

2023 Media Kit

STAMPINGTON

— & COMPANY

Inspirational Art, Crafts & Lifestyle Magazines

We Help
Our
Friends
Grow

We want
to help you
make more
meaningful
connections
through:

PRINT

Online • Social Media
Partnerships • Email Marketing

A Somerset Holiday
Art Journaling
Art Quilting Studio
Belle Armoire Jewelry
GreenCraft
In Her Garden
In Her Studio
Mingle
Somerset Studio
Willow and Sage
& Special Editions

2 About the Publisher

When it comes to the art of crafting, no one does it better than Stampington & Company.

— Mr. Magazine™ Samir Husni

Since 1994,
Stampington & Company has been a Leading Source of Information and Inspiration for Artists and Crafts Lovers, Storytellers, and Photographers Around the World

Known for its stunning full-color photography and step-by-step instructions, the company's magazines provide a forum for both professional artists and hobbyists looking to share their beautiful handmade creations, tips, and techniques with one another.

Our community loves to immerse themselves in our magazines. These magazines are meant to be curled up with, kept in libraries as a resource to reference, and to share years later with friends and family.

The enthusiasm of our readers doesn't end here. Our community loves to blog and post pictures across social media from a wide range of channels, showing off our exclusive stories and soul-stirring photography.

Our Social Profile

121K+ Facebook fans

150K+ Instagram followers

2.7m Pinterest monthly viewers

25K+ Twitter followers

13K+ YouTube Subscribers



What's Inside

This media kit contains a wealth of information. Take a moment to read each of our publication descriptions and audience information to find the perfect advertising venue for your products.

How to Contact Us

Toll-Free: (877) 782-6737

Fax: (949) 380-9355

Email: advertise@stampington.com

Please let us know how we can be of further assistance. Our friendly team of experienced advertising representatives will be happy to prepare a comprehensive program that's tailored to fit your specific advertising goals.

We look forward to hearing from you soon.



Anne Marie Frey
Advertising Account Executive
(949) 380-7318 Ext. 113
afrey@stampington.com

STAMPINGTON
— & COMPANY

22992 Mill Creek Drive
Laguna Hills, CA 92653

On the Cover: *Shealeen Louise*

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4 Demographics & Audience Profile

Our Readers by the Numbers

\$82 is the average amount our readers spend on crafting supplies each month

99.6%
are female

79%
are between the ages of
36–65
years old



“Truth be told, I reserve my most special feelings for the Stampington magazines. It’s a combination of things that make them a superior reading experience. I love the simple, elegant design of each page, the outstanding photos of the artwork that reveal the layers and textures of each piece, the thickness and substance of the stock, and yes, even the smell of the paper that is different from any other magazine I’ve ever read. I just love reading each issue from cover to cover, and while other magazines I’ve purchased over the years usually end up in the trash after the last page is turned, I always keep my Stampington magazines in a special place in my studio.”

— Jenny Petricek



“What a great article on Gelli Prints! Samie Harding explained everything so perfectly that I rushed out to purchase my own plate and supplies.”

— Kelly Rae Roberts

79% said they are most likely to purchase a product if they’ve seen it in their
Favorite Magazine

67% earn more than
\$50,000 annually

19% make more than
\$100,000

100,000+ visitors come to our websites each month

They Pass-it Along

2/3 of our readers share their magazines with an average of **2.5** people

Where We're Sold

Albertsons	Giant Eagle	Overwaitea Food Group	Walmart
B. Dalton	Haggen	Pearl Paint	Walmart Canada
Barnes & Noble	Hastings	Publix Super Markets	Wegmans Food Markets
Barnes & Noble (College)	H.E. Butt Grocery Co.	Raley's Super Markets	WH Smith
Beverly Fabrics	Hy-Vee Food Stores	Ralph's	Whole Foods Market
Books A Million	Ingles Markets	Safeway	WinCo
Chapters Indigo (Canada)	Jo-Ann Fabric	SaveMart Supermarkets	WinnDixie Stores
Costco (Canada)	Joseph Beth	Schnuck Markets	500+ Retail Stores
Dierbergs Markets	Kroger	Sprouts	
Drug Mart (Canada)	Marks & Spencer	SuperValu	
Follett (College)	Meijer	Target Corp.	
Fred Meyers	Michaels	URM Stores	
Fresh Thyme	Michaels (Canada)	Waldenbooks	



Circulation

- Circulation ranges from 38,000 – 280,000, depending on the title.

Our Readers Love Print

“I love the immersive quality of print magazines. I anticipate cozying up with a good magazine and absorbing it all in one sitting, reading every article, gazing at every picture, and dogearring my favorites to go back and cut out.... Ya just can't do that with a digital copy on a device.”

— Ashley Aynes Quam

“Just say NO to digital media! I really hope that you guys aren't considering going that direction... I still just love to pour over pages in my hand. Especially when you work on a computer all day long, the last thing you want to do is read an online magazine or book.”

— AJ Otto

For a complete list of Publishing and Closing Dates see page 15-16.

6 General Crafting/Mixed-Media



QUARTERLY

February, May, August, November

Somerset Studio is now an interactive mixed-media playground – complete with 160 pages of inspiration, hands-on activities that walk readers through the artistic process, workshops that become "playsshops" for experimentation, additional free tear-outs, and more. It's the only magazine dedicated to mixed-media, and readers will discover innovative techniques, tips, and inspiration to try in their next project.

Now offering instant downloads of this title to bring you even more exposure!

4-COLOR RATES (Cost Per Insertion)

Size	1x	2x	4x	8x
Full Page	2,195	2,130	1,917	1,866
2/3 Page	1,770	1,717	1,540	1,505
1/2 Page	1,345	1,330	1,200	1,144
1/3 Page	1,058	1,027	921	900
1/4 Page	826	802	719	703
1/6 Page	670	650	583	570

SPECIAL AD SECTIONS (Cost Per Insertion)

Section	1x	2x	4x	8x
Destinations	75	70	65	55
Destinations +	100	95	90	80
Online Connections	85	80	75	65

RELATED TITLES

A Somerset Holiday, Art Journaling, In Her Studio



QUARTERLY

January, April, July, October

In every 144-page issue of *Art Journaling*, artists open their journals and share creative ways to capture life through art. From painting and sketching to stamping and collage art, each journal is filled with creative ideas they'll want to try in their own art journal. Detailed photography and insightful articles are sure to inspire a unique journaling style, while tricks and tips will teach readers how to create a stand-out page.

Now offering instant downloads of this title to bring you even more exposure!

4-COLOR RATES (Cost Per Insertion)

Size	1x	2x	4x	8x
Full Page	1,515	1,470	1,364	1,296
2/3 Page	1,215	1,179	1,094	1,039
1/2 Page	1,000	970	900	855
1/3 Page	800	776	720	684
1/4 Page	675	655	608	578
1/6 Page	425	412	383	364

SPECIAL AD SECTIONS (Cost Per Insertion)

Section	1x	2x	4x	8x
Destinations	75	70	65	55
Destinations +	100	95	90	80
Online Connections	85	80	75	65

RELATED TITLES

Somerset Studio



ANNUAL

October

A Somerset Holiday: Easy Ideas for Gift-Giving & Decor puts a rustic-chic spin on the holidays by offering fun and simple ideas for handmade gifts.

Featuring:

- Quick wrapping ideas
- Creative ways to add semi-homemade touches
- Gift baskets and altered glass bulbs
- Advent calendars and custom printable labels
- Cherished family traditions and creative rituals that will warm your heart
- 10 Takes on Tags

Now offering instant downloads of this title to bring you even more exposure!

4-COLOR RATES (Cost Per Insertion)

Size	1x	2x	3x	4x
Full Page	1,722	1,636	1,550	1,473
2/3 Page	1,515	1,440	1,364	1,296
1/2 Page	1,309	1,244	1,178	1,119
1/3 Page	995	945	896	851
1/4 Page	795	755	716	680
1/6 Page	550	523	495	470

SPECIAL AD SECTIONS (Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations	75	70	65	55
Destinations +	100	95	90	80
Online Connections	85	80	75	65

RELATED TITLES

GreenCraft, Mingle, In Her Studio



SEMIANNUAL

January, July

The new and improved *GreenCraft* magazine shares 144 pages of stylish and sustainable DIY craft projects. From paper crafts and wearable arts to home decor and more, readers will discover hundreds of imaginative uses for old items and Earth-friendly materials. This publication contains a wealth of inspiration for giving normally discarded items new life by turning them into functional, eco-chic creations.

Now offering instant downloads of this title to bring you even more exposure!

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Size	1x	2x	4x	8x
Full Page	1,515	1,470	1,364	1,296
¾ Page	1,215	1,179	1,094	1,039
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RELATED TITLES

A Somerset Holiday, Willow and Sage



QUARTERLY

March, June, September, December

Art Quilting Studio magazine provides a playful and informative forum where quilt enthusiasts from all walks of life can cross-pollinate to share techniques, ideas, and inspiration. Whether you stitch by hand or machine, with fabrics or paper, everyone is invited to experience the joy of quilting with each 144-page issue of *Art Quilting Studio*.

Now offering instant downloads of this title to bring you even more exposure!

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QUARTERLY

March, June, September, December

Belle Armoire Jewelry features innovative techniques, examples, and artwork created by cutting-edge artists who bring wonderful imagination and fresh creativity to jewelry design. The 144-page publication overflows with exciting artwork that covers a vast range of jewelry techniques and materials for making necklaces, bracelets, earrings, brooches, pendants and other items of personal adornment.

Now offering instant downloads of this title to bring you even more exposure!

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(Cost Per Insertion)

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Full Page	1,515	1,470	1,364	1,296
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8 Inspired Living



SEMIANNUAL

April, July

In Her Garden invites readers to explore the inspiring outdoor spaces of women who share a passion for making things grow. Whether you're a gardener, an artist, or a bit of both, *In Her Garden* has something for you! From lush gardens and charming "She Sheds" to thriving greenhouses and more, this special publication features the most idyllic outdoor spaces, original DIY projects for and from the garden, and creative ways to bring the outdoors in.

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(Cost Per Insertion)

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Full Page	2,195	2,130	1,917	1,866
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RELATED TITLES

In Her Studio, *GreenCraft*,
Willow and Sage



QUARTERLY

February, May, August, November

In Her Studio takes readers on a tour through the creative spaces and lives of female artists, designers, and makers. From traditional to not-so-traditional, artists showcase the places where they create and share the thought processes behind developing their spaces. Each woman offers a glimpse into her creative life while sharing the tips and tricks that work for her as an experienced artist.

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Online Connections	85	80	75	65

RELATED TITLES

Mingle, *Art Quilting Studio*,
A Somerset Holiday



QUARTERLY

January, April, July, October

There are so many reasons to gather with friends — whether it's to throw a creative hot chocolate party or get the girls together for a craft night. *Mingle* explores the many different types of creative gatherings. From small and intimate "girls' night in" to larger-scale art retreats, *Mingle* takes you up close and personal by showcasing loads of visual inspiration as well as fun ideas to ignite new experiences.

Now offering instant downloads of this title to bring you even more exposure!

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RELATED TITLES

A Somerset Holiday, *In Her Studio*



QUARTERLY

February, May, August, November

This publication features stunning photography, alongside recipes for creating handmade items that soothe and replenish both body and soul. In addition to showcasing natural bath salts and soaks, soaps, face masks, sugar scrubs, how to use essential oils, and more, *Willow and Sage* magazine highlights the art of presentation — giving special attention to beautiful packaging — and reveals how to create fragrant spa kits and must-have gift bundles for any occasion.

Now offering instant downloads of this title to bring you even more exposure!

4-COLOR RATES (Cost Per Insertion)

Size	1x	2x	4x	8x
Full Page	1,722	1,636	1,473	1,253
2/3 Page	1,515	1,440	1,296	1,101
1/2 Page	1,309	1,244	1,119	951
1/3 Page	995	945	851	723
1/4 Page	795	755	680	578
1/6 Page	550	523	470	399

SPECIAL AD SECTIONS (Cost Per Insertion)

Section	1x	2x	4x	8x
Destinations	75	70	65	55
Destinations +	100	95	90	80
Online Connections	85	80	75	65

RELATED TITLES

A Somerset Holiday, Mingle



SPECIAL RELEASE

March

From the kitchen to the laundry room and beyond, the *Natural Home Issue* shares 45+ homemade remedies for sprucing up your home. This special edition will show readers how to make DIY chemical-free cleaners, mood-boosting room sprays, diffusers, unique ideas for keeping linens fresh, and more.

Now offering instant downloads of this title to bring you even more exposure!

4-COLOR RATES (Cost Per Insertion)

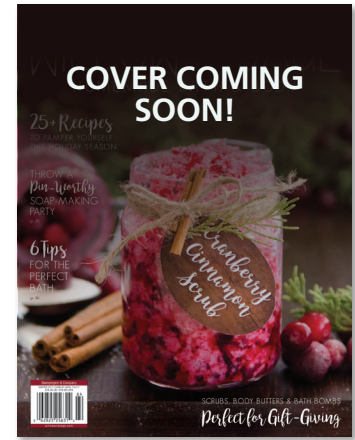
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Online Connections	85	80	75	65

RELATED TITLES

Willow and Sage, A Somerset Holiday, Mingle



THE HANDMADE GIFT ISSUE

September

There is nothing like the joy that comes from giving and receiving handmade gifts. We're excited to announce a new Special Issue from *Willow and Sage* that is filled with all the inspiration you need for this holiday season. Inside you'll find luxurious bath and body products that are easy to make, like body scrubs, butters, melt-and-pour soaps, candles, and more. We also share a variety of ways to package and wrap these items in beautiful, unique ways that are sure to put smiles on the recipients' faces.

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RELATED TITLES

A Somerset Holiday, GreenCraft, Willow and Sage

Our Special Listing Sections Offer an Affordable Way to Direct Readers to Your Website or Store

DESTINATIONS RETAILERS IN YOUR AREA

ALASKA
Stamp Cache Alaska
642 S. Alaska Street, Suite 107
Palmer, AK 99645
(907) 745-4848

CALIFORNIA
Scrapbook Island
14090 Blossom Hill Road
Los Gatos, CA 95032
(408) 978-8900

The Stamp Addict
7151 El Cajon Blvd, Ste K
San Diego, CA 92115
(619) 667-5051

FLORIDA
Everything Scrapbook & Stamps
4095 State Road 7, Suite Q
Lake Worth, FL 33449
(561) 432-5201

Whim So Doodle
237 2nd Avenue South
St. Petersburg, FL 33701
(727) 827-4911
whimsodoodle.com
Planners, Agendas, Scrapbooking,
Mixed Media, Stamping, Card
Making, Sewing, Fine Art Supplies,
Bible Journaling - We are your
destination store!

INDIANA
Palette and Paper
6421 Oaklandon Road
Indianapolis, IN 46236
(317) 459-3199

KANSAS
Ink Paper Rubber
7220 W. 80th Street
Overland Park, KS 66204
(913) 381-2217

Mrs. O'Leary's
126 N. Mead Street
Wichita, KS 67202
(316) 262-0600

KENTUCKY
Ephemera Paducah
333 North Ninth St.
Paducah, KY 42001
(270) 443-0003
ephemerapaducah.com
A mixed-media haven attracting
national instructors teaching incredible
workshops. Ephemera Paducah is the
place for the everyday artist!

MARYLAND
Queen's Ink
8600 Foundry Street
Savage, MD 20763
(301) 497-9449

MICHIGAN
Scrappy Chic
33523 W. Eight Mile Road
Livonia, MI 48152
(248) 426-9020

NEW MEXICO
Guadalupe's Fun Rubber Stamps
114 Don Gaspar Ave.
Santa Fe, NM 87501
(505) 982-9862

The Gilded Page
516 North Guadalupe
De Vargas Mall
Santa Fe, NM 87501
(505) 820-0098

OKLAHOMA
Paper Crown
9303 N. Pennsylvania
Oklahoma City, OK 73120
(405) 484-2389

PENNSYLVANIA
Joys of Life Scrapbooking
5222 E. Trindle Road
Mechanicsburg, PA 17050
(717) 458-5723

TEXAS
Texas Art Supply
2001 Montrose Blvd.
Houston, TX 77006
(713) 526-5221

Twisted Yarns
702 Spring Cypress Road, Suite A
Spring, TX 77373
(281) 528-8664

VIRGINIA
Goldens Hill Papercrafts
12644 Chapel Road
Clifton, VA 20124
(703) 298-7688

WASHINGTON
Impress Rubber Stamps
120 Andover Park #140
Tukwila, WA 98188
(206) 901-9101

NW Country LLC
41506 292nd Way Street
Enumclaw, WA 98022
(206) 992-1100

CANADA
Treasured Memories
5218 - 86th Street
Edmonton, AB T6E 5J6
Canada
(780) 414-1540

Fibre Expressions Quilt Shop
#1-5647 Cowrie St
Sechelt, BC V0N 3A0
Canada
(604) 885-6677

Brick & Mortar Living
52 Sixth St
New Westminster, BC V3L 2Z2
Canada
(604) 553-0289

Country Lane Crafts
17665, 66A Avenue
Suite #102
Surrey, BC V3S 2A7
Canada
(604) 574-9088

The Scrapbook Cottage
363 Main St
Steinbach, MB R5G 1Z4
Canada
(204) 326-6777

Nuworld Botanicals
84 Lakeshore Road W
Oakville, ON L6K 1E1
Canada
(905) 338-3259

Soul Paper
118-20 Street W
Saskatoon, SK S7M 0W6
Canada
(306) 665-7685

ONLINE CONNECTIONS

Jubilee Flea
jubileeflea.com

An online shop filled with vintage paper + fun thi
coloring or journaling + TN inserts. At ridiculou
prices. (Seriously. You need to check this ou
Use code AJ10 for 10% off your first purch

Destinations

Destinations

Help new customers find your store by advertising in Destinations. A basic listing includes your store name, street address, and phone number. Whether you are across the country or just across the street, Destinations puts your store on the map!

Destinations +

This enhanced listing includes everything in Destinations 1, plus **your website** and **up to 20 words of copy** describing your unique products, services, and/or upcoming workshops offered at your location.

Online Connections

Looking to build your web-based business? Online Connections is a guide to the best art and crafting resources on the internet. This section drives customers directly to your online business by featuring your company name and website in bold lettering, as well as up to 20 words of copy to describe your products and services.

Destinations +
Enhanced
Listing

If you are interested in carrying *Art Journaling* in your store or learning more about advertising in our Destinations or Online Connections section, call 877.782.6737 or email: advertising@stampington.com

Artisan Avenue

Our email newsletter, *Artisan Avenue*, provides our top advertisers with the opportunity to connect with our loyal subscriber base of passionate, artistic women with a high discretionary income. *Artisan Avenue* is like a virtual art fair

delivered right into the consumer's inbox, filled with compelling content, such as: special discount offers, exclusive giveaways, and more! There are several tier options to choose from:

AD SECTION	IMAGE SIZE	TEXT
1 Main Sponsor	800 x 800 pixels or	Up to 100 words each for main and bonus position, including hyperlink
2 Bonus Ad	800 x 800 pixels or	Up to 100 words each for main and bonus position, including hyperlink
3 Featured Ads	800 x 800 pixels	Up to 100 words, including hyperlink
4, 5, 6 Top/Middle/Bottom General Ads	450 x 450 pixels	Up to 25 words, including hyperlink
7 Event Listings	N/A	Event name, date, location, contact info, and up to 25 words, including hyperlink
8 Logo Links	Max 300px (width) and 150px (height); specs may vary	Image of your logo including hyperlink; no accompanying text
9 Text Links	N/A	Up to 10 words, including hyperlink

Ask Us About
Our Special
Introductory
Offer!

*Image Mechanical Specs: 72 dpi, gif, jpg or png files.

Space is limited in each edition of *Artisan Avenue*.

Artisan Avenue is emailed to our subscribers the third Tuesday of every month.

Additional bonus content such as: free download sections featuring articles, clip art, or vintage ephemera, how-to projects, giveaways, surveys, and/or videos in every newsletter.

To request a sample of *Artisan Avenue*, please email advertising@stampington.com, or you may visit stampington.com/e-newsletters to subscribe.

Key Points to Consider

- *Artisan Avenue* is sent to an audience of over 35,000 subscribers.
- We have an above average open rate of 27% for *Artisan Avenue*.
- *Artisan Avenue* also experiences a high click-through rate, with more than **36.25%** of subscribers who open the newsletter clicking through the linked content.
- Since its launch in September of 2009, *Artisan Avenue* has experienced a 35% increase in subscribers. Very few people opt out of our newsletter, only 0.08% per month on average.
- Discounts are available for any print advertiser that adds e-newsletter ads to their current campaign, for reserving ads in multiple issues, and for prepayment of full contract.

12 Email Marketing



You Can Still Join Life Book 2020!

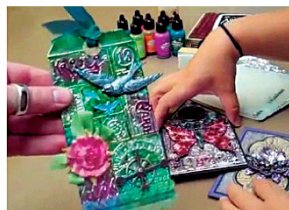
**30 TEACHERS
OVER 85+ LESSONS
VIRTUAL GIFT BAG
LIFE LONG ACCESS**

Year Long Art & Wellbeing Course

The Simple Life Download

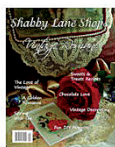
Take a vacation to the simple life! Don your favorite gardening gloves and plant your own fruits and vegetables. When the season is right, go blueberry-picking and make a delightful fruit pie with produce found in your very own backyard. Become an explorer and venture to a new part of town. Set your sights on a relaxing, leisurely lifestyle with these classic black and white ephemera pieces. Download them to your computer to add a bit of country flair to your mixed-media, greeting cards, and altered art projects!

[Click here](#) to view larger versions of these images and to download yours today. Remember to visit [g-Crafting.com](#) to view all our digital ephemera! With collections starting at only \$1.95, it's the perfect place to build (or begin) your collection of vintage elements and collage sheets.



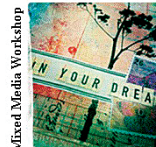
Cool Metal Foil Tape Techniques with Tim Holtz & Teresa Natividad

Explore creative techniques using Ranger Ink's Metal Foil Tape Sheets! Join Ranger Creative Director Tim Holtz and Customer Service Manager Teresa Natividad as they share ideas for adding color and artistic flair to [Metal Foil Tape Sheets](#). For more information on Ranger's entire line of products for crafters and mixed media artists, visit [www.rangerink.com](#).



Shabby Lane Shops

Our *Vintage Romance 2012* has arrived! Order your copy or subscription today. FREE shipping & a FREE Gift. Great recipes, DIY valentine projects, wonderful articles & more! Do not miss an issue!



FREE Seats in March

Celebrate National Craft Month with **My Creative Classroom**. Earn FREE class seats during the month of March! Visit our [website](#) for more information.



Rings & Things

Visit the **Rings & Things** Design Gallery for more creative design ideas like this Puppy Love Pin.

ABC Notebook Gift Sets By Vanessa Spencer

A fresh moleskine journal that's altered with trendy ABC Deco Wrap from Cavallini & Co. and paper tape makes an easy and stylish "gift" project!

[Click here](#) for a closer look!



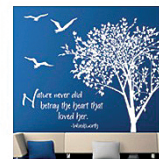
Bonus Ad

***Main Sponsor Will Appear Here**



Vintage Designs

Come see our 1920s Venetian glass flowers, plus uniquely gorgeous vintage supplies and designs, newsletter, tutorials, featured artists and more at [Bumbershoot Designs and Supplies](#).



Wall Words

Leafy Tree WD-126, 3 Birds WD-43 and quote NA-10. Visit [Wall Words](#) at [www.wallwords.com](#). Enter 22212 for a 20% discount. For a free catalog contact 888-422-6685.



GreenCraft

GET PUBLISHED! Send us your eco-chic creations for your chance to appear in the next issue of *GreenCraft*. [Click here](#) for inspiring challenges and submission guidelines.



Annie Sloan Unfolded

Annie Sloan - British decorative paint expert, author of numerous paint technique books, and creator of the one and only Annie Sloan Chalk Paint - will tour America in March and April 2012. Ms. Sloan will be leading one-day demonstrations and overseeing hands-on workshops in eight cities. Annie's workshops are perfect for those who love DIY projects, such as furniture makeovers, and are keen to learn new techniques - on furniture, accessories, kitchen cabinets, walls, floors - anything that can be painted. Seats are limited. One-day workshop tickets are \$350, include all materials, refreshments, and lunch. Purchase online at: [www.anniesloanunfolded.com/event/](#)



The WorkBox

The WorkBox - Store an amazing amount of Stuff in Style available now in Limited Edition styles: Maple, Cherry, Natural Oak and Black Oak. With all its totes and pouches, you'll be amazed by how much stuff you can fit inside!



Calling All Artists

Calling all ARTISTS, BLOGGERS, & ETSY SHOP OWNERS! Gain targeted online and print exposure by advertising in [The Marketplace](#), a NEW platform designed to meet your marketing goals. Special introductory rate only \$199!



Quiet Fire Design

When we could all use a little more sun... New rubber coming soon! Make sure you've signed up for our [newsletter](#) so you're in the know!

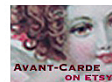
EVENTS calendar

Art Unraveled
Phoenix, AZ

Celebrate the 10th annual retreat with internationally recognized art instructors teaching new and exciting workshops, contests, shopping and fun. Register now, 10% discount expires on March 15th: [http://artunraveled.com/ARTU12/AUregister.htm](#)

Monday July 30 - Tuesday August 7
[info@artunraveled.com](#)

FEATURED links



whippy cake



whippy cake



whippy cake



My Creative Classroom

Learn, create and share...all from your home. Enroll in our free intro class today.

MDKM Artz

Custom handmade jewelry, findings & more! SALE! Use coupon code AADEC11 for 15% off. Exp 12/26/11. Learn, create and share...all from your home.

Artisan Avenue Ad Sections

(Cost Per Insertion)

1 MAIN SPONSOR <i>1 spot per newsletter</i> One main sponsor receives top placement with room for video/image, up to 100 words of text, a link, as well as a bonus section reserved further down on the page for an additional project or product and information.	1X	3X	6X	12X
	\$699	\$678	\$664	\$629
*BONUS AD (\$500 VALUE) <i>1 spot per newsletter</i> The Main Sponsor also receives a bonus placement in Artisan Avenue. This section includes one image/video and up to 100 words of text. You will also get one image and one text link.				
2 FEATURED AD <i>2 spots per newsletter</i> The featured advertiser receives a large ad section with placement of video/image, up to 100 words of text, and a link.	1X	3X	6X	12X
	\$399	\$387	\$379	\$359
3 TOP GENERAL AD <i>3 spots per newsletter</i> An advertiser in the Top General Ad Section receives a slot for an image, up to 25 words of text, and a link.	1X	3X	6X	12X
	\$299	\$290	\$284	\$269
4 MIDDLE GENERAL AD <i>3 spots per newsletter</i> An advertiser in the Middle General Ad Section receives a slot for an image, up to 25 words of text, and a link.	1X	3X	6X	12X
	\$249	\$242	\$237	\$224
5 BOTTOM GENERAL AD <i>3 spots per newsletter</i> An advertiser in the Bottom General Ad Section receives a slot for an image, up to 25 words of text, and a link.	1X	3X	6X	12X
	\$229	\$222	\$218	\$206
6 EVENTS LISTING <i>Unlimited per newsletter</i> Advertisers in the Events Listing Section can list the event name, date, and location of their art retreat, fair, workshop, class, trip, or expo as a text link to the event's site.	1X	3X	6X	12X
	\$99	\$96	\$94	\$89
7 LOGO LINK <i>Unlimited per newsletter</i> Advertisers in the Featured Link Section will receive an image of their logo along with a link to their site.	1X	3X	6X	12X
	\$79	\$77	\$75	\$71
8 TEXT LINK <i>Unlimited per newsletter</i> Advertisers in the Text Link Section will receive a text link to their site and up to 10 words.	1X	3X	6X	12X
	\$59	\$57	\$56	\$53

Art Materials Deadline

One week before Release Date

Release Date

Third Tuesday of each month

14 Publishing & Closing Dates

PUBLICATION	AVAILABLE	ISSUE	RESERVE SPACE BY	AD DUE
A Somerset Holiday	October 1, 2023	Volume 17	Thu Jul 6, 2023	Fri Jul 14, 2023
	October 1, 2024	Volume 18	Thu Jul 4, 2024	Fri Jul 12, 2024
Art Journaling	January 1, 2023	Winter 2023	Thu Oct 6, 2022	Fri Oct 14, 2022
	April 1, 2023	Spring 2023	Thu Jan 5, 2023	Fri Jan 13, 2023
	July 1, 2023	Summer 2023	Thu Apr 6, 2023	Fri Apr 14, 2023
	October 1, 2023	Autumn 2023	Thu Jul 6, 2023	Fri Jul 14, 2023
	January 1, 2024	Winter 2024	Thu Oct 5, 2023	Fri Oct 13, 2023
Art Quilting Studio	March 1, 2023	Spring 2023	Thu Dec 1, 2022	Fri Dec 9, 2022
	June 1, 2023	Summer 2023	Thu Mar 2, 2023	Fri Mar 10, 2023
	September 1, 2023	Autumn 2023	Thu Jun 1, 2023	Fri Jun 9, 2023
	December 1, 2023	Winter 2023	Thu Sep 7, 2023	Fri Sep 15, 2023
	March 1, 2024	Spring 2024	Fri Dec 1, 2023	Fri Dec 8, 2023
Belle Armoire Jewelry	March 1, 2023	Spring 2023	Thu Dec 1, 2022	Fri Dec 9, 2022
	June 1, 2023	Summer 2023	Thu Mar 2, 2023	Fri Mar 10, 2023
	September 1, 2023	Autumn 2023	Thu Jun 1, 2023	Fri Jun 9, 2023
	December 1, 2023	Winter 2023	Thu Sep 7, 2023	Fri Sep 15, 2023
	March 1, 2024	Spring 2024	Fri Dec 1, 2023	Fri Dec 8, 2023
GreenCraft	January 1, 2023	Winter 2023	Thu Oct 6, 2022	Fri Oct 14, 2022
	July 1, 2023	Summer 2023	Thu Apr 6, 2023	Fri Apr 14, 2023
	January 1, 2024	Winter 2024	Thu Oct 5, 2023	Fri Oct 13, 2023
In Her Garden	April 1, 2023	Volume 2	Thu Jan 5, 2023	Fri Jan 13, 2023
	July 1, 2023	Volume 3	Thu Apr 6, 2023	Fri Apr 14, 2023
In Her Studio	February 1, 2023	Spring 2023	Thu Nov 3, 2022	Fri Nov 11, 2022
	May 1, 2023	Summer 2023	Thu Feb 5, 2023	Fri Feb 10, 2023
	August 1, 2023	Autumn 2023	Thu May 4, 2023	Fri May 12, 2023
	November 1, 2023	Winter 2023	Thu Aug 3, 2023	Fri Aug 11, 2023
	February 1, 2024	Spring 2024	Thu Nov 2, 2023	Fri Nov 10, 2023

PUBLICATION	AVAILABLE	ISSUE	RESERVE SPACE BY	AD DUE
Mingle	January 1, 2023	Winter 2023	Thu Oct 6, 2022	Fri Oct 14, 2022
	April 1, 2023	Spring 2023	Thu Jan 5, 2023	Fri Jan 13, 2023
	July 1, 2023	Summer 2023	Thu Apr 6, 2023	Fri Apr 14, 2023
	October 1, 2023	Autumn 2023	Thu Jul 6, 2023	Fri Jul 14, 2023
	January 1, 2024	Winter 2024	Thu Oct 5, 2023	Fri Oct 13, 2023
Somerset Studio	February 1, 2023	Spring 2023	Thu Nov 3, 2022	Fri Nov 11, 2022
	May 1, 2023	Summer 2023	Thu Feb 5, 2023	Fri Feb 10, 2023
	August 1, 2023	Autumn 2023	Thu May 4, 2023	Fri May 12, 2023
	November 1, 2023	Winter 2023	Thu Aug 3, 2023	Fri Aug 11, 2023
	February 1, 2024	Spring 2024	Thu Nov 2, 2023	Fri Nov 10, 2023
Willow and Sage	February 1, 2023	Spring 2023	Thu Nov 3, 2022	Fri Nov 11, 2022
	May 1, 2023	Summer 2023	Thu Feb 5, 2023	Fri Feb 10, 2023
	August 1, 2023	Autumn 2023	Thu May 4, 2023	Fri May 12, 2023
	November 1, 2023	Winter 2023	Thu Aug 3, 2023	Fri Aug 11, 2023
	February 1, 2024	Spring 2024	Thu Nov 2, 2023	Fri Nov 10, 2023
The Candle Issue	December 1, 2024	Volume 4	Mon Sep 4, 2023	Fri Sep 15, 2023
The Natural Home Issue	March 1, 2023	Volume 4	Thu Dec 1, 2022	Fri Dec 9, 2022
	March 1, 2024	Volume 5	Mon Dec 4, 2023	Fri Dec 15, 2023
The Handmade Gift Issue	September 1, 2023	Volume 1	Thu Jun 1, 2023	Fri Jun 9, 2023

Have a question about our production schedule?

We're happy to help!

Toll-free: 1-877-782-6737

Email: advertising@stampington.com

16 Ad Submission Guidelines

Preferred Ad Format

All PC files should be converted to Macintosh readable files before being submitted for publication.

Acceptable software programs:

- InDesign CS
- Photoshop CS
- Illustrator CS.

All files must be composite page layouts ready for output. Be sure to include all fonts and links. You may save your file in PDF format.

Artwork: Minimum resolution requirements: 300 dpi photo scans at final size; 1200 dpi line art.

*** Please add 1/8" on all 4 sides of trim for bleed.**

Acceptable File Types

FILE TYPES	MEDIA	FILE SIZE
TIFF	CD, DVD	300 dpi at full size
PDF (high quality)	FTP Email (under 3mb)	CMYK

Ad Submission

Ads may be submitted on disk, via email or via our FTP site. Ads that are emailed must be under 3 megabytes. Files larger must be sent on disk or via FTP. Please contact your advertising representative to set up an FTP account. All files sent through the internet must be accompanied by a faxed print for proofing accuracy. Stampington & Company is not responsible for files that are corrupt or become unreadable via Internet transfer.

Additional Fees

Should your submitted file require modification to meet ad specifications, it may be subject to production charges. Any additional production time (ad not sized to specifications, improperly formatted or corrupt files) will be billed at \$60.00 per hour in 15 minute increments. You will be contacted before any additional charges are incurred. Preflight production (checking files, ad placement) is included in the cost of your ad.

Should you require help creating your ad, our graphic designers can design one for you at the rate of \$60.00 per hour.

File Requirements At-a-Glance

Make sure your ad files include the following:

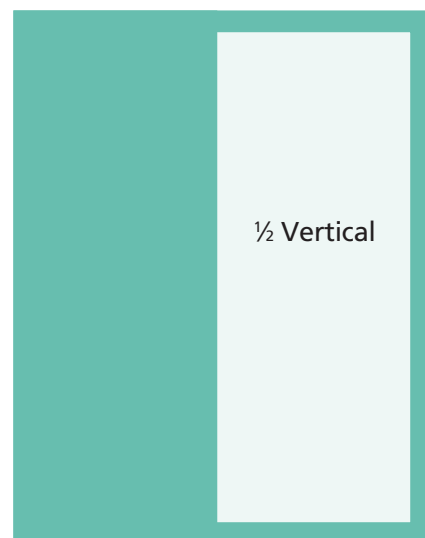
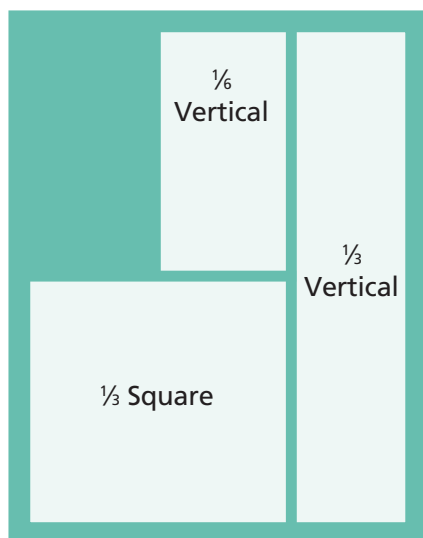
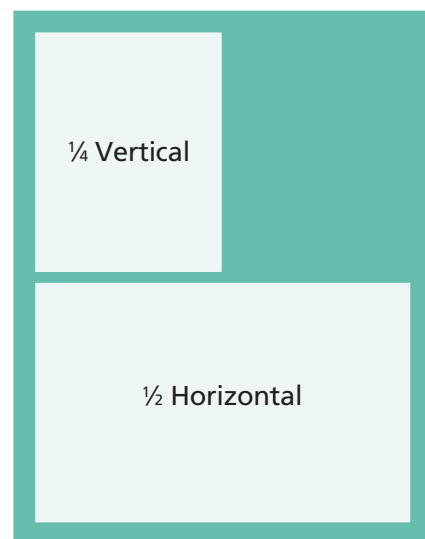
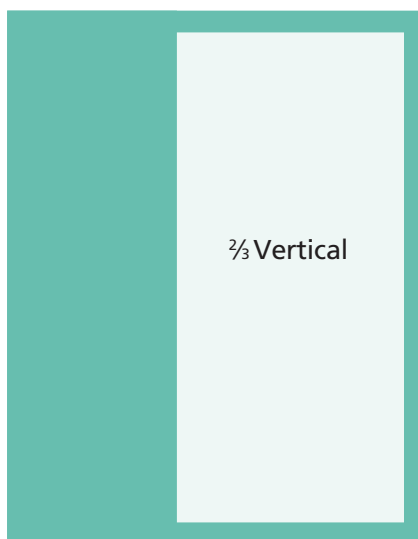
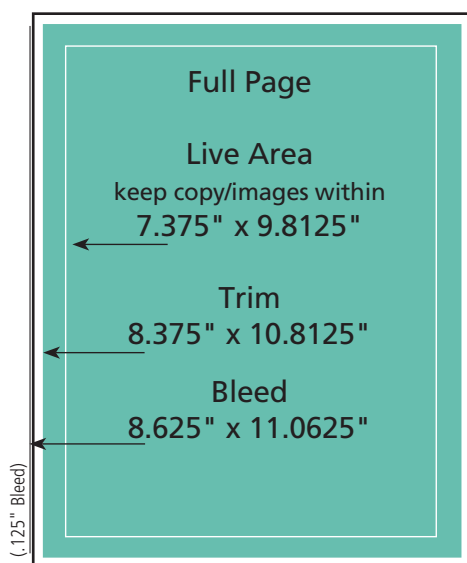
- A list of contacts for the ad. Include the advertiser, advertising agency or ad designer and phone number for each.
- All files must be submitted by email, FTP or CD/DVD.
- A color hardcopy printout of ad required for proofing purposes.
- Conversion to CMYK or grayscale. No RGB or Pantone (Spot color); CMYK only.
- All files are converted to TIFF or high resolution PDF.
- PDF files: Embed all fonts, do not subset fonts. Be sure RGB graphics are converted to correct color mode and 300 or higher resolution.
- **Copy for full page ads must fall within 1/4" margin from trim to avoid cropping during trim stage.**
- Full page ads — Add 1/8" bleed all the way around so image will extend past page size. Please do not include crop marks, registration, or color bars.
- Stampington & Company does not accept ads created in Microsoft Word, Microsoft Publisher or Corel.



Artwork by Dina Wakley
Art Journaling

Display Advertising Specifications 17

Ad Size	Dimensions (W x H)	Ad Size	Dimensions (W x H)
Full Page	8.375" x 10.8125" (trim)	1/3 Page Square	4.8438" x 4.8438"
Full Page	7.375" x 9.8125" (live)	1/3 Page Horizontal	7.375" x 3.0938"
Full Page	8.625" x 11.0625" (bleed)	1/4 Page Vertical	3.563" x 4.8438"
2/3 Page Vertical	4.875" x 9.8125"	1/6 Page Vertical	2.313" x 4.8438"
1/2 Page Horizontal	7.375" x 4.8438"	1/6 Page Horizontal	4.8438" x 2.313"
1/2 Page Vertical	3.563" x 9.8125"	The Marketplace	2.313" x 1.75"
1/3 Page Vertical	2.313" x 9.8125"		



STAMPINGTON
— & COMPANY

22992 Mill Creek Drive, Laguna Hills, CA 92653
stampington.com/advertise

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