.

**CONTACT: *Threads* Advertising Team • 800-309-0383 x3540 • thads@taunton.com • ThreadsMagazineMediaKit.com**

## Demographics

<b>Affluent, Educated Homeowners</b>	<b>Subscriber</b>	<b>Website Visitor</b>	<b>Member</b>
Gender	100% female	76% female	99% female
Graduated from college (or higher)	74%	71%	76%
Average income	\$146,000	\$178,000	\$183,000
Approximate home value	\$571,000	\$580,000	\$705,000
Mean age	66.9	63.7	65.9
Married	66%	69%	68%
<b>Highly Engaged Enthusiasts</b>	<b>Subscriber</b>	<b>Website Visitor</b>	<b>Member</b>
Hours per week spent sewing	7%	8%	9%
Years involved in sewing	36.3	33	36
Average amount spent per year on sewing related activities	\$1,801	\$2,488	\$2,957
Projects per year	4.7	6.7	6.1
Would consider purchasing a product or service in the future as results of Threads advertising	86%	86%	88%
<b>Interests and Skills</b>	<b>Subscriber</b>	<b>Website Visitor</b>	<b>Member</b>
Skill level: Intermediate or above	97%	99%	99%
Have a dedicated craft space	98%	97%	100%
Plan to start making women's clothes in next 12 months	86%	91%	95%
Plan to buy garment patterns	60%	67%	64%
Bought tools/machinery	87%	92%	92%

Taunton Audience Profiling Study May 2022

## Our Reach



### DEMOGRAPHIC PROFILE

**64** average age  
**97%** female  
**\$175,453** average household income  
**\$581,781** average home value

### KEY AUDIENCE STATS

**289,200** monthly sessions  
**523,000** monthly page views  
**724.5K** social audience  
**55K** paid circulation  
**13,270** paid online memberships

### SOCIAL MEDIA FOOTPRINT

**262,100** Pinterest  
**211,000** YouTube  
**150,000** Facebook  
**84,300** Instagram  
**15,928** Twitter  
**1,125** TikTok

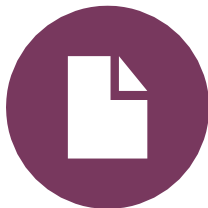


### PURCHASING POWER

**\$2,441** spent yearly on related purchases  
**\$520** million in buying power

**91%** have dedicated craft space  
**85%** plan to buy sewing items in the next 12 months

**84%** have taken action as of a result of seeing something in/on *Threads*  
**88%** spend money on high quality items



### CONTENT & BRAND ENGAGEMENT

**3.9** hours spent reading each issue  
**7.5** years average subscription length

**92%** trust the information they see in *Threads*  
**8%** click to Send Rate

**76%** read 4 out of last 4 issues  
**211K+** yearly podcast downloads

## 2024 Editorial Highlights

### Spring 2024 – Issue 225

Textile traditions, updated.

- Make a blouse from embellished vintage linens.
- MYOG: Create a custom backpack.
- History and creative uses for a traditional darning loom.
- Learn techniques for hexagonal patchwork, and make a jacket.
- Spring fashion forecast: fabrics, patterns, and trends.

**Ad close:** 12/22/23  
**Materials due:** 12/29/23  
**In-Home:** 2/7/24  
**On sale:** 2/20/24

### Summer 2024 – Issue 226

Make elevated garments to enhance your sewing skills and your wardrobe.

- Winning designers interpret art masterpieces in stylish outerwear garments.
- A new approach to a classic welt pocket: easy, accurate, neat.
- Couture focus: Contributing Editors Susan Khalje recreates a stunning Galliano ensemble.
- Plan and sew your ultimate T-shirt, with a customized fit, fabrication, and details.
- Seminole piecing: A colorful, geometric patchwork method with modern appeal.

**Ad close:** 3/22/24  
**Materials due:** 3/29/24  
**In-Home:** 5/8/24  
**On sale:** 5/21/24

### Fall 2024 – Issue 227

Discover ways to make classic sewing methods their own.

- “Fractured jackets”: A modern applique technique.
- Susan Khalje reveals the history and beauty of Central Asian ikats.
- Weavers re-create the one-piece Bonnie Cashin Noh coat and offer tips for making your own.
- A year of intensive bespoke tailoring training in England: A graduate shares his experience.
- What is trending in fall sewing: fabrics, colors, and new patterns.

**Ad close:** 7/12/24  
**Materials due:** 7/19/24  
**In-Home:** 8/28/24  
**On sale:** 9/10/24

### Winter 2024 – Issue 228

Learn about the latest tools, supplies, and inspirational sources to guarantee success and enjoyment.

- Exploring the iconic Christian Dior bar jacket Susan Khalje.
- The annual gift guide is a curated collection of machines, notions, books, tools, and materials to excite any fiber arts maker.
- Winning garments from the national Make it With Wool competition.
- Guidance to plan a self-sewn wardrobe of cozy layering pieces.
- Hand-quilted jacket inspired by Japanese boro stitching.

**Ad close:** 9/20/24  
**Materials due:** 9/27/24  
**In-Home:** 11/6/24  
**On sale:** 11/19/24

# threads

---

Editorial subject to change. Dates are tentative.

## Our Solutions

Our solutions leverage the *Threads* brand authority, storytelling expertise, industry and experts/influencers relationships, extensive reach across multiple platforms, marketing experience, and social media savviness to deliver impactful, top-to-bottom funnel campaigns.



### DIGITAL MEDIA

- Targeting: Behavioral/ Keyword/Contextual
- Geo-fencing
- Project Guides
- Podcasts
- Digital display
- Custom email campaigns
- Mobile solutions
- eLetters
- High-impact interstitials
- Native advertising
- BtoBIP Mapping



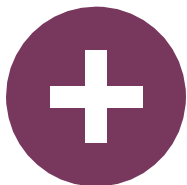
### PRINT MEDIA

- Custom publishing
- High-impact units
- Gatefolds
- Special editions
- Advertorials
- Inserts/Onserts



### CONTENT

- Video-series sponsorship
- Custom video development
- Webinar development and execution
- Whitepaper downloads
- Custom blogs
- Sponsored content hubs



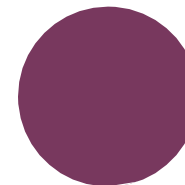
### CUSTOM INTEGRATION

- Contests & sweepstakes (lead gen)
- Custom content
- Product integration



### EXPERIENTIAL

- Live events series
- Custom events
- Industry-event podcasts
- Webinars



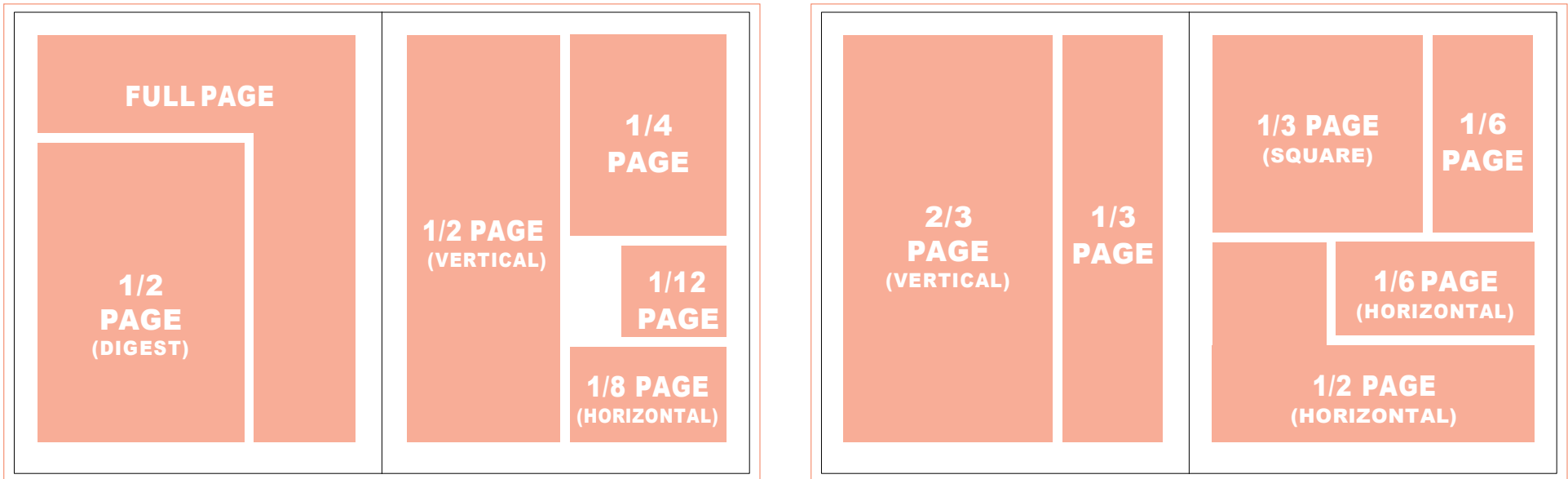
### SOCIAL

- Instagram TV (IGTV)
- Social livestreaming
- Captivatesocial extension program
- TikTok campaigns



## Print Mechanical Requirements

Page Unit Sizes  
 (= width x height)  
 Spreads = bleed all sides;  
 17 1/2" x 11 1/8"  
**Bleed only available for  
 1/2 page and larger ads**



### FULL PAGE

**Live Area** 7 7/16" x 9 3/4"

**Trim Size** 8 5/8" x 10 7/8"

**Bleed Size** 8 7/8" x 11 1/8"

### 1/2 PAGE (DIGEST)

**Live Area** 4 7/8" x 7 1/4"

**Bleed available**

### 1/2 PAGE (VERTICAL)

**Live Area** 3 5/8" x 9 3/4"

**Bleed available**

### 1/4 PAGE

**Live Area** 3 5/8" x 4 3/4"

### 1/12 PAGE

**Live Area** 2 3/8" x 2 1/4"

### 1/8 PAGE (HORIZONTAL)

**Live Area** 3 5/8" x 2 1/4"

### 2/3 PAGE (VERTICAL)

**Live Area** 4 7/8" x 9 3/4"

**Bleed available**

### 1/3 PAGE (VERTICAL)\*

**Live Area** 2 3/8" x 9 3/4"

### 1/3 PAGE (SQUARE)

**Live Area** 4 7/8" x 4 3/4"

### 1/6 PAGE (VERTICAL)

**Live Area** 2 3/8" x 4 3/4"

### 1/6 PAGE (HORIZONTAL)

**Live Area** 4 7/8" x 2 1/4"

### 1/2 PAGE (HORIZONTAL)

**Live Area** 7 7/16" x 4 3/4"

**Bleed available**

## Print Spec Sheet

**Final Trim Size** 8<sup>5</sup>/<sub>8</sub> x 10<sup>7</sup>/<sub>8</sub> inches

\* **1/3 Bleed Ad** only allowed when purchased with a full-page as a unit

For full-spread buys, text and images can run across spreads (keep text .25" from gutter trim)

### **2 PAGE SPREAD**

**Live Area (w x h)** 16.5" x 9.75"

**Bleed Available (w x h)** 17.5" x 11.25"

### **FULL PAGE**

**Live Area (w x h)** 7.458" x 9.75"

**Bleed Available (w x h)** 8.875" x 11.125"

### **2/3 PAGE VERTICAL**

**Live Area (w x h)** 4.917" x 9.75"

**Bleed Available (w x h)** 5.646" x 11.125"

### **1/2 PAGE DIGEST (TOP)**

**Live Area (w x h)** 4.917" x 7.25"

**Bleed Available (w x h)** 5.646" x 7.833"

### **1/2 PAGE DIGEST (BOTTOM)**

**Live Area (w x h)** 4.917" x 7.25"

**Bleed Available (w x h)** 5.646" x 8.042"

### **1/2 PAGE HORIZONTAL (TOP)**

**Live Area (w x h)** 7.458" x 4.75"

**Bleed Available (w x h)** 8.875" x 5.333"

### **1/2 PAGE HORIZONTAL (BOTTOM)**

**Live Area (w x h)** 7.458" x 4.75"

**Bleed Available (w x h)** 8.875" x 5.542"

### **1/2 PAGE SPREAD (BOTTOM)**

**Live Area (w x h)** 16.5" x 4.75"

**Bleed Available (w x h)** 17.5" x 5.542"

### **1/2 PAGE VERTICAL**

**Live Area (w x h)** 3.646" x 9.75"

**Bleed Available (w x h)** 4.375" x 11.125"

### **1/3 PAGE SQUARE**

**Live Area (w x h)** 4.917" x 4.75"

**No bleed available**

### **1/3 PAGE VERTICAL \***

**Live Area (w x h)** 2.375" x 9.75"

### **1/4 PAGE**

**Live Area (w x h)** 3.646" x 4.75"

**No bleed available**

### **1/6 PAGE HORIZONTAL**

**Live Area (w x h)** 4.917" x 2.25"

**No bleed available**

### **1/6 PAGE VERTICAL**

**Live Area (w x h)** 2.375" x 4.75"

**No bleed available**

### **1/8 PAGE HORIZONTAL**

**Live Area (w x h)** 3.646" x 2.25"

**No bleed available**

### **1/12 PAGE**

**Live Area (w x h)** 2.375" x 2.25"

**No bleed available**

## Print Spec Details

### Art Preparation/Specifications

Full-Page/Fractional Ads: We accept digital files only, preferably high resolution, CMYK, font-embedded PDF or PDF/X-1a. Ads must be prepared according to our specification guidelines, which are available by contacting the Advertising Coordinator at 866-505-4687 or emailing inquiries to Ads@Taunton.com. All ads must be accompanied by a proof made from the file submitted to verify content. Color ads must be accompanied by a high-quality, color proof calibrated to SWOP specifications. For black-and-white ads without half-tone images, a high-quality computer printout (600 dpi or greater) is acceptable. We reserve the right to charge for processing time in the event the file does not meet ad specification guidelines. All ads must reach the size of the space ordered at some point in width and height.

### Production Data

Trim size: 8 5/8" x 10 7/8" • Binding: Perfect bound • Printing: Black & white, 4-color process; text and cover – web offset • Paper: Text – 45-lb. coated stock; cover – 100-lb. coated stock

### Bleed Requirements

Bleed available only for half page and larger. Bleed image should be limited to tints or background. Live matter, including type, must be kept within the live area, which starts 5/8" from top, 3/4" from bottom, 11/16" from left, and 3/4" from right of the bleed ad size.

**Deadline for Publisher-set copy is 7 days prior to closing date.**

### Position Requests

Considered but not guaranteed.

### Shipping and Production Information

All advertising materials should be shipped directly to: Advertising Coordinator • The Taunton Press, 63 South Main Street • Newtown, CT 06470-5506 • Phone: 866-505-4687 • Fax: 203-426-3434 • Email: Ads@taunton.com (Please indicate ad is for *Threads*.)

### Billing Questions

Please contact the Business Office at 800-926-8776 x3245 • Email: BusinessOffice@Taunton.com

# Digital Specs - Web Ad Units

**File Format** JPG, GIF, HTML5

**Max File Size** 40k at 72dpi, 200k for HTML5

**Animation Loops** 15 seconds at 3 loops max with CTA in the final frame

**Run of site specs and expansion of units** Accepts third-party banners and site-served banners

## **MREC (BIG BOX)**

**Size** 300 x 250

## **MREC (BIG BOX) EXPANSION**

**Size** 300 x 250

**Max** 504 x 250

## **HALF PAGE**

**Size** 300 x 600

## **LEADERBOARD**

**Size** 728 x 90

## **LEADERBOARD EXPANSION**

**Size** 728 x 90

**Max** 728 x 225

## **MOBILE SPONSORSHIP**

**Size** 320 x 50

## **GEO, CONTEXTUAL, AND BEHAVIORAL TARGETING**

**Size** 300 x 250

**Size** 728 x 90

## **PRO TARGETING**

**Ask a sales rep for specs**

# Digital Specs - Web Ad Units & Video Units

**TP** Third-party banners

**SS** Site-serve banners

**File Format** We accept HTML5 for most ad unit sizes. Max file size is 200k. Third-party served only.

**Rising Star Units** To be advertiser created/supplied.

Visual Interactive Advertiser Bureau (IAB) website at [www.iab.com](http://www.iab.com) for more detailed Rising Star specs.

## RICH MEDIA UNITS

### PRE-ROLL

**Size** High res, 1080p (1920 x 1080), 16 x 9 aspect ratio

**Format** MP4, VAST TAGS

**Max Size** 40k at 72dpi with 25 fps max, 15 seconds

**TP** Yes

**SS** Yes

### INREAD

**Specs** 30-45 sec. recommended

Video Ad Unit 16:9 HD,

**Format** MP4, VASTTAGS, mov under 10MB

### SITE SKIN

**Size** Two 200 x 800 Images at 60kb for each side (left/right)

**Format** JPG, GIF, PNG

**Max Size** 100k at 72dpi

**TP** No

**SS** Yes

## RISING STAR UNITS

### BILLBOARD

**Size** 975 x 250

**Format** JPG, GIF, HTML5, PNG, TAGS

**Max Size** 60k at 72dpi with 24 fps; 15 seconds at 3 loops max

**TP** Yes

**SS** Yes

### LARGE LEADERBOARD

**Size** 970 x 90

**Format** JPG, GIF, HTML5, PNG, TAGS

**Max Size** 60k at 72dpi with 24 fps

**TP** Yes

**SS** Yes

### INTERSTITIAL

**Size** 640 x 480

**Format** JPG, GIF, PNG, HTML5, TAGS

**Max Size** 10 seconds with 24 fps max

**TP** Yes

**SS** Yes

## Contact

For more information on how you and your brand can get in touch with Threads' engaged fiber arts enthusiasts, please call or reach out to us.

### **ADVERTISING SALES MANAGER**

**Tracey Lenahan**

203-304-3540

[tlenahan@taunton.com](mailto:tlenahan@taunton.com)

### **PRINT PRODUCTION**

**[ads@taunton.com](mailto:ads@taunton.com)**

### **DIGITAL PRODUCTION**

**[webads@taunton.com](mailto:webads@taunton.com)**

**Find an online version of this media kit at  
[Threadsmagazinemediakit.com](http://Threadsmagazinemediakit.com)**