

MAGAZINE PROFILE

Craft Focus magazine is a bi-monthly publication for the craft industry, distributed to Art & Craft shops, Toy shops, Model shops, Haberdashers and Needlecraft retailers. Each issue contains detailed information on influential trade shows and includes reviews of hundreds of new or innovative products, enabling retailers to make informed and profitable buying decisions. Unique to the marketplace, **Craft Focus** also offers sound advice on financial and legal matters, provides accurate trend forecasts and dispenses a balanced and accurate view of issues that directly affect the industry.

With a clean, contemporary design, high quality printing and intelligent, incisive editorial, the pages of **Craft Focus** are both attractive and accessible, thereby providing the perfect medium for product promotion. Its dynamic online presence at www.craftfocus.com acts as a comprehensive sourcebook for consumers, retailers and manufacturers, giving thousands of international buyers immediate access to your business.

The supplier directory on www.craftfocus.com allows readers to contact advertisers in the magazine for more information about their products or services.

This service is FREE for current advertisers and it serves as an extra value benefit to those businesses supporting the magazine. Simple to use and available world-wide 24 hours a day, the supplier directory is a reader reply service for the 21st century.

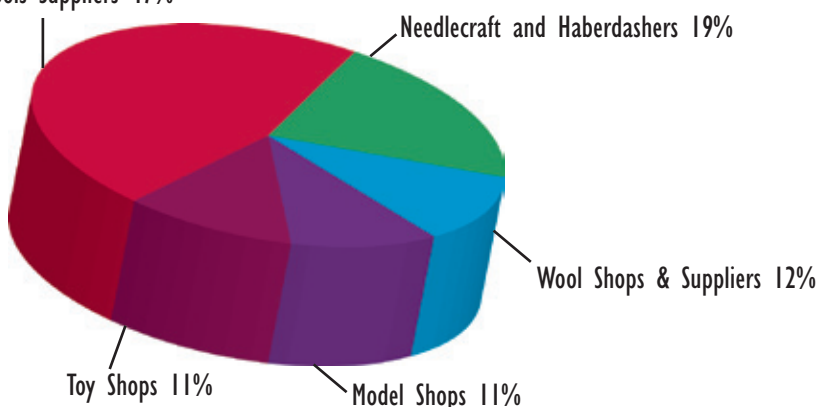
To make sure we are in regular contact with our readers we also send out monthly email newsletters with updates and news about events and the contents of the magazine. Magazine advertisers have the opportunity to place advertisements on these newsletters.

We have a wealth of innovative promotional opportunities, including sponsorship and advertorial to help generate the response you deserve.

To discuss your requirements, telephone
Tracy Voice on +44 (0)1376 535618
Circulation: 6,300
Distribution: Direct Mail

Circulation Breakdown

Art & Craft Shops/
Schools Suppliers 47%



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newlands drive,
witham, essex cm8 2ul, uk
tel. +44 (0)1376 535618
fax. +44 (0)1376 535608
email. info@craftfocus.com
www.craftfocus.com

FEATURE
SCHEDULE

October/November 2011

CHA Summer Show review, Knitting
Craft clubs, Art materials, Needlepoint
Paper crafts, Quilting

Editorial deadline: 30th August 2011

Advertising deadline: 16th September, 2011

Published: 3rd October 2011

December 2011/January 2012

CHA Winter Show preview, Paperworld Frankfurt
preview, Découpage, Visual merchandising
Jewellery making, Craft kits for children
Year Planner Issue

Editorial deadline: 25th October 2011

Advertising deadline: 11th November, 2011

Published: 28th November 2011

February/March 2012

Shows: Craft, Hobby + Stitch International show
issue, Spring Fair preview

Features: Easter crafts, Mother's Day, Jewellery
making, Dressmaking and Haberdashery

Editorial deadline: 28th December 2011

Advertising deadline: 11th January 2012

Published: 27th January 2012

April/May 2012

Shows: CHA Winter review, Craft, Hobby + Stitch
International review

Features: Cross stitching, Craft kits for adults,
Father's Day, Tapestry and Needlepoint, Scrapbooking
and stamping

Editorial deadline: 5th March 2012

Advertising deadline: 16th March 2012

Published: 2nd April 2012

June/July 2012

Shows: CHA Summer preview, Home and Gift
preview

Features: Home Decor and Trimmings, Kids crafts,
Halloween, Beading, Decoupage

Editorial deadline: 7th May 2012

Advertising deadline: 18th May 2012

Published: 23rd May 2012

August/September 2012

Shows: Autumn Fair preview

Features: Knitting and Crochet, Christmas crafts,
Craft tools, Art materials

Editorial deadline: 2nd July 2012

Advertising deadline: 13th July 2012

Published: 30th July 2012

October/November 2012

Shows: CHA Summer review, Autumn Fair review

Features: Card making, Craft clubs, Patchwork and
quilting, Embroidery

Editorial deadline: 3rd September 2012

Advertising deadline: 14th September 2012

Published: 1st October 2012

December/January 2013

Shows: CHA Winter show preview, Paperworld
Frankfurt preview

Features: Year Planner, Papercrafts, Craft kits for
kids, Merchandising, Tapestry and needlepoint

Editorial deadline: 29th October 2012

Advertising deadline: 9th November 2012

Published: 26th November 2012

February/March 2013

Shows: Craft, Hobby + Stitch International show
issue, Spring Fair preview

Features: Easter crafts, Mother's Day, Jewellery
making, Dressmaking and Haberdashery

Editorial deadline: 22nd December 2012

Advertising deadline: 9th January 2013

Published: 25th January 2013

April/May 2013

Shows: CHA Winter review, Craft, Hobby + Stitch
International review

Features: Cross stitching, Craft kits for adults,
Father's Day, Scrapbooking and Stamping

Editorial deadline: 1st March 2013

Advertising deadline: 15th March 2013

Published: 2nd April 2013

Please note that this schedule is subject to change.
For the latest version, please visit: www.craftfocus.com

ADVERTISING RATES

Advert Size

Double Page Spread
Full Page
Half Page (Horizontal or Vertical)
Quarter Page

Premium Positions

Inside Front Cover
Inside Back Cover
Outside Back Cover

Inserts

Loose inserts (per thousand)
Maximum weight:
Maximum size:
Bound in inserts / inserts over 15 grams

Newsletter

Banner (468 x 60 pixels)
Side Ad (300 x 300 pixels)

Website

Banner (468 x 60 pixels)
Side Ad (300 x 250 pixels)

Number of Issues

1	3	6
£2100	£1800	£1400
£1100	£1000	£800
£675	£600	£525
£395	£325	£295

£1500	£1250	£1000
£1500	£1250	£1000
£1400	£1130	£900

£85
15 grams per item
A4
Price available on request

1	6	12
£150	£125	£100
£125	£100	£75

1	3	6
£150	£125	£100
£125	£100	£75

NB. Advertisement positions on the website and newsletters are available to magazine advertisers only. All prices are per insertion and exclude VAT.

For information on other promotional opportunities, including sponsorship, advertorial and online bookings, call sales on +44 (0)1376 535618.

MECHANICAL DETAILS

Printed Advert Sizes

	Width	Height
Double Page Spread (with bleed)	426mm	303mm
Double Page Spread (trim)	420mm	297mm
Full Page (with bleed)	216mm	303mm
Full Page (trim)	210mm	297mm
Half Page - Vertical	95mm	287mm
Half Page - Horizontal	195mm	141mm
Quarter Page	95mm	141mm

Design Service

If you wish for us to design your advert from artwork supplied please call the design department on +44 (0)1376 535616 to discuss your requirements.

Getting Your Advert To Us

Ideally adverts will arrive as high-resolution print-ready PDF's / TIFF's / JPEG's. All artwork must be **NO LESS than 300dpi in CMYK**. For suitability of all other formats please call the design department on +44 (0)1376 535616.

Please email artwork to artwork@craftfocus.com, alternatively send a CD-ROM including a colour print out by first class post to Kline Davis Ltd, Broseley House, Newlands Drive, Witham, Essex CM8 2UL. We reserve the right to levy a £25 charge for any artwork not provided to specification.

If emailing large artwork please compress files using ZIP or STUFFIT.