



threads

— 2025 —

**MEDIA
KIT**

The Premier Source for
Sewing Enthusiasts



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 39 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 they turn to *Threads* 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

Average Household Income



\$581k

Average Home Value



98%

Skill Level Intermediate to Above

COMMITTED, ENGAGED SEWING ENTHUSIASTS



\$2,441

Average spent per year on sewing related activities



\$59.95

Annual membership price (print + digital)



747,030

Social media footprint



84%

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



160,000

Weekly e-letter list



96%

Plan to make womens' clothing in the next 12 months

\$520 million in spending power

Demographics

AFFLUENT, EDUCATED HOMEOWNERS	SUBSCRIBER	WEBSITE VISITOR	MEMBER
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%
HIGHLY ENGAGED ENTHUSIASTS	SUBSCRIBER	WEBSITE VISITOR	MEMBER
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 <i>Threads</i> advertising	86%	86%	88%
INTERESTS AND SKILLS	SUBSCRIBER	WEBSITE VISITOR	MEMBER
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

PURCHASING POWER

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

CONTENT & BRAND ENGAGEMENT

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

KEY AUDIENCE STATS

207,000 monthly sessions avg past year
332,000 monthly views avg past year
727,583 social audience
52K paid subscribers
12.5K paid online members

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332,000 monthly views avg past year
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12.5K paid online members

207,000 monthly sessions avg past year
332,000 monthly views avg past year
727,583 social audience
52K paid subscribers
12.5K paid online members

SOCIAL MEDIA FOOTPRINT

274,700 Pinterest
214,000 YouTube
150,000 Facebook
87,600 Instagram
15,800 X (Twitter)
1,130 TikTok

274,700 Pinterest
214,000 YouTube
150,000 Facebook
87,600 Instagram
15,800 X (Twitter)
1,130 TikTok

274,700 Pinterest
214,000 YouTube
150,000 Facebook
87,600 Instagram
15,800 X (Twitter)
1,130 TikTok



2025 Editorial Highlights

SPRING 2025 | ISSUE 229: *Check out fresh ideas for spring sewing and techniques for creating polished looks.*

- Spring fashion forecast: colors, styles patterns.
- Match prints like a pro, for top-quality shirts.
- Sewing for plus sizes, without the fit frustration.
- Make classic shirtdresses—a look that works for everyone in all seasons.
- Create a flowing chiffon skirt from fabric strips; it's a great way to use your serger's rolled hemstitch.

AD CLOSE: 12/20/24
MATERIALS DUE: 12/27/24
IN-HOME: 2/10/25

SUMMER 2025 | ISSUE 230: *Find inspiration in winning dress designs, and learn professional sewing techniques.*

- Make patterns from your favorite clothes, so you can create accurate replicas you'll wear all the time.
- Design your own gorgeous hand embroidery using essential color and shape principles.
- Award-winning dresses feature unique collars and hemlines.
- Find comfort and style in self-sewn, top-quality knit loungewear ensembles.
- Machine embroidery know-how for keeping garments light and supple.

AD CLOSE: 3/21/25
MATERIALS DUE: 3/28/25
IN-HOME: 5/12/25

FALL 2025 | ISSUE 231: *Plan and sew a wardrobe that takes you through the seasons in style.*

- Autumn's colors, fabrics, and silhouettes will inspire you to create new looks.
- Image expert Nancy Nix-Rice demonstrates an effective way to turn your stash into a wardrobe that complements your coloring and style.
- Take a peek into a workshop with renowned textile designer Sarah Campbell.
- Fluffy faux-fur jackets are everywhere. Learn to make your own cozy topper.
- For vintage or modern style, upgrade your sweaters with machine embroidery.

AD CLOSE: 7/11/25
MATERIALS DUE: 7/18/25
IN-HOME: 9/01/25

WINTER 2025 | ISSUE 232: *Luxury, comfort, and style are the hallmark of the holidays.*

- Woolen garments from the national Make It With Wool competition show the best features of a beloved natural fiber.
- The annual gift guide provides a curated collection of machines, notions, books, tools, and materials to inspire any textile lover.
- Take a close look at stunning gowns made for music icon Ella Fitzgerald by American designer Don Loper.
- A sloper is the basis for creating your own patterns; draping one that fits you perfectly ensures successful future designs.
- Explore ways to add couture-level embellishment to your garments with machine embroidery.

AD CLOSE: 9/19/25
MATERIALS DUE: 9/2/25
IN-HOME: 11/17/25

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
- e-Letters
- High-impact interstitials
- Native advertising
- B2B IP Mapping



CUSTOM INTEGRATION

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



PRINT MEDIA

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



EXPERIMENTAL

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



CONTENT

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

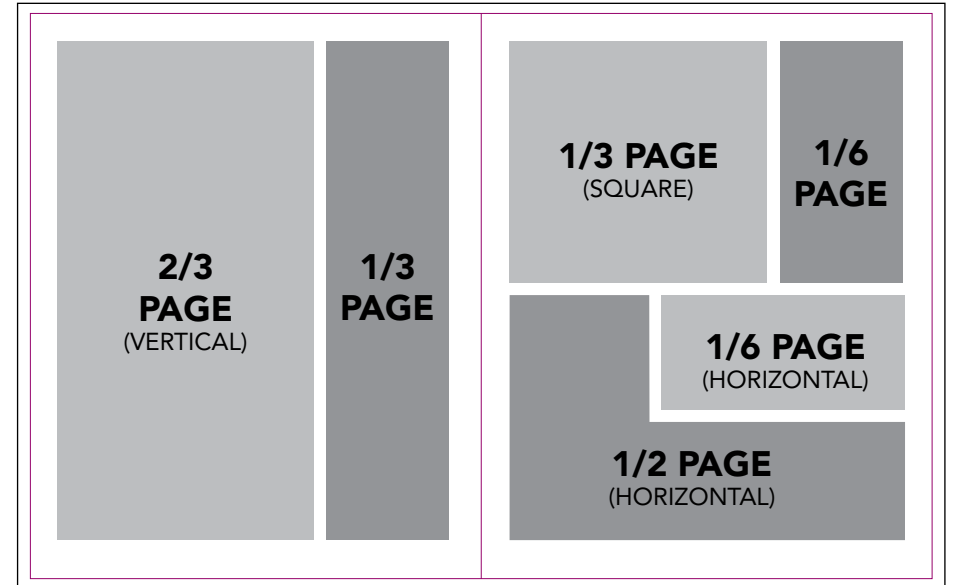
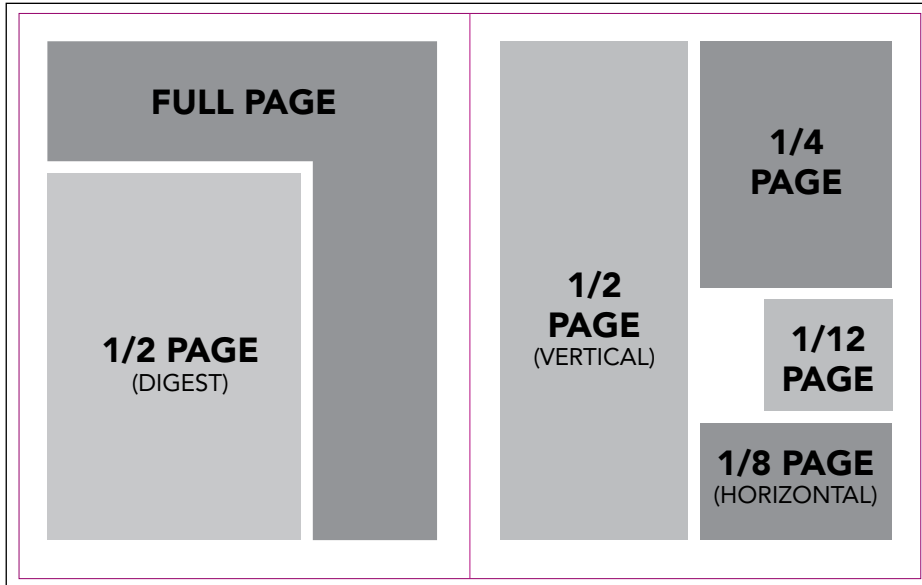


SOCIAL

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

- ▶ **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

Print Mechanical Requirements



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:

8⁵/₈ x 10⁷/₈ 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 615-481-2595 or emailing inquiries to mdalton@threadsmagazine.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,
Threads,
2143 Grand Avenue,
Des Moines, IA 50312,
Phone: 615-481-2595

Contact person: mdalton@threadsmagazine.com
*threads*magazine.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

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

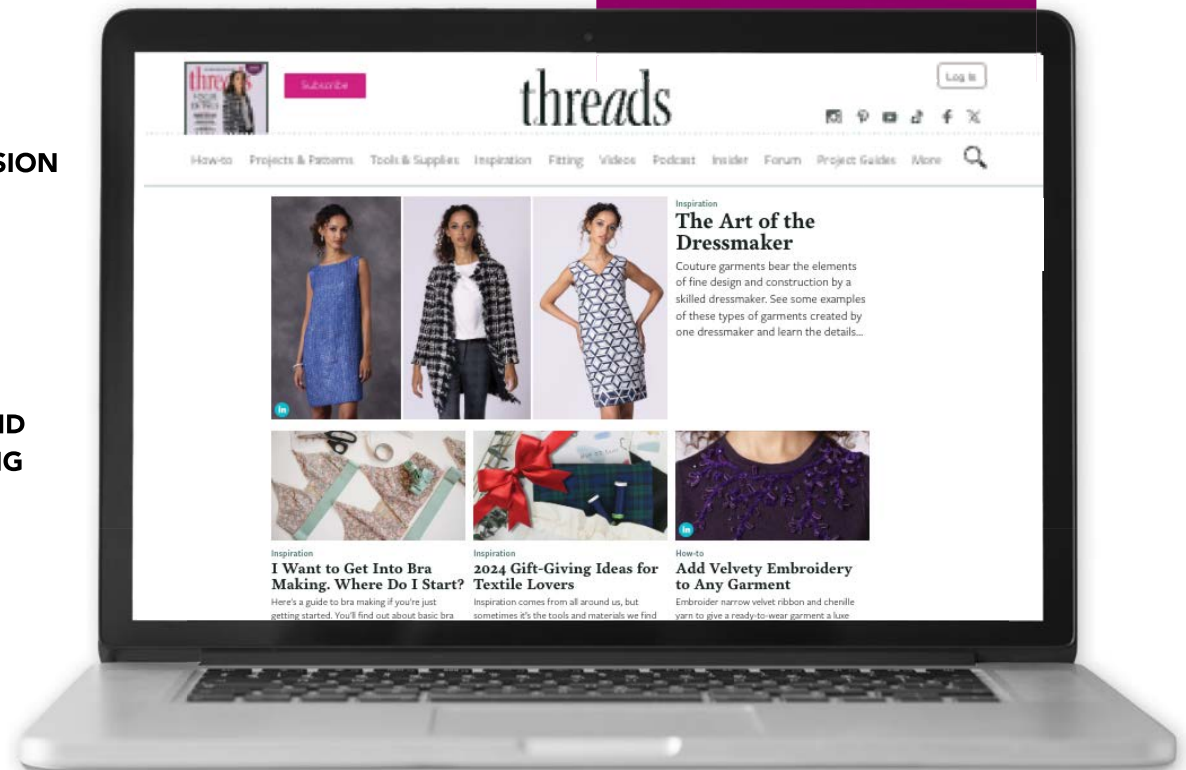
Size: 300 x 250

Size: 728 x 90

PRO TARGETING

Ask a sales rep for specs

- ▶ **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



Digital Specs: Web Ad Units and Video Units

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, VAST TAGS, 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

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 for more detailed Rising Star specs.



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

Mary-Evelyn Dalton
615-481-2595
MDalton@threadsmagazine.com

PRINT PRODUCTION

Cindi Phillips
CPhillips@aimmedia.com

DIGITAL PRODUCTION

webads@taunton.com

FOR PEOPLE WHO LOVE TO SEW

threads

IT'S GIVING
SEASON
Sewing for Others

FOCUS — ON THE — DETAILS

| FEATURING |

WINNING WOOL COATS
INSPIRE YOUR STYLE

SANDRA BETZINA
The Sewing Icon's Journey

A GUIDE TO
PATTERN SELECTION

A DRESSMAKER'S ART
Elegant Holiday Looks

*Softly structured
jacket, p. 38*

