

# CRAFTFOCUS

## MEDIA PACK



[www.craftfocus.com](http://www.craftfocus.com)





## Reach the craft trade

Published six times a year, *Craft Focus* is a bi-monthly publication for the craft industry, available to art & craft shops, toy shops, model shops, haberdashers and needlecraft retailers. All issues contain detailed information on upcoming trade shows, new and innovative products, seasonal industry and consumer buying trends, and business tips and advice.

Giving you access to 6,500 craft buyers, *Craft Focus* offers you the perfect, targeted and cost-effective vehicle to reach retailers who need to purchase products and services to run their business efficiently.

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## As standard

When you advertise with *Craft Focus* you'll receive;

- Advert in your chosen size
- Editorial submission opportunities in all relevant features
- Online directory listing
- Free artwork design service
- Online editorial submission opportunities to our website and newsletter
- Social media support and shout-outs
- Dedicated account manager who can provide you with reports on your campaign

\* Terms and conditions apply, contact us on +44 (0)1376 538 555.





## Be featured

*Craft Focus* is bursting with fresh content from the craft industry including our news, new product showcase, trade show previews and reviews, Q&As, interviews and business advice no retailer or e-tailer should be without.

It has features on sewing, stitching, jewellery making, needlecrafts, stationery, embossing, patchwork, embroidery, tapestry, felting, cardmaking, haberdashery and much more throughout the year.

Exclusive content for advertisers includes company profiles, exclusive profiles, designer interviews.

Contact us for a comprehensive list of features in our forthcoming issues on +44 (0)1376 538 555.

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## Trade shows

*Craft Focus* has close connections with major trade shows in the UK, Europe and beyond. We provide comprehensive editorial coverage, both pre and post event, informing our readers of what is happening, where the events are taking place and why they need to attend.

We have connections with CHSI Stitches, AFCL, Spring Fair, Autumn Fair, Top Drawer Spring, Top Drawer Autumn, London Stationery Show, Creative World and H&H Cologne.



TOP DRAWER  
SPRINGFAIR

Stationery  
Show  
London



creativeworld





## Testimonials




"We enjoy working with *Craft Focus* because the team is professional, effective and efficient. To have a solution provider that creates the artwork and provides us with such an excellent service whilst offering a great product is a testament to Tracy's attention to detail. We can highly recommend *Craft Focus* and have been a loyal advertiser for nearly nine years. The feedback from new and existing customers is excellent and we enjoy the special features included within the magazine. Unlike other publications that are pushy and solely focused on revenue, *Craft Focus* and especially Tracy offers a depth of knowledge that is a real asset to the magazine. If you want an effective way to reach the craft trade, I can highly recommend it as the right publication to meet your advertising needs and requirements."

**Mark Wilson, Director at Creative Products Distribution**

"We've been advertising with *Craft Focus* since we started, and we have become regular advertisers due to the wonderful service offered and the returns we see from our adverts. The team are very easy to work with and are always interested and passionate about how they can help us launch new products and increase brand awareness. The editorial offered alongside adverts works perfectly and each new issue generates strong leads. *Craft Focus* is my go-to to keep up with current trends and what's new, and I always look forward to the next copy coming out!"

**Stephanie Carswell, Creative Director at Hawthorn Handmade**

**IN NUMBERS... 24,000** copies viewed annually

-  **1.5k** Facebook likes
-  **3.6k** X followers
-  **1.9k** Instagram followers

**craftfocus.com**

Total Visitors Per Month **28,103**

Average Visitors Per Day **924**

Our email newsletters are sent to **3,492** registered email addresses

\*stats correct as of June 2025



# Feature Schedule



*Craft Focus* is published six times a year.

*Craft Focus* the leading title for the craft industry, is available free of charge to all UK based traders.

*Craft Focus* magazine has a circulation of over 6,500 craft buyers.

Contact sales:  
sales@craftfocus.com  
Tel: +44 (0)1376 538 555

Contact editorial:  
editor@craftfocus.com  
Tel: +44 (0)1376 514 000

www.craftfocus.com

## Features, deadline dates and issue dates for upcoming issues

### JUNE/JULY 2025

London Stationery Show review  
Making for the home  
Children's Crafts  
Back to School  
Crafts under £15  
Ribbons and Buttons  
Brand spanking new  
Industry News

**Advertising deadline: 22 May 2025**  
**Issue date: 5 June 2025**

### DECEMBER/JANUARY 2025/2026

Spring Fair Preview  
Making clothes at home  
Craft trends 2026  
Mother's Day  
Winter Craft Showcase  
Papercrafts  
Valentine's Day  
Bookstand

**Advertising deadline: 20 November 2025**  
**Issue date: 4 December 2025**

### JUNE/JULY 2026

London Stationery Show review  
Making for the home  
Children's Crafts  
Back to School  
Crafts under £15  
Ribbons and Buttons  
Brand spanking new  
Industry News

**Advertising deadline: 21 May 2026**  
**Issue date: 4 June 2026**

### AUGUST/SEPTEMBER 2025

Christmas products (part 1)  
Knitting & Crochet  
Halloween  
Cardmaking  
Stamping & embossing  
Soft crafts & felting  
Industry news

**Advertising deadline: 23 July 2025**  
**Issue date: 6 August 2025**

### FEBRUARY/MARCH 2026

CHSI Stitches Preview  
Spring & Easter  
Sewing & Stitching  
Craft Tools  
Spring fabrics  
Best of British  
Up and coming  
Industry News

**Advertising deadline: 22 January 2026**  
**Issue date: 5 February 2026**

### AUG/SEPT 2026

Christmas products (part 1)  
Knitting & Crochet  
Halloween  
Cardmaking  
Felting  
Stamping & embossing  
Soft crafts  
Industry news

**Advertising deadline: 23 July 2026**  
**Issue date: 6 August 2026**

### OCTOBER/NOVEMBER 2025

Christmas products (part 2)  
Glue & adhesives  
Sugarcraft  
Patchwork & quilting  
Craft kits  
Sewing & Stitching  
Art materials  
Embroidery & tapestry

**Advertising deadline: 22 September 2025**  
**Issue date: 6 October 2025**

### APRIL/MAY 2026

CHSI Stitches Review  
London Stationery Show review  
Creativeworld & Paperworld review  
Father's Day  
Summer product showcase  
Needlecrafts  
Business Advice  
Shows, News and Events

**Advertising deadline: 23 March 2026**  
**Issue date: 6 April 2026**

### OCT/NOV 2026

Christmas products (part 2)  
Glue & adhesives  
Sugarcraft  
Patchwork & quilting  
Craft kits  
Sewing & Stitching  
Art materials  
Embroidery & tapestry

**Advertising deadline: 22 September 2026**  
**Issue date: 6 October 2026**





# Ratecard

Double Page Spread	£2200
Full page sponsored edit	£1500
Full Page	£1300
Half Page	£750
Quarter Page	£395

Front Cover	£2500
Inside Front Cover	£1500
Inside Back Cover	£1400
Outside Back Cover	£1800

Social Media Posts	£POA
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Twitter Takeover	£1000
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All prices are per insertion and exclude VAT (where applicable).

For opportunities, including sponsorship, advertorial and online bookings please call +44 (0)1376 538 555.

<u>Website</u>	
Billboard	£1200
Banner	£600
MPU (Block Advert)	£400
Premium Events Banner	£500
Premium Events Listing	£400

<u>Newsletter (Premium)</u>	
Leaderboard	£600
Top Banner	£600
Earpiece	£500

<u>Newsletter (Standard)</u>	
Banner	£500
MPU (Block Advert)	£400
Solus Email	£1000
Premium Directory Listing	£1200

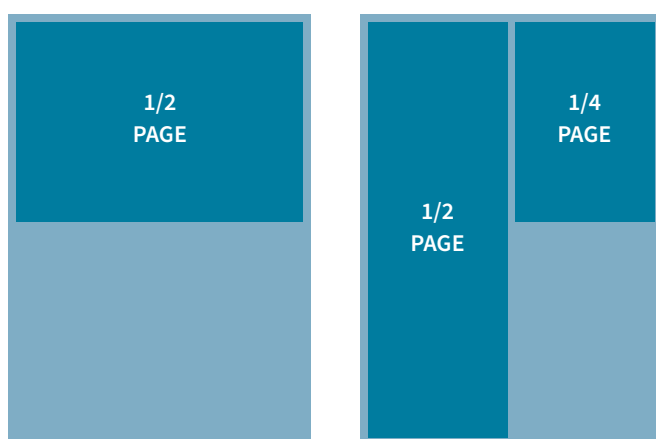
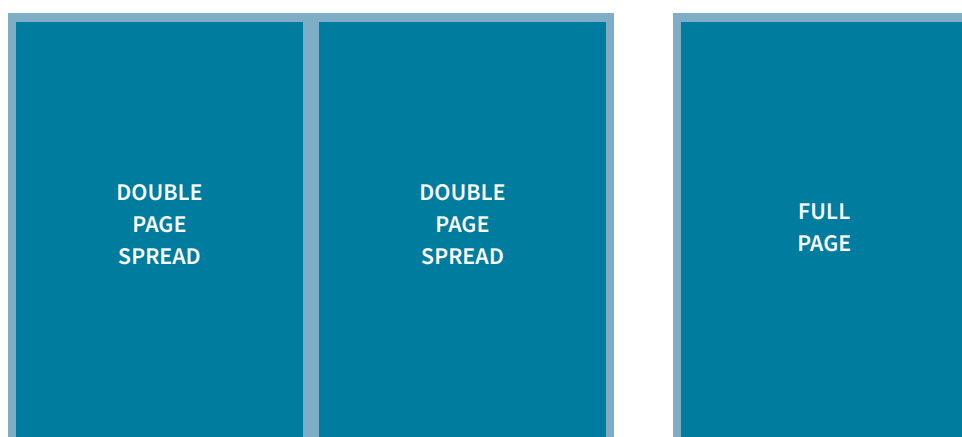


# Dimensions and Technical Information

Here's everything you need to know about how to supply your artwork to us. Did you know we can help make your artwork for you should you need a helping hand?

If you want to take advantage of our design service, you'll need to provide us with your company logo, image(s) and text including any phone numbers, a website link, social media links and an email address. Email this information to [artwork@kdeventsandpublishing.com](mailto:artwork@kdeventsandpublishing.com) along with any additional layout requests and we'll do the rest.

If you're happy making your artwork then you'll want to know the dimensions and formats to supply your advert in. Dimensions and technical specification are below. You will receive full artwork dimensions and technical information from us with your email confirmation when booking an advert.



<u>Advert Sizes</u>	<u>Width</u>	<u>Height</u>
DPS (with bleed)	426mm	303mm
DPS (trim)	420mm	297mm
Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Horizontal	195mm	141mm
Half Page - Vertical	95mm	287mm
Quarter Page	95mm	141mm

Please supply your advert as high-resolution PDFs / TIFFs / JPEGs. All artwork must be no less than 300dpi in CMYK.

Please leave sufficient space between the text and the edge of the advert, preferably 5mm.

For suitability of all other formats please call the design department on +44 (0)1376 514 000.



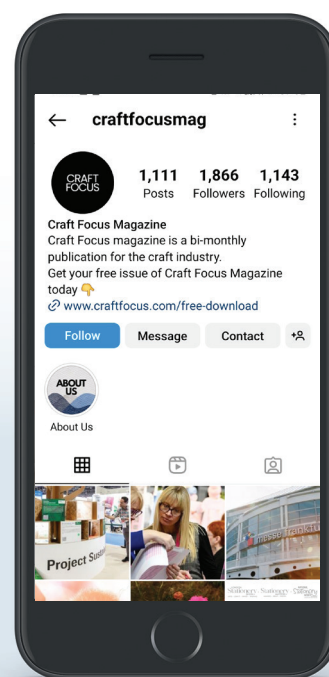
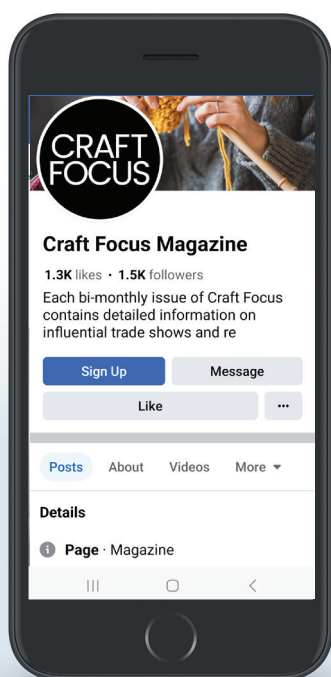
# Online options to reach the craft trade

*Craft Focus* has a worldwide online presence at [craftfocus.com](http://craftfocus.com). Containing up-to-the-minute news, events and special offers, the site is updated regularly with valuable information to help boost your business. Visitors can also download the current magazine along with back issues. The website includes a supplier directory allowing readers to ask businesses (who have advertised in the current magazine) for more information about their products or service. This service is FREE for current advertisers and it serves as an extra value benefit to those businesses advertising in the magazine.

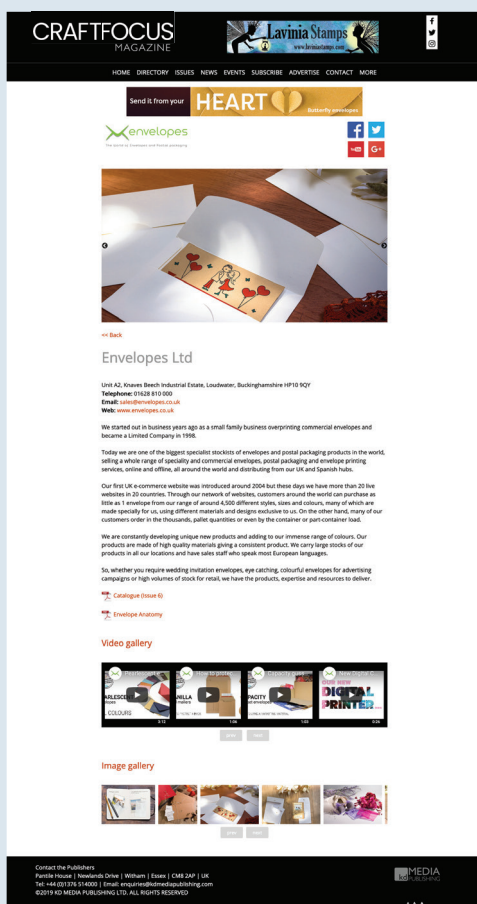
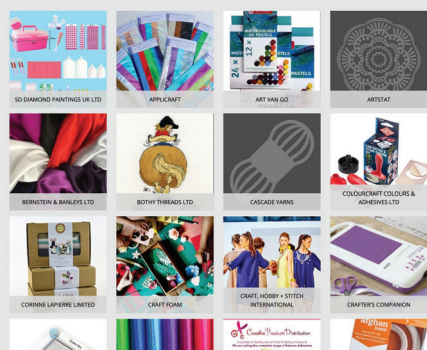
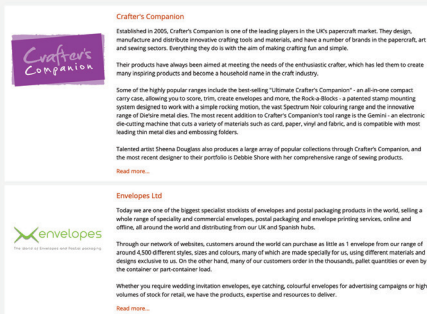
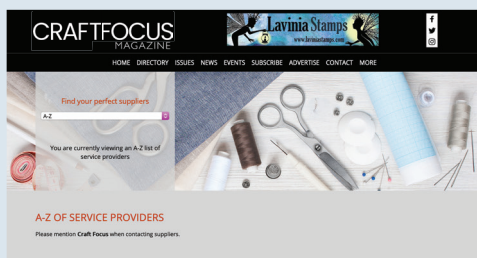


To make sure we are in regular contact with our readers we also send out monthly email newsletters with updates and news about events along with selected items from the magazine. Advertisers in the magazine also have the opportunity to place advertisements on these newsletters.

*Craft Focus* has a strong and rapidly growing social media presence. This enables us to have our finger on the pulse of the craft industry at all times and provides the opportunity to share important news stories to thousands of people instantly and effectively.







# Premium Directory Listing

If you want to make more of an impact online and take immediate advantage of our impressive web traffic, turn your entry into a Premium Directory Listing, which will give your business 12-months' worth of prominent exposure within our trade suppliers' directory.

More than just a directory listing, Premium Directory Listings can provide you with a significant advantage whereby you can access an exceptional and targeted audience, thereby boosting your potential to tap into new business opportunities.

Premium Directory Listings will be pinned at the top of your chosen category listing(s) giving you a competitive head-start over your competitors. Not only that but you'll have increased social media links for YouTube, LinkedIn, Vimeo and more. High resolution imagery and video content which users can play and watch. You'll be able to upload PDF documents so if you've got brochures you want your audience to download and read your Premium Directory Listing offers you this too. Enquire for further details on +44 (0)1376 538 555 or [sales@craftfocus.com](mailto:sales@craftfocus.com)



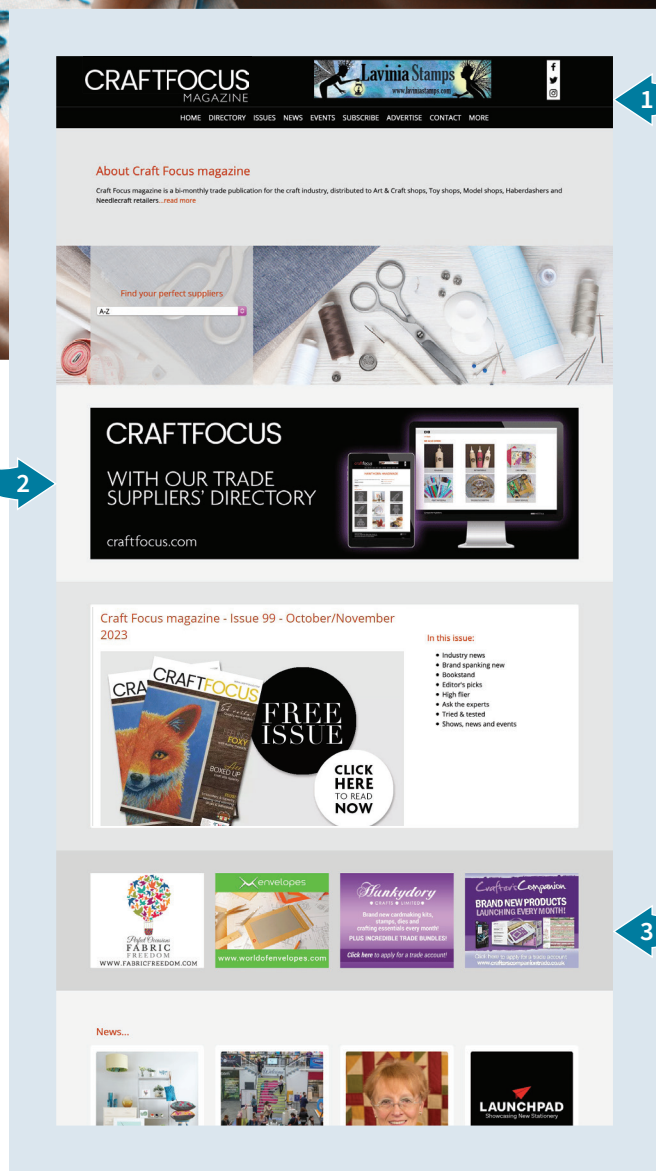


# Website Advertising

You can promote your business online by advertising in a number of ways to take advantage of our impressive visitor numbers. You're spoilt for choice when it comes to how and where you want to promote your product or service - it's as flexible as you want it to be! Our website is designed to be easily accessible on tablets and mobile devices, enabling retailers to navigate at their convenience, how and when they wish.

There are three advert options, each one offering clearly defined benefits for your business. The 'Banner' occupies a prime position at the top of the page and provides maximum exposure for your brand. The eye-catching 'Billboard' appears in the main body of the website and is a full-width position, while the 'MPU' or Block Advert is highly visible yet budget-friendly. All options generate excellent return on investment.

Adverts can be emailed to us along with a link URL on [artwork@kdeventsandpublishing.com](mailto:artwork@kdeventsandpublishing.com). Enquire for further details on +44 (0)1376 538 555 or [sales@craftfocus.com](mailto:sales@craftfocus.com)

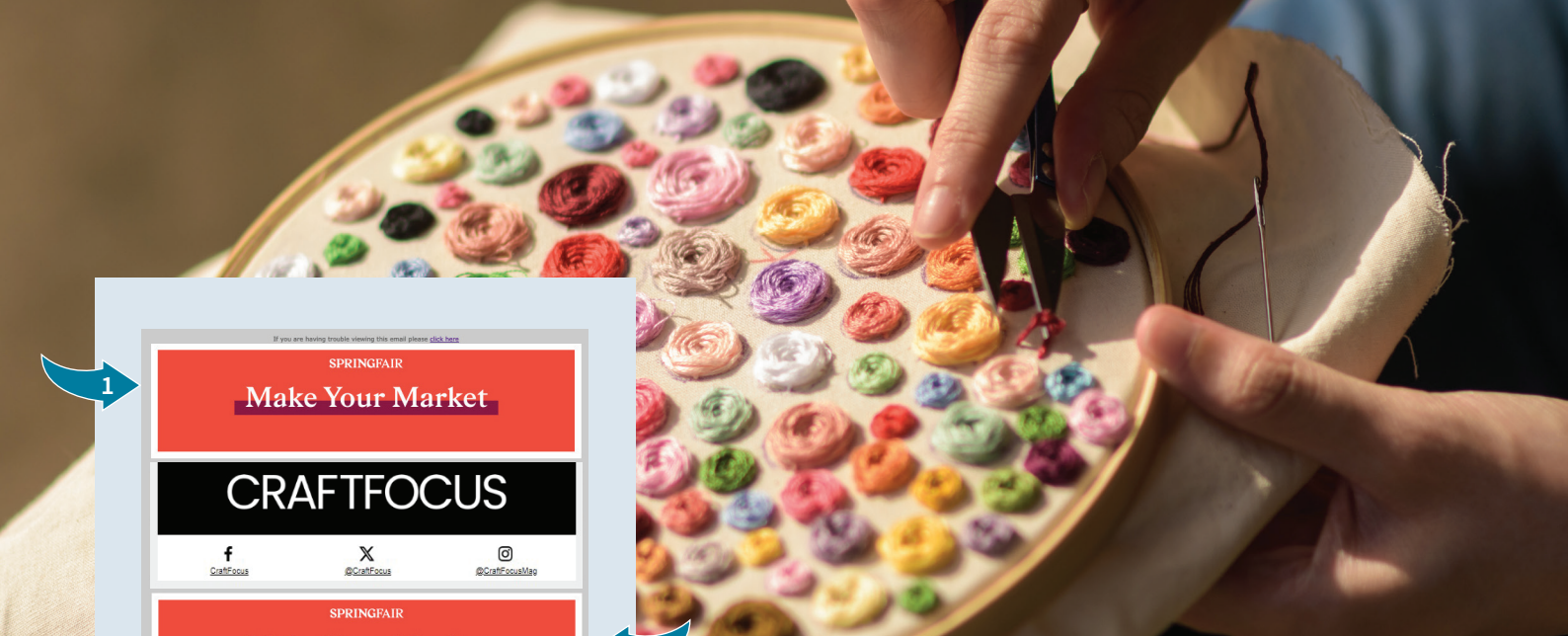


## Advert Sizes

	Width	Height
1. Banner	728 pixels	100 pixels
2. Billboard	1290 pixels	400 pixels
3. MPU (Block Advert)	300 pixels	250 pixels

All to be provided at 72dpi in JPEG, PNG, GIF or Animated GIF format (less than 200kb)





# e-newsletter Advertising

The monthly newsletters contain fresh news items, snippets of magazine content such as new products, previews & reviews of trade show updates, all alongside a selection of great advertising spaces.

The newsletters, like the *Craft Focus* website, are designed to be compatible on tablets and mobile devices and advertisements can be animated and 'clickable' to link through to your business website or social media page.

e-newsletter advertising options are available in either premium or standard. The 'premium' options are Leaderboard, Top Banner and Earpiece (alongside the logo) positions, all prominent near the top of every newsletter. The 'standard' Banner and MPU (Block Advert) positions appear further down the newsletter woven in between news pieces in the newsletter.

Adverts can be emailed to us along with a link URL on [artwork@kdeventsandpublishing.com](mailto:artwork@kdeventsandpublishing.com). Enquire for further details on +44 (0)1376 538 555 or [sales@craftfocus.com](mailto:sales@craftfocus.com)

## Advert Sizes

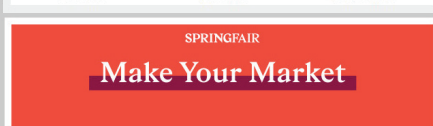
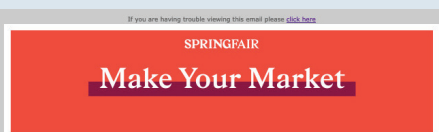
## Width

## Height

1. Leaderboard	620 pixels	150 pixels
2. Top Banner	620 pixels	150 pixels
3. Banner	620 pixels	150 pixels
4. MPU (Block Advert)	300 pixels	250 pixels

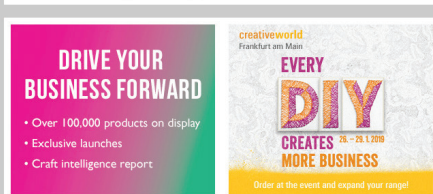
All to be provided at 72dpi in JPEG, PNG, GIF (Less than 200kb) or Animated GIF format (less than 3MB)

1

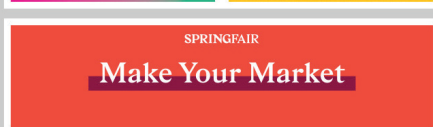


2

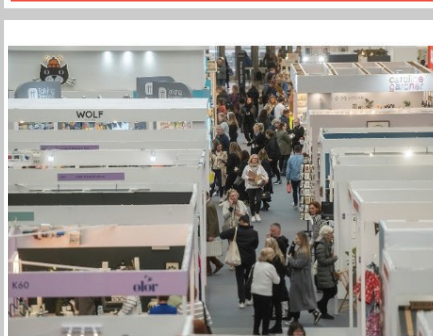
Craft Focus magazine - Issue 99 - October/November 2023



4



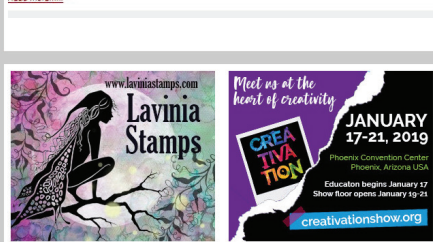
3



Registration opens for Top Drawer's Spring/Summer Retail Wonderland

Top Drawer's Spring/Summer edition is set to open the doors of Olympia London from the 14-16th January 2024, welcoming visitors into a curated retail wonderland as it returns with another jam-packed show absolutely bursting with newness and design. Visitor registration has now opened, and retailers can expect to kick-start the new year with another show-stopping edition, bringing together the best brands, products, speakers and more all under one roof.

[Read more](#)





If you are having trouble viewing this email please [click here](#)

## CRAFTFOCUS

ADVERTISING FEATURE



### Embark on a festive journey with edding Festive Moments!

The revamped Window Drawing Weeks, now showcasing all bestsellers, extend an exclusive invitation to retailers to immerse themselves in the magic of creativity. Illuminate your year-end offerings by exploring edding's diverse assortment, ideal for personalised gifts and captivating decorations that resonate with a wide customer base. Whether catering to seasoned customers or attracting newcomers seeking inspiration beyond specific pens, edding has crafted this campaign with retailers in mind. Seamlessly blending online and offline experiences, edding's support ensures a dynamic and engaging campaign that enhances in-store experiences.

[View website](#)



Discover eye-catching in-store displays and promotions, and participate in our vibrant Social Media Campaign, creating a buzz around edding products that will drive footfall. Dive into edding's treasure trove of high-quality digital content tailored for your platforms, and encourage your customers to share their own creations to win prizes.



Let's make this festive season extraordinary together with edding's blend of creativity, inspiration, and exciting sales potential. Your unique touch as a retailer will undoubtedly add to the magic!

**Cheers to a season filled with creativity and enchantment!**



Phone: 01727 846688 Email: [info@edding.co.uk](mailto:info@edding.co.uk) [Amazon brand store](#)

Best regards,

Tracy Voice

Tel: +44 (0)1376 535618

[tracyv@kdeventsandpublishing.com](mailto:tracyv@kdeventsandpublishing.com)

[www.craftfocus.com](http://www.craftfocus.com)



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# Solus Emails

An exclusive email containing information solely on your business, brand or specific product which is sent out to our email database. *Craft Focus* has its own database of email addresses gathered from website registrations, trade shows and subscribers.

A solus email can be scheduled to be sent on a specific day and time to suit your requirements and could contain a press release, a product launch, new collections, an offer or a business announcement. We can also offer postcode targeting with our solus emails.

Enquire for further details on +44 (0)1376 538 555 or [sales@craftfocus.com](mailto:sales@craftfocus.com)