

# Stampington & Company<sup>®</sup>

## Media Information & Advertising Rates 2011

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

Publisher of Inspirational Art & Crafting Magazines & Books

Altered Couture • apron•ology • Art Doll Quarterly • Art Journaling • Artful Blogging • Artists' Café • Art Quilting Studio  
Belle Armoire • Belle Armoire Jewelry • Catch Up Issue • Create With Me • GreenCraft Magazine • HandCrafted • Haute Handbags  
Jewelry Affaire • Mingle • Misc. • Prims • Sew Somerset • Somerset Apprentice • Somerset Digital Studio • Somerset Holidays & Celebrations  
Somerset Home • Somerset Life • Somerset Memories • Somerset Studio • Somerset Studio Gallery • Somerset Workshop  
Stuffed • Take Ten • The Stampers' Sampler • Where Women Cook • Where Women Create



## ABOUT THE PUBLISHER



# Stampington & Company®

Since 1994, Stampington & Company of Laguna Hills, California, has been a leading source of information and inspiration for arts and crafts lovers around the world.

Launched with a small line of rubber stamps by President and Publisher Kellene Giloff, the company has since expanded to include more than 1,500 stamp images and best-selling publications, including *The Stampers' Sampler*, *Somerset Studio*, *Belle Armoire*, *Somerset Memories*, (formerly *Legacy*), *Art Doll Quarterly*, and *Take Ten*.

Known for their stunning full-color photography and step-by-step instructions, Stampington & Company's publications provide a forum for both professional artists and hobbyists to share their beautiful handmade creations with one another.

Since its 1997 debut, *Somerset Studio* has become the flagship publication within the art and crafting industry. This bimonthly magazine attracts a large and devoted following of readers seeking the latest innovations in the art of paper and mixed-media.

*The Stampers' Sampler* is a bimonthly publication filled with hand-stamped artwork contributed by readers and accompanied by detailed instructions.

*Belle Armoire* is a semiannual publication that features fabric arts, handmade garments, creative jewelry, and accessories. *Belle Armoire* has become known for showcasing the very best handmade wearable art.

*Art Doll Quarterly* is a unique full-color publication devoted to the art of making creative dolls and sculptural figures out of cloth, clay, an assortment of embellishments such as beads and found objects, and mixed-media materials.

*Take Ten*, sister publication to *The Stampers' Sampler*, was launched as a special publication but quickly proved to be so successful that it is now available on a quarterly basis. It

features rubber stamped cards that can be made quickly — in most cases, under 10 minutes.

Publications launched in 2010 include *Prims*, a semiannual publication showcasing the rustic elegance of primitive, folk, historic, or early Americana style artwork, *Jewelry Affaire*, an annual publication devoted to sophisticated and attractive jewelry that is both easily and artfully made, and *Where Women Cook*, a quarterly publication featuring the heart of the home — the kitchen, with creative storage ideas, eye-catching décor, and recipes.

Publications launched in 2011 include *Create With Me*, a semi annual publication showcasing artwork, ideas, tips and techniques for projects that adults and children can create together, *Mingle*, a semi annual publication featuring art retreats, workshops, and other artistic events, and *Misc.*, a semi annual publication highlighting artistic mediums that have not been explored yet in our other titles.

Additional titles that were launched as special publications but are now available on a quarterly basis include *Altered Couture*, *Somerset Life*, *Belle Armoire Jewelry*, *Where Women Create*, and *Artful Blogging*.

Annual and semiannual publications that continue to be published regularly include *Haute Handbags*, *Somerset Workshop*, *Somerset Studio Gallery*, *Sew Somerset*, *Catch Up*, *HandCrafted*, *Somerset Home*, *Somerset Holidays & Celebrations*, *Artists' Café*, *apron•ology*, *Somerset Digital Studio*, *Somerset Memories*, *Stuffed*, *Somerset Apprentice*, *Art Journaling*, *GreenCraft Magazine*, and *Art Quilting Studio*.

Past special publications include *Beyond Paper Dolls*, *True Colors*, *Transparent Art*, *Signatures*, *Material Visions*, *Artist Trading Cards: An Anthology of ATCs*, *Return to Asia*, *Art Doll Chronicles*, *Art Journal Calendars*, *Salon*, *Stampington Inspirations*, *Somerset Weddings*, *Marie Antoinette*, and *Somerset in Love*.

Advertisers supply the products — we supply the inspiration. Inspiration to envision, to plan, to buy, to create, and to buy and create again.

Stampington & Company® is committed to producing the highest quality publications possible. We believe that each issue becomes a collector's item — added to our readers' libraries to be referred to year after year. The beautiful photography, the informative editorial, the inspirational projects, and the added resource of targeted advertising is a stimulating combination — one that drives readers to the marketplace in search of products ... our advertisers' products.

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

Contact our Advertising Department if you have any questions and let us know how we can be of further assistance. You may reach us at (949) 380-7318, U.S. Toll-Free at (877) 782-6737 or email [advertising@stampington.com](mailto:advertising@stampington.com). Our friendly team of experienced advertising representatives will be happy to prepare a comprehensive advertising program tailored to fit your specific advertising needs. We look forward to hearing from you soon.



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# SPECIAL AD SECTIONS

Our special listing sections offer an affordable way to direct our readers to your Web site or store.

## ONLINE CONNECTIONS

Featured in each Bimonthly, Quarterly and Semi Annual Publications

### ONLINE CONNECTIONS 1

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 Web site in bold lettering, as well as up to 20 words of copy.

### ONLINE CONNECTIONS 2

Same as *Online Connections 1*, but receive a discount when you link our site to yours.

## DESTINATIONS

Featured in each Bimonthly, Quarterly and Semi Annual publication, except *The Stampers' Sampler*

### DESTINATIONS 1

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 2

Same as *Destinations 1*, but an enhanced listing with up to 20 words of copy describing the products, workshops, and unique features that you offer at your location.

## CATALOG COLLECTION

Featured in *Somerset Studio & Belle Armoire*

This special section features the cover of your catalog and up to 75 words of copy describing your company and products. Whether you are selling beads, fibers or other mixed-media materials, the *Catalog Collection* is a great way to publicize your mail and phone order business.

## THE PLACE TO CREATE

Featured in *The Stampers' Sampler*

### THE PLACE TO CREATE 1

Let customers know your store is the place to create. A basic listing includes your store name, street address, and phone number.

### THE PLACE TO CREATE 2

Same as *The Place to Create 1*, but an enhanced listing with up to 20 words of copy to describe your store, class, demonstration, or special event.

# MAGAZINES

Our publications are the perfect venues to target specific niche markets of crafting enthusiasts, ensuring that your products will be exposed to just the right customers. All of our magazines are printed on high-quality paper and are works of art in themselves. Due to the superior quality and content of our magazines, back issues sell considerably well as collectors' items and many of our retailers continue to reorder and carry all available issues.

- Two (2) bimonthly magazines: *Somerset Studio*, and *The Stampers' Sampler*.
- One (1) quarterly magazine: *Art Doll Quarterly*.
- Seven (7) quarterly special publications: *Altered Couture*, *Artful Blogging*, *Belle Armoire Jewelry*, *Somerset Life*, *Take Ten*, *Where Women Cook*, and *Where Women Create*.
- Sixteen (16) semi annual special publications: *Art Journaling*, *Art Quilting Studio*, *Belle Armoire*, *Create With Me*, *Haute Handbags*, *GreenCraft Magazine*, *Misc.*, *Mingle*, *Sew Somerset*, *Somerset Apprentice*, *Somerset Digital Studio*, *Somerset Memories (formerly Legacy)*, *Somerset Studio Gallery*, *Stuffed*, *Prims*, and *Jewelry Affaire*.
- Seven (7) annual special publications: *apron•ology*, *Artists' Café*, *HandCrafted*, *Somerset Holidays & Celebrations*, *Somerset Home*, *The Stampers' Sampler Catch Up Issue*.and *Somerset Workshop*.

## OUR READERS:

- Stampington & Company readers not only love their new issues of the magazines, they hold on to their back issues to re-read. They are a “must-have resource” in their personal libraries in which readers continue to reference months and even years later.
- 64% of our readers share their magazines with 2.2 people. The pass-along rate (including people who don't share) is approximately 1.4 people.
- On average, our readers spend \$82 on crafting supplies per month.

## READERSHIP PROFILE

### AGE:

87% are between 36-65 years old.

### HOUSEHOLD:

Average size is 2.7 people.

### HOUSEHOLD INCOME (HHI):

67% have an annual HHI of more than \$50,000.  
19% earn more than \$100,000 per year.

### GENDER:

99.6% Female, 0.4% Male.

## WHERE ARE WE SOLD IN THE U.S.?

A.C. Moore	Chapters Indigo (Canada)	Hobby Lobby	Safeway
B. Dalton	Costco	Jo-Anns Fabric	Shinders
Barnes & Noble	Follett (college)	Joseph Beth	Tall Mouse
Barnes & Noble (College)	Fred Meyers	Kroger	Waldenbooks
Beverly Fabrics	Hancock Fabrics	Lowe's	500+ Retail stores
Books A Million	Hastings	Michaels	
Borders	High End Grocery Stores	Pearl Paint	

Premium positions available! Please call for rates and availability.



**Bimonthly**  
Feb., Apr., Jun., Aug., Oct., & Dec.



**Quarterly**  
Mar., Jun., Sept., & Dec.



**Annual**  
May

Developed to fulfill the demand for modern, imaginative projects for rubber stamp enthusiasts, *The Stampers' Sampler*® is the premiere source for fun and clever stamping ideas. Each issue features over 150 stamped cards and other projects submitted by readers from around the world. With exciting challenges and projects utilizing provided templates, this is the magazine for anyone interested in taking their stamping to the next level!

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$1,450	\$1,378	\$1,305	\$1,243
2/3 Page	1116	1060	1004	955
1/2 Page	782	742	703	668
1/3 Page	616	585	554	526
1/4 Page	476	452	428	407
1/6 Page	364	346	328	312
1/12 Page	291	277	262	249

**BLACK & WHITE RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$1,276	\$1,212	\$1,148	\$1,091
2/3 Page	1588	915	867	824
1/2 Page	651	618	586	557
1/3 Page	521	495	469	446
1/4 Page	411	391	370	352
1/6 Page	270	256	243	231
1/12 Page	206	196	186	177

**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	1x	3x	6x	12x
The Place to Create <sup>1</sup>	\$69	\$63	\$61	\$58
The Place to Create <sup>2</sup>	85	78	75	71
Online Connections <sup>1</sup>	75	69	66	63
Online Connections <sup>2</sup>	55	52	49	47

**RELATED TITLES**

*Somerset Studio, Take Ten, Catch Up Issue*

*Take Ten*™ from *The Stampers' Sampler*® opens the door to creating fresh, stunning cards for every occasion — in ten minutes or less! *Take Ten* is filled with over 300 truly inspirational designs and techniques, gift ideas and FREE Artist Paper Quads. Each issue features a new design challenge for readers to participate in, as well as the amazing results from previous challenges. Readers will learn the techniques of guest artists, make quick and easy gifts, colorful patchwork masterboards, and much more.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	8 Issues
Full Page	\$1,515	\$1,470	\$1,439	\$1,364	\$1,296
2/3 Page	1,215	1,179	1,154	1,094	1,039
1/2 Page	1,000	970	950	900	855
1/3 Page	800	776	760	720	684
1/4 Page	675	655	641	608	578
1/6 Page	425	412	404	383	364
1/12 Page	250	243	238	225	214
1/12 Pg (B/W)	230	223	218	205	194

**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	4 Issues	8 Issues
Destinations <sup>1</sup>	\$79	\$67
Destinations <sup>2</sup>	84	80
Online Connections <sup>1</sup>	63	59
Online Connections <sup>2</sup>	48	37

**RELATED TITLES**

*The Stampers' Sampler, Somerset Studio, Catch Up Issue*

Each issue of *The Stampers' Sampler Catch Up Issue* is filled with exquisite artwork that couldn't fit in *The Stampers' Sampler*. It features over 400 projects of never-been-published artwork, including instructions, tips and ideas for readers to put their creative minds to work. This publication will show them how to create a variety of stamped cards, projects and gifts. They'll be inspired by the plentitude of engaging artwork, from one end of the color spectrum to the other, with vivid photography that details the amazing quality of each piece of artwork.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
1/12 Page	325	309	293	278
1/12 Page (B/W)	305	289	273	258

**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES:**

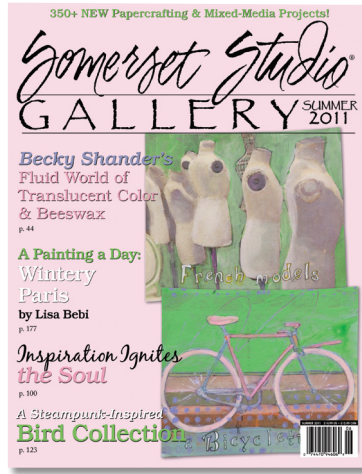
*The Stampers' Sampler, Take Ten*

Premium positions available! Please call for rates and availability.



Bimonthly

Jan., Mar., May, Jul., Sept., & Nov.



Semi annual

June & December



Annual

December

This unique publication is the only magazine devoted to the creative needs and interests of paper crafters, art stampers, calligraphers, and collage and decoupage artists. For over 10 years, *Somerset Studio*® has provided a colorful and innovative format for mixed-media artwork, featuring in-depth articles and review columns to enlighten readers on the latest trends and techniques. With gorgeous layouts and fantastic projects, *Somerset Studio* has been called a “visual feast for the eyes” and has been credited for setting new standards in the arts and crafts industry.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$2,195	\$1,978	\$1,868	\$1,775
2/3 Page	1,770	1,595	1,513	1,438
1/2 Page	1,345	1,213	1,159	1,101
1/3 Page	1,058	955	903	858
1/4 Page	826	729	689	655
1/6 Page	670	593	560	532
1/12 Page	473	428	406	386

**BLACK & WHITE RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	3 Issues	6 Issues	12 Issues
Full Page	\$1,855	\$1,763	\$1,672	\$1,588
2/3 Page	1,453	1,381	1,310	1,244
1/2 Page	1,051	999	948	901
1/3 Page	837	772	739	702
1/4 Page	634	603	573	544
1/6 Page	452	418	400	380
1/12 Page	295	281	268	255

**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	1x	3x	6x	12x
Catalog Collection	\$325	\$302	\$291	\$276
Destinations <sup>1</sup>	89	82	78	74
Destinations <sup>2</sup>	115	105	101	96
Online Connections <sup>1</sup>	100	92	88	84
Online Connections <sup>2</sup>	69	62	60	57

*Somerset Studio Gallery* is filled with hundreds of samples of exceptional artwork up close and in detail. Whether you are passionate about rubber stamping, calligraphy, or paper crafting, the latest issue of this unique publication is guaranteed to inspire. *Somerset Studio Gallery* features enlightening how-to articles, beautifully photographed projects, and hundreds of handmade creations. This lush 200-page publication is a must-have for fans of the classic style of *Somerset Studio*.

**4-COLOR RATES**  
(Cost Per Insertion)

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**RELATED TITLES**

*Somerset Studio, Somerset Workshop, HandCrafted*

Celebrate some of our finest moments from more than a decade in print with each annual issue of *Artists' Cafe*! This 144-page, best-of collection showcases the most exceptional artwork from past issues of *Somerset Studio*, including paper crafting projects, fine art painting, mixed-media art, and much more. Readers will discover articles they may have missed, and get reacquainted with a favorite artist or brush up on a classic technique with *Artists' Cafe*.

**4-COLOR RATES**  
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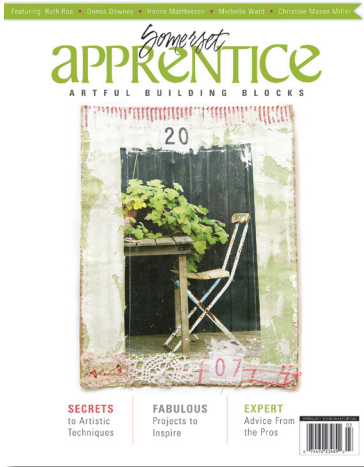
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**RELATED TITLES:**

*Somerset Studio, Somerset Studio Gallery, Somerset Apprentice, Art Journaling*

Premium positions available! Please call for rates and availability.



Semi annual  
March & September



Annual  
October



Annual  
July

Artists love the artwork in *Somerset Studio*, and even though we give clear, concise instructions, they want more in-depth details about how the techniques are done. *Somerset Apprentice* takes readers by the hand as they learn how to create the projects seen within its pages, use relevant products and make lovely works of art Somerset-style. This publication offers a much more basic and thorough understanding of techniques geared toward people who aspire to make Somerset-esque art, but need to learn the fundamentals through easy-to-understand instructions and close-up photos.

**4-COLOR RATES**  
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**RELATED TITLES**

*Somerset Studio, Somerset Studio Gallery, Somerset Workshop*

This beautiful publication allows readers to take a virtual workshop with their favorite *Somerset Studio* artists. *Somerset Workshop* provides clearly illustrated project instructions from top artists. Learn fabulous techniques and make breathtaking projects from start to finish. All Workshop chapters include clear step-by-step photographs with easy-to-understand instructions to help its readers create exciting projects from some of the finest art and crafting instructors.

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**RELATED TITLES:**

*Somerset Studio, Somerset Studio Gallery, Somerset Apprentice*

For over 10 years, artists have looked to Stampington & Company as the producer of some of the finest art and crafting magazines available. Each issue of *HandCrafted* introduces readers to 50 of our staff's favorite crafting projects, reproduced from past issues of *Somerset Studio*, *Art Doll Quarterly*, *Belle Armoire*, *Stampington Inspirations*, *The Stampers' Sampler*, *Somerset Memories*, and *Take Ten*. Every multi-faceted issue of this inspiring publication is sure to become a collector's item!

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**RELATED TITLES:**

*Somerset Studio, Art Doll Quarterly, Belle Armoire, Stampington Inspirations, The Stampers' Sampler, Somerset Memories, and Take Ten*

Premium positions available! Please call for rates and availability.



Semi annual  
April & October



Semi annual  
January & July



Semi annual  
January & July

*Somerset Memories*™ (formerly *Legacy*) inspires readers to transform family nostalgia into artistic heirlooms, worthy of passing down to future generations. With the same exquisite look and feel as *Somerset Studio*, this publication appeals to the scrapbooker who is seeking innovative illumination. From cover to cover, this beautiful magazine features a blend of genealogy, paper crafts, nostalgia, and mixed-media art made by our talented readers and contributors.

**4-COLOR RATES**  
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Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES**

*Somerset Studio, Somerset Digital Studio, Take Ten*

*Art Journaling* is our popular semi annual publication dedicated to the art of visual chronicling. This publication takes its readers inside the pages of their favorite artists for an up-close-and-personal look. Detailed photos and insightful commentary will help them discover their personal journaling style, with hints, tips and tricks for creating a stand-out page. The readers learn the techniques the pros use and find the inspiration to take their own art journal to the next level.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
1/12 Page	325	309	293	278
1/12 Page (B/W)	305	289	273	258

**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES:**

*Somerset Studio, Somerset Memories, Take Ten*

French for “beautiful wardrobe,” *Belle Armoire*® offers information and inspiration on fabric and jewelry arts, including surface design, embellishment, dyeing, altered couture, beading, wirework, polymer and metal clays, and much more. Each issue showcases one-of-a-kind handmade artwear garments and accessories, as well as art jewelry pieces submitted by established artists and readers.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
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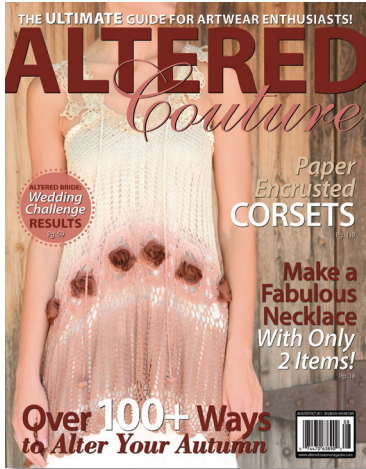
**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES**

*Belle Armoire Jewelry, Altered Couture, Haute Handbags, apron•ology*

Premium positions available! Please call for rates and availability.



Quarterly  
Feb., May, Aug., & Nov.



Annual  
February



Semi annual  
April & October

Recycling, Reusing, and Reconstructing — call it what you will, bringing new life to classic garments is high fashion! Every issue of *Altered Couture*® is filled to the brim with exciting new ways to transform garments and accessories into fabulous works of wearable art. Touching upon new techniques as well as tried-and-true favorites, this gorgeous 160-page publication will show readers how to transform their entire wardrobe into personalized works of art.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	8 Issues
Full Page	\$1,515	\$1,470	\$1,439	\$1,364	\$1,296
2/3 Page	1,215	1,179	1,154	1,094	1,039
1/2 Page	1,000	970	950	900	855
1/3 Page	800	776	760	720	684
1/4 Page	675	655	641	608	578
1/6 Page	425	412	404	383	364
1/12 Page	250	243	238	225	214
1/12 Page (B/W)	230	223	218	205	194

**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	4 Issues	8 Issues
Destinations <sup>1</sup>	\$79	\$67
Destinations <sup>2</sup>	84	80
Online Connections <sup>1</sup>	63	59
Online Connections <sup>2</sup>	48	37

**RELATED TITLES**

*Belle Armoire, Haute Handbags, apron•ology*

This annual publication shows off accessorizing with a twist - or rather a tie. *apron•ology* flirts with the many uses and looks of the apron. While the reader may notice their grandmother's vintage linens, handkerchiefs or embroidery in these pages, their breath will also be taken away by looks with leather, bright colors, rhinestones and tulle. The contemporary apron is hot and can do more than keep you clean. These beautiful creations are fit to be worn in the kitchen or on the runway.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
2/3 Page	1,515	1,440	1,364	1,296
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**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES:**

*Belle Armoire, Altered Couture*

*Haute Handbags*™ is devoted to the expressive style of artfully made and embellished bags. It features technique-based articles that teach readers to how to construct one-of-a-kind creations using collage, paint, decoupage, felted wool, repurposed materials, and more. *Haute Handbags* also includes a gallery section featuring gorgeous photographs of more than 30 extraordinary bags by mixed-media artists, along with brief sample instructions. *Haute Handbags* inspires readers to redefine the handbag as an exciting foundation from which art can be created and carried with style.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
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1/2 Page	1,309	1,244	1,178	1,119
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Destinations <sup>1</sup>	85	79	75	71
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Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES:**

*Belle Armoire, Altered Couture, apron•ology*

Premium positions available! Please call for rates and availability.



Quarterly  
Mar., Jun., Sept., & Dec.



Semi annual  
April & October



Semi annual  
June & December

Created especially for jewelry-making enthusiasts, *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. Nearly every material imaginable is represented, from resin to wire to polymer clay to fabric to beads to buttons to UTEE to metal clay and so much more. This how-to resource is a must for those seeking insider's tips and techniques for making beautiful, contemporary jewelry.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	8 Issues
Full Page	\$1,515	\$1,470	\$1,439	\$1,364	\$1,296
2/3 Page	1,215	1,179	1,154	1,094	1,039
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1/12 Page (B/W)	230	223	218	205	194

**SPECIAL AD SECTIONS**  
(Cost Per Insertion)

Section	4 Issues	8 Issues
Destinations <sup>1</sup>	\$79	\$67
Destinations <sup>2</sup>	84	80
Online Connections <sup>1</sup>	63	59
Online Connections <sup>2</sup>	48	37

**RELATED TITLES**

*Belle Armoire, Jewelry Affaire, HandCrafted*

*Jewelry Affaire* is a special publication dedicated to the art of understated, yet elegant jewelry. Pieces that reveal an added touch of glamour to an outfit and still make a unique statement without the complexity are showcased throughout this stylish publication. *Jewelry Affaire* features inspiring examples of jewelry that exemplify sophisticated chic on an easy-to-understand level, such as the refashioning of a vintage piece into something new, embellishing a chain, the placing of a pendant, added beadwork, and much more.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
2/3 Page	1,515	1,440	1,364	1,296
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Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES:**

*Belle Armoire Jewelry, Belle Armoire*

*Sew™ Somerset* features projects of the highest caliber that *Somerset Studio* is known for ... projects that will surely take readers' breath away ... projects that will look "So Somerset!" More than ever before, artists are discovering the joy of combining sewing with mixed-media projects, as artists recognize that stitches are not limited just to fabrics. In this 144-page publication, readers find beautiful photographs, easy-to-understand techniques, and a bounty of tips, ideas and inspiration. *Sew Somerset* helps readers learn how to add stitches of varied lengths, sizes, colors, and dimension into the next art project.

**4-COLOR RATES**  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
2/3 Page	1,515	1,440	1,364	1,296
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Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

**RELATED TITLES:**

*Somerset Studio, Art Quilting Studio*



Semi annual  
June & December

Traditional quilters, mixed-media artists and fine art quilters are exploring each others' traditions, and developing imaginative quilting techniques. Each issue of *Art Quilting Studio* provides an informative forum where enthusiasts can share techniques, ideas, and inspiration.

#### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
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Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

#### RELATED TITLES:

*Belle Armoire, Sew Somerset*

Premium positions available! Please call for rates and availability.



Semi annual  
February & August

*GreenCraft Magazine* provides innovative ideas to inspire ecologically-conscious artists to repurpose their trash into artistic treasures! Features include projects utilizing materials that have been repurposed, recycled, and reused. *GreenCraft Magazine* helps readers find fun new ways to create today while preserving tomorrow. Advertise in this exciting new publication to reach the rapidly growing demographic of ecologically-conscious artists and readers! *This publication is printed on recycled paper.*

#### 4-COLOR RATES

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
2/3 Page	1,515	1,440	1,364	1,296
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1/12 Page (B/W)	325	309	293	278
1/12 Page (B/W)	305	289	273	258

#### (Cost Per Insertion)

#### SPECIAL AD SECTIONS

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

#### (Cost Per Insertion)

#### RELATED TITLES

*Somerset Home, Somerset Life, HandCrafted*



Annual  
September

Christmas cards, gift wrap papers, wreaths, advent calendars, Halloween trick-or-treat pails, papier mâché Valentine hearts, glittery paper hats to ring in the New Year, patriotic paper fans for Independence Day, and festive Thanksgiving table decorations are just a sampling of the fantastic project ideas that readers discover in this 144-page publication. *Somerset Holidays & Celebrations* is sure to become a holiday tradition in many homes, where ideas for creative celebrations abound!

#### 4-COLOR RATES

#### (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
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1/12 Page (B/W)	325	309	293	278
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#### SPECIAL AD SECTIONS

#### (Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

#### RELATED TITLES

*Somerset Studio, Somerset Home, Somerset Life*

## ARTFUL LIVING

Premium positions available! Please call for rates and availability.



Annual  
August



Quarterly  
Jan., Apr., Jul., & Oct.



Quarterly  
Feb., May, Aug., & Nov.

*Somerset Home* takes home décor to the next level. The artists featured have transformed every day home items into artful creations, personalizing every corner of their living spaces. Coasters, magnets, dish towels, pillows, and many other functional items get a creative makeover. The projects showcased in this 144-page special publication shows readers how they can add their own touches and charming accents that are sure to enlighten, organize, and beautify any dwelling place.

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
2/3 Page	1,515	1,440	1,364	1,296
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1/3 Page	995	945	896	851
1/4 Page	795	755	716	680
1/6 Page	550	523	495	470
1/12 Page	325	309	293	278
1/12 Page (B/W)	305	289	273	258

### SOMERSET HOME MARKETPLACE (Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

### RELATED TITLES

*Somerset Life, Where Women Create, Somerset Studio*

The publisher's dream for *Somerset Life*<sup>™</sup> is to encourage readers to make every day extraordinary by infusing daily life with simple pleasures, art, romance, creativity, and beauty. It captures the imagination with stunning photography, insightful and entertaining articles, and imaginative ideas. *Somerset Life* shows readers how attention to the little things in life can lead to an inspired and artful way of living.

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	8 Issues
Full Page	\$1,515	\$1,470	\$1,439	\$1,364	\$1,296
2/3 Page	1,215	1,179	1,154	1,094	1,039
1/2 Page	1,000	970	950	900	855
1/3 Page	800	776	760	720	684
1/4 Page	675	655	641	608	578
1/6 Page	425	412	404	383	364
1/12 Page	250	243	238	225	214
1/12 Page (B/W)	230	223	218	205	194

### SPECIAL AD SECTIONS (Cost Per Insertion)

Section	4 Issues	8 Issues
Destinations <sup>1</sup>	\$79	\$67
Destinations <sup>2</sup>	84	80
Online Connections <sup>1</sup>	63	59
Online Connections <sup>2</sup>	48	37

### RELATED TITLES

*Somerset Studio, Somerset Home, Where Women Create*

Extraordinary women know that the process of creating is as important as what ultimately gets created. That's why exceptional women pay attention to the details of their work spaces... making sure that they surround themselves with visually stimulating inspiration and unique organizational systems. Through stunning photography and inspirational stories, each issue of this quarterly magazine nourishes souls and motivates creative processes. *Where Women Create* invites its readers into the creative spaces of the most remarkable women of our time, where they create art, food, music, written works, choreographed dances, and so much more!

### 4-COLOR RATES (Cost Per Insertion)

Ad size	1 Issue	2 Issues	4 Issues
Full Page	\$3,750	\$3,563	\$3,375
2/3 Page	3,203	2,853	2,702
1/2 Page	2,469	2,346	2,222
1/3 Page	1,975	1,876	1,778
1/4 Page	1,665	1,582	1,499
1/6 Page	1,049	997	944
1/12 Pg	835	793	752

### PREMIUM PLACEMENTS (Cost Per Insertion)

Position	1 Issue
Inside Front Cover	\$5,063
Inside Back Cover	\$4,500
Back Cover	\$5,325
Page One	\$4,688
Top Right Corner 1/4 page	\$1,915

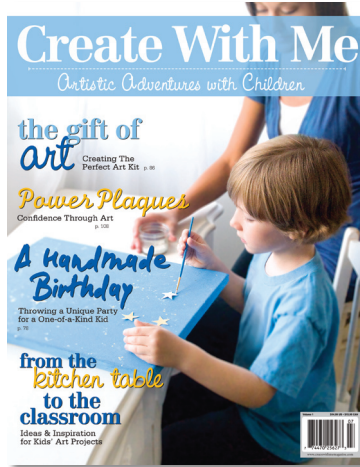
### RELATED TITLES

*Where Women Cook, Somerset Life, Somerset Home*

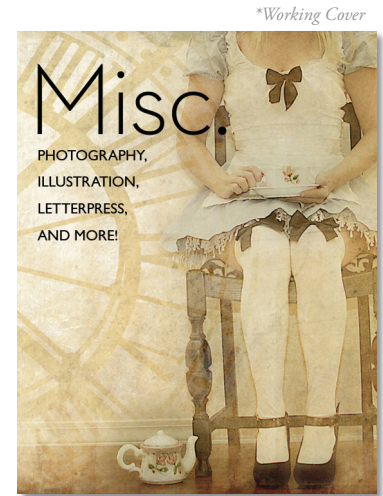
Premium positions available! Please call for rates and availability.



Quarterly  
Mar., Jun., Sep., & Dec.



Semi annual  
July (PREMIER)



Semi annual  
November (PREMIER)

A shared love of food, whether it's cooking it, talking about it, or eating it, brings people together. *Where Women Cook* grabs the reader by the hand and gives them a glimpse into the heart of every home — the kitchen. Creative storage ideas, interesting décor, delicious food and drink recipes, and inspirational stories are all shared within the pages of the newest quarterly magazine produced by the publishers of *Where Women Create*.

*Create With Me* caters to any reader with a child in their life who would like to experience and share the joy of creating art. Encouraging adults and children to create art together, this new annual publication includes artwork by both age groups. *Create With Me* comes complete with techniques, materials, tips, and ideas about how to inspire creativity within children, along with articles and resources for artistic parents.

*Misc.* sets out to explore the many aspects of living a creative life. From photography, to illustration, to letterpress and more, *Misc.* is a playground for creative souls. This publication gets down to the core of creativity by forming a dialogue with icons in the crafting industry, representing all forms of art, and even opening up an avenue to share some poetry. Aptly named, it is a magazine in which "anything goes," and *Misc.* has a wide focus with an even wider audience.

4-COLOR RATES  
(Cost Per Insertion)

Ad size	1 Issue	2 Issues	4 Issues
Full Page	\$2,000	\$1,900	\$1,800
2/3 Page	1,600	1,520	1,440
1/2 Page	1,312	1,246	1,181
1/3 Page	1,050	998	945
1/4 Page	882	838	794
1/6 Page	556	528	500
1/12 Pg	328	312	295

4-COLOR RATES  
(Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
2/3 Page	1,515	1,440	1,364	1,296
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4-COLOR RATES  
(Cost Per Insertion)

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PREMIUM PLACEMENTS  
(Cost Per Insertion)

Position	1 Issue
Inside Front Cover	\$2,700
Inside Back Cover	\$2,400
Back Cover	\$2,840
Page One	\$2,500
Top Right Corner 1/4 page	\$970

SPECIAL AD SECTIONS  
(Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

SPECIAL AD SECTIONS  
(Cost Per Insertion)

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Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

RELATED TITLES

*Where Women Create, Somerset Life, Apronology*

RELATED TITLES

*Somerset Apprentice, Somerset Workshop*

RELATED TITLES

*Artful Blogging, Somerset Studio, Somerset Digital Studio, Somerset Life*

## ARTFUL LIVING



\*Working Cover

Semi annual  
October (PREMIER)

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.

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
Full Page	\$1,722	\$1,636	\$1,550	\$1,473
2/3 Page	1,515	1,440	1,364	1,296
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### SPECIAL AD SECTIONS (Cost Per Insertion)

Section	1x	2x	3x	4x
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Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

### RELATED TITLES

*Somerset Studio, Somerset Life, Where Women Cook, Create With Me, Somerset Holidays and Celebrations*

## DIGITAL ARTS

Premium positions available! Please call for rates and availability.



Quarterly  
Feb., May, Aug., & Nov.

Innovations in technology provide new and exciting platforms for artists and writers to share their creative work with the world. The Internet has come alive with the voices of artists who let us into their studios and into their lives by keeping online journals, galleries and blogs. *Artful Blogging* spotlights some of the exceptional artists’ blogs currently online and provides features on *Blogging Etiquette, Blogger’s Must-Haves* and *How to Get Started* for readers to be creative on their own blog spot!

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	8 Issues
Full Page	\$1,515	\$1,470	\$1,439	\$1,364	\$1,296
2/3 Page	1,215	1,179	1,154	1,094	1,039
1/2 Page	1,000	970	950	900	855
1/3 Page	800	776	760	720	684
1/4 Page	675	655	641	608	578
1/6 Page	425	412	404	383	364
1/12 Page	250	243	238	225	214
1/12 Page (B/W)	230	223	218	205	194

### SPECIAL AD SECTIONS (Cost Per Insertion)

Section	4 Issues	8 Issues
Destinations <sup>1</sup>	\$79	\$67
Destinations <sup>2</sup>	84	80
Online Connections <sup>1</sup>	63	59
Online Connections <sup>2</sup>	48	37

### RELATED TITLES

*Somerset Digital Studio, Somerset Life, Somerset Memories*



Semi annual  
March & September

*Somerset Digital Studio* focuses on all things digital – scrapbook pages, ATCs, collages, cards, invitations, calendars, clothing, heritage pieces – anything that is unique, distinctive, artistic, and digitally unique, artistic, and digitally created. This 144-page special publication helps readers discover the hottest phenomenon in crafting, and shows them why scanning and editing is the new cutting and pasting!

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
1/12 Page	325	309	293	278
1/12 Page (B/W)	305	289	273	258

### SPECIAL AD SECTIONS (Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

### RELATED TITLES

*Somerset Studio, Somerset Memories*

# DOLL MAKING

Premium positions available! Please call for rates and availability.



**Quarterly**  
Feb., May, Aug., & Nov.



**Semi annual**  
April & October



**Semi annual**  
January & July

No other publication brings together such a broad range of materials and techniques as used in contemporary doll artistry. The stunning images and informative techniques in each issue of *Art Doll Quarterly*™ are exciting and challenging to doll artists and admirers alike. Showcased in each 144-page issue are the latest in fabric and clay sculpting, sewing, painting, surface design, embellishment, stamping, stenciling, polymer and other art clays, paper arts, mixed-media, assemblage, and much more. Readers share their creative insight, design techniques and heartwarming stories with the growing audience of art doll devotees.

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues	8 Issues
Full Page	\$695	\$674	\$660	\$626	\$595
2/3 Page	520	505	494	468	445
1/2 Page	426	413	405	383	364
1/3 Page	335	325	318	302	287
1/4 Page	261	253	248	235	223
1/6 Page	212	206	201	191	181
1/12 Page	149	145	142	134	127

1/12 Pg (B/W)	129	125	122	114	107
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### SPECIAL AD SECTIONS (Cost Per Insertion)

Section	4 Issues	8 Issues
Destinations <sup>1</sup>	\$65	\$62
Destinations <sup>2</sup>	90	86
Online Connections <sup>1</sup>	39	37
Online Connections <sup>2</sup>	33	31

### RELATED TITLES

*Stuffed, Prims, HandCrafted*

*Prims: The Art of Primitive Elegance* exclusively features the rustic elegance of primitive, folk, historic or early Americana styles – artwork that captivates the imagination and enchants with their simple beauty. The traditional beauty of handcrafted art, including doll making, jewelry art, painting and mixed-media, teddy bears and illustrations are all showcased in this unique semi annual publication.

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
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### SPECIAL AD SECTIONS (Cost Per Insertion)

Section	1x	2x	3x	4x
Destinations <sup>1</sup>	85	79	75	71
Destinations <sup>2</sup>	100	93	88	84
Online Connections <sup>1</sup>	76	71	67	63
Online Connections <sup>2</sup>	55	48	43	41

### RELATED TITLES

*Art Doll Quarterly, Stuffed*

A crocheted bird, a felt monster, a cat made from an old sweater ... so many different materials can be used to create the loveable and huggable creatures known as “softies.” *Stuffed: A Crafting of Softies* celebrates these uniquely whimsical characters through page after page of gorgeous photos, easy-to-understand tips and techniques and an endless amount of inspiration. Veteran softie artists and new fans alike already enjoy this playful look at stuffed creatures of all shapes, sizes, colors, and materials.

### 4-COLOR RATES (Cost Per Insertion)

Ad Size	1 Issue	2 Issues	3 Issues	4 Issues
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
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### SPECIAL AD SECTIONS (Cost Per Insertion)

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Online Connections <sup>2</sup>	55	48	43	41

### RELATED TITLES

*Art Doll Quarterly, Prims, HandCrafted*

# Belle Armoire®

## INSPIRED ARTISAN

Designers of art-to-wear garments and accessories can find inspiration from almost anywhere. We challenge you to keep your eyes open to observe things on the ground, in the air, in and around buildings ... or any other place you find yourself, to get inspired for your next art-to-wear design. For your creation to be considered for publication for future installments of The Inspired Artisan, please send a hi-resolution digital image (300 dpi at 8" x 10") of the inspiration (either e-mailed to the Editor-in-Chief at [beleditor@bellearmoire.com](mailto:beleditor@bellearmoire.com) or burned on a CD) along with your actual art-to-wear creation.

DEADLINE: ONGOING

## STUDENT RUNWAY

Belle Armoire seeks original, handmade artwear by students and working apprentices to present as part of the Student Runway Department. Artwear may include garments, jewelry and accessories, and projects and techniques may encompass sewing; knitting and crochet; mixed-media adornment of clothing, jewelry and accessories; surface embellishment; beading; wirework; glass; and polymer and art metal clay. Submissions should include information on apparel, textiles, jewelry or other classes taken, as well as contact information for an instructor or professor overseeing your studies.

DEADLINE: ONGOING

*Somerset Studio®*

## CHEERFUL CHARTREUSE

There is something about this shade of green that makes people smile. It is a bold, vivid, and friendly color. It's found just about everywhere — from wall colors and couture dresses to yarn and cardstock — making it a fun color to work with. This new color challenge for Somerset Studio asks that you put down your pastels and throw caution to the wind. Accent your tintype collection with chartreuse; adopt an entirely new color palette — the choice is yours. Just send your color experiments in for possible publication in the January/February 2012 issue.

DEADLINE: AUGUST 15, 2011

## THE POWER OF WORDS

Quotations — we all have our favorites that we turn to time and time again to gain some perspective and inspiration. What about you? What are some of your favorite quotations? Knowing the power of words, especially when combined with art, we at Somerset Studio challenge you to make artwork inspired by famous inspirational lines in history. Journal pages, cards, canvases, assemblage ... we want to see it all for our March/April 2012 issue.

DEADLINE: AUGUST 15, 2011

## the stampers' sampler®

### SPECIAL SURFACES

From lunch sacks to cardboard, we have all experimented a little with stamping surfaces, and each time we do, the results are outstanding. It always astonishes us how simply changing the foundation, changes everything. Suddenly, unhindered creativity is released, and the piece takes on a life of its own. To experiment with this phenomenon, we are challenging you to take it to the next level and find a one-of-a-kind surface to stamp on. Maybe it is the lid to a jewelry box, or maybe it is fallen leaves, a plastic container, or driftwood. Make sure to get us the result by September 15 for possible publication in our February/March 2012 issue.

DEADLINE: SEPTEMBER 15, 2011

### ROLL IT UP!

Everyone loves artwork that pops off the page. Rolled up paper is an interesting way to add dimension to your stamped cards. Roll an edge, craft and adhere a unique, rolled embellishment, adhere small rolls, big rolls — anything goes! We can't wait to see what creative stamped pieces you come up with for possible publication in the April/May 2012 issue.

DEADLINE: NOVEMBER 15, 2011

# ALTERED *Couture*

### DOLLAR DIY

One dollar may not seem like much, but in actuality, it can be all the dough you need to cook up a new clothing item. Spend \$1 and \$1 only on an item to alter. You are free to use items from your stash or things given to you. If you purchase multiple pieces totaling \$1, please include an itemized list of your purchases so we can see how well you have stretched your buck. Also feel free to visit the dollar store, as you never know what's lurking there to jumpstart creativity. Everyone has a budget, so see how low your spending can go with this challenge that won't break the bank.

DEADLINE: DECEMBER 15, 2011

### SIMPLY CREATIVE NEEDLE FELTING

Felt like doing some altering lately? Our friends at Simplicity want to challenge you! The technique of needle felting has been showcased in several issues of *Altered Couture*, and we want to see what fresh looks you can come up with to make truly wearable art. Soft, colorful, and textural, use needle felting to paint on a canvas of plain clothing or any accessory to suit your style. We are looking for excellent execution of technique, wearability, and of course, copious creativity. The winner will receive a 12 needles felting machine! Our second place winner will receive a Deluxe Sidewinder and our third place winner will get a bias tape maker, all courtesy of Simplicity Creative Group. Our editorial committee will decide on the winners and publish the best of the best in *Altered Couture*.

DEADLINE: SEPTEMBER 15, 2011

*Somerset* Life

### THE MAGIC OF ...

For these challenges, we'd like to see unique ways in which you treat these raw materials and incorporate them into your everyday living. Please refer to the article about The Magic of Tulle in the Spring 2009 issue of *Somerset Life* for ideas on what we are looking for. If you'd like a chance at being published in a future issue of *Somerset Life*, here is a list of upcoming challenges to consider.

**THE MAGIC OF NEWSPAPER:** How many of us toss our newspapers in the recycling bin without much thought. Next time you catch yourself doing that, save some to use in your next creation. It can be used in so many ways — from gift-wrapping to one-of-a-kind décor and more. What can you do with it? Show us how you far you can stretch your imagination and submit your newspaper creations to us.

DEADLINE: AUGUST 15, 2011

**THE MAGIC OF TWINE:** Whether it's striped with color, solid white, or natural jute, twine is all the rage in the crafting world right now. I have a whole stash of it in my craft space that I've never touched. How do you use it? Do you wrap it around a gift? Store it on clothespins? No matter what your choice, we want to see projects that use up your twine collection.

DEADLINE: NOVEMBER 15, 2011

ONLINE ADVERTISING

www.stampington.com

Expand your reach online by advertising on www.Stampington.com

Stampington & Company's Web site, www.stampington.com, is a popular destination for art and crafting enthusiasts looking for inspiration and products online. Visit our Web site to view all of our art and crafting magazines, as well as The Shoppe at Somerset. Each of our magazines has a unique audience eager to find new tools and products to use in their artwork. You can easily target several niche markets such as: paper crafting, jewelry, art dolls, mixed-media, art-to-wear, modern sewing, and art quilting all on one Web site!

Stampington & Company would love to partner with your business and provide you with a cost-efficient advertising plan to acquire the most exposure for your products.

- Stampington.com was launched in 1998 and is the home to 33 publications in 2011.
The Stampington & Company network generates about 775,000 page views from over 95,000 unique visitors each month. Stampington.com's traffic continues to increase.
Most advertisers average between a 0.7% and 1.5% click-through rate. The norm is between 0.1%-0.2%
The average visitor spends 15 minutes per visit.
Average load time for Stampington.com: Fast (1.641 Seconds), 67% of sites are slower.
ZEDO, Inc. is the third party tracking company used to serve and track all ad banners.

WEB SITE STATISTICS

Table with 2 columns: Metric and Value. Metrics include Traffic Global Rank, Average Monthly Unique Visitors, Average Monthly Page views, and Average Monthly Hits.

REQUIREMENTS

Must purchase a display ad for a full year in one or more of our magazines in order to participate in Online Advertising. Ask about our Package Discounts!

SPONSORSHIP

What do you have in mind? We are open to sponsorship suggestions and other ideas! Keep posted for additional advertising features.

# ONLINE ADVERTISING

The screenshot shows the Stampington & Company website with a navigation menu at the top: HOME, CONTACT US, SHOPPING CART, ORDER FORMS, ART STAMPS, PUBLICATIONS, THE SHOPPE AT SOMERSET, and SUBSCRIBE. Below the navigation is a sidebar with a list of links including 'ABOUT US', 'ADVERTISING INFORMATION', 'ANGEL POLICY', 'ART DOLL QUARTERLY', 'ARTIST PAPERS', 'BACK ISSUES', 'BEGINNING BASICS', 'BELLE ANKORNE', 'BONNIE WINTERS CALENDARS', 'CALLS & CHALLENGES', 'DIGITAL EDITIONS', 'DIRECTORS CIRCLE', 'EMPLOYMENT OPPORTUNITIES', 'FREE E-NEWSLETTERS', 'EVENTS CALENDAR', 'HOW-TO VIDEOS', 'INDEX OF ARTICLES', 'PRESS ROOM', 'ORDER FORMS', 'POST SCRIPT', 'PRE-CORDER', 'OUT-OF-CIRCULATION ISSUES', 'SOMERSET MEMORIES', 'SOMERSET STUDIO', 'STORE LOCATOR', 'SUBMISSION GUIDELINES', 'TAKE TEN', 'TEMPING TEMPLATES', 'THE SHOPPE AT SOMERSET', 'THE STUDIO', 'WAREHOUSE SALE', 'WE CHALLENGE YOU', 'WHEN DOES MY SUBSCRIPTION BEGIN?', and 'WHOLESALE'.

The main content area features several sections: 'Magazines' (30 visually stunning, trend-setting, art and crafting publications), 'Art Stamps' (From sophisticated collage to contemporary country, we have something for everyone), 'The Shoppe at Somerset' (A new realm of art and crafting essentials, books, and gift ideas), 'The Studio' (This is the place to see over 430 samples and project ideas), and 'Publications' (With 30 diverse art and crafting titles, Stampington & Company is your source for creative inspiration! From paper-crafting and mixed-media art to doll-making and art-to-wear, our family of publications explores a broad range of artistic media. Click on any of the covers above to learn about a specific title, or click here to discover all that we have to offer).

Below these sections is a 'What's New?' section with a 'Sign Up for Our Free E-Newsletters' form and a 'What's New?' link. At the bottom, there is a 'Bottom Leaderboard' section.

We accept the following sizes:  
120 pixels x 240 pixels medium skyscraper,  
600 pixels x 90 pixels top and bottom leaderboard.

Medium Sky-scraper 1

Medium Sky-scraper 2

Medium Sky-scraper 3

## SPECIFICATIONS

Unit	Placement
Medium Skyscraper 1	Top
Medium Skyscraper 2	Middle
Medium Skyscraper 3	Bottom

**Dimension**  
120 pixels x 240 pixels

**File Types**  
.GIF, .JPG or .PNG files:  
20K maximum, 72 dpi maximum,  
No Flash or animated GIFs.

# DIGITAL EDITIONS

## LIVE LINKS

When select sold out issues are about to become available as digital editions, advertisers will be notified about the opportunity to have their display ad made into a Live Link which takes readers directly to the advertiser's Web site when clicked on.

*\*Digital Editions allow readers to explore every article just as it appeared in each issue, complete with pages that turn, the ability to zoom in and out and click on live links to each artist's blog or Web site. Available for purchase on CD or as a digital download.*

# E-MAIL MARKETING

## Artisan Avenue

Our monthly e-mail newsletter, *Artisan Avenue*, provides our top advertisers with the opportunity to connect with our loyal and enthusiastic 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 on art and crafting products, projects and demonstrations, exclusive giveaways, free downloads, and more! There are several tier options to choose from:

AD SECTION	IMAGE SIZE	TEXT
Main Sponsor	320 x 240	Up to 100 words each for main and bonus position
Featured Ads	320 x 240	Up to 100 words
Top/Middle/Bottom General Ads	175 x 175	Up to 25 words
Event Listings	N/A	Event name, date, contact info, and up to 25 words
Logo Links	120 x 90	N/A
Text Links	N/A	Up to 10 words

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

Stampington & Company will also provide additional content in the form of a free download section and a how-to project (either a video project or a traditional project).

### KEY POINTS TO CONSIDER:

- *Artisan Avenue* is sent to an audience of over 29,000 subscribers who also receive our monthly newsletter, *Post Script*<sup>1</sup>, and weekly newsletter, *Creative Impulse*<sup>2</sup>.
- We have a high open rate of 44.9% for *Artisan Avenue*.
- *Artisan Avenue* also experiences a high click-through rate, with more than 56.25% of subscribers who open the newsletter clicking through the linked content.
- Since its launch in September of 2009, *Artisan Avenue* has experienced a 14.6% increase in subscribers within a 12 month period. Very few people opt out of our newsletter, only 0.2% per month on average.
- We offer discounts for signing up for our current print advertisers, for signing up for multiple issues, and for prepayment of the full contract.

29,000 **Subscribers**

Space is limited in each monthly edition of *Artisan Avenue*.  
Contact our friendly advertising team now to reserve your space!

# E-MAIL MARKETING

## ARTISAN AVENUE AD SECTIONS (Cost Per Insertion)



### 1 MAIN SPONSOR

#### 1 spot per newsletter

One main sponsor receives top placement with room for video/image, text and 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

### 2 FEATURED AD

#### 2 spots per newsletter

The featured advertiser receives a large ad section with placement of video/image, text and link.

1x	3x	6x	12x
\$399	\$387	\$379	\$359

### 3 TOP GENERAL AD

#### 3 spots per newsletter

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

#### 3 spots per newsletter

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

#### 3 spots per newsletter

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

#### Unlimited per newsletter

Advertisers in the Events Listing Section can list the event name and date of their art retreat, fair, workshop, class, trip, or expo as a text link to the event's site, and will also receive a *bonus listing on our website*.

1x	3x	6x	12x
\$99	\$96	\$94	\$89

### 7 LOGO LINK

#### Unlimited per newsletter

Advertisers in the Logo Link Section will receive an image of their logo and a link to their site.

1x	3x	6x	12x
\$79	\$77	\$75	\$71

### 8 TEXT LINK

#### Unlimited per newsletter

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

# RESERVATION & ARTWORK DEADLINES 2011

## Bimonthly Publications

ISSUE	AD SPACE DUE	AD MATERIALS DUE	NEWSSTAND DATE
<b>Somerset Studio</b>			
January/February 2011	Oct 21, 2010	Oct 28, 2010	Jan 1, 2011
March/April 2011	Dec 9, 2010	Dec 16, 2010	Mar 1, 2011
May/June 2011	Feb 17, 2011	Feb 24, 2011	May 1, 2011
July/August 2011	Apr 21, 2011	Apr 28, 2011	Jul 1, 2011
September/October 2011	Jun 16, 2011	Jun 23, 2011	Sep 1, 2011
November/December 2011	Aug 18, 2011	Aug 25, 2011	Nov 1, 2011
<b>The Stampers' Sampler</b>			
February/March 2011	Nov 18, 2010	Nov 24, 2010	Feb 1, 2011
April/May 2011	Jan 20, 2011	Jan 27, 2011	Apr 1, 2011
June/July 2011	Mar 17, 2011	Mar 24, 2011	Jun 1, 2011
August/September 2011	May 19, 2011	May 26, 2011	Aug 1, 2011
October/November 2011	Jul 21, 2011	Jul 28, 2011	Oct 1, 2011
December/January 2012	Sep 15, 2011	Sep 22, 2011	Dec 1, 2011

## Quarterly Publications

<b>Art Doll Quarterly, Altered Couture, Artful Blogging &amp; Where Women Create</b>			
Spring 2011	Nov 18, 2010	Nov 24, 2010	Feb 1, 2011
Summer 2011	Feb 17, 2011	Feb 24, 2011	May 1, 2011
Autumn 2011	May 19, 2011	May 26, 2011	Aug 1, 2011
Winter 2012	Aug 18, 2011	Aug 25, 2011	Nov 1, 2011
<b>Belle Armoire Jewelry, Take Ten &amp; Where Women Cook</b>			
Spring 2011	Dec 9, 2010	Dec 16, 2010	Mar 1, 2011
Summer 2011	Mar 17, 2011	Mar 24, 2011	Jun 1, 2011
Autumn 2011	Jun 16, 2011	Jun 23, 2011	Sep 1, 2011
Winter 2012	Sep 15, 2011	Sep 22, 2011	Dec 1, 2011
<b>Somerset Life</b>			
Winter 2011	Oct 21, 2010	Oct 28, 2010	Jan 1, 2011
Spring 2011	Jan 20, 2011	Jan 27, 2011	Apr 1, 2011
Summer 2011	Apr 21, 2011	Apr 28, 2011	Jul 1, 2011
Autumn 2011	Jul 21, 2011	Jul 27, 2011	Oct 1, 2011

These dates for all Stampington & Company® magazines are tentative and subject to change any time.

# RESERVATION & ARTWORK DEADLINES 2011

## Semi annual Publications

ISSUE	AD SPACE DUE	AD MATERIALS DUE	NEWSSTAND DATE
<b>Belle Armoire, Art Journaling &amp; Stuffed</b>			
Winter 2011	Oct 21, 2010	Oct 28, 2010	Jan 1, 2011
Summer 2011	Apr 21, 2011	Apr 28, 2011	Jul 1, 2011
<b>Somerset Studio Gallery, Sew Somerset &amp; Art Quilting Studio</b>			
Summer 2011	Mar 17, 2011	Mar 24, 2011	Jun 1, 2011
Winter 2012	Sep 15, 2011	Sep 22, 2011	Dec 1, 2011
<b>GreenCraft Magazine</b>			
Winter 2011	Nov 18, 2010	Nov 24, 2010	Feb 1, 2011
Autumn 2011	May 19, 2011	May 26, 2011	Aug 1, 2011
<b>Haute Handbags, Jewelry Affaire, Prims &amp; Somerset Memories</b>			
Spring 2011	Jan 20, 2011	Jan 27, 2011	Apr 1, 2011
Autumn 2011	Jul 21, 2011	Jul 28, 2011	Oct 1, 2011
<b>Somerset Apprentice &amp; Somerset Digital Studio</b>			
Spring 2011	Dec 9, 2010	Dec 16, 2010	Mar 1, 2011
Autumn 2011	Jun 16, 2011	Jun 23, 2011	Sep 1, 2011
<b>Create With Me</b>			
Volume 1	Apr 21, 2011	Apr 28, 2011	Jul 1, 2011
<b>Mingle</b>			
Volume 1	Jul 21, 2011	Jul 28, 2011	Oct 1, 2011
<b>Misc.</b>			
Volume 1	Aug 18, 2011	Aug 25, 2011	Nov 1, 2011

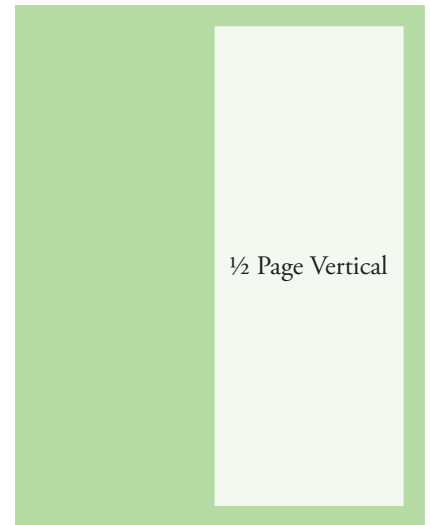
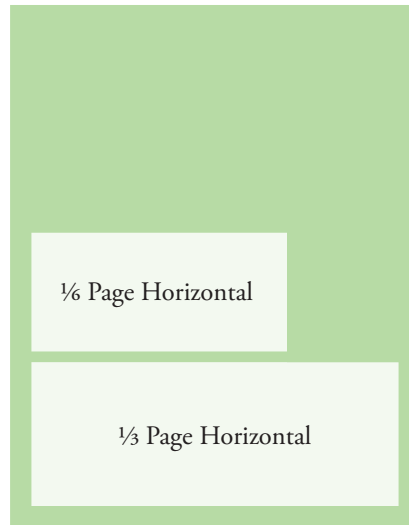
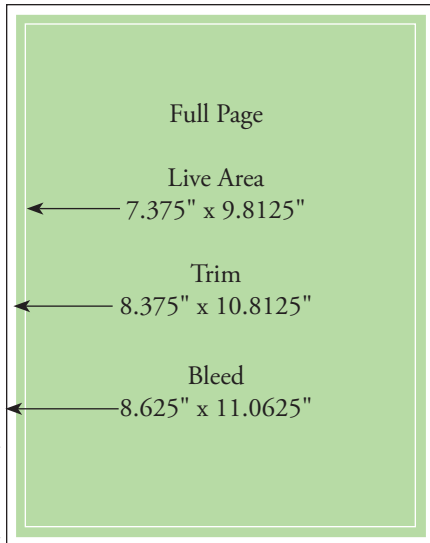
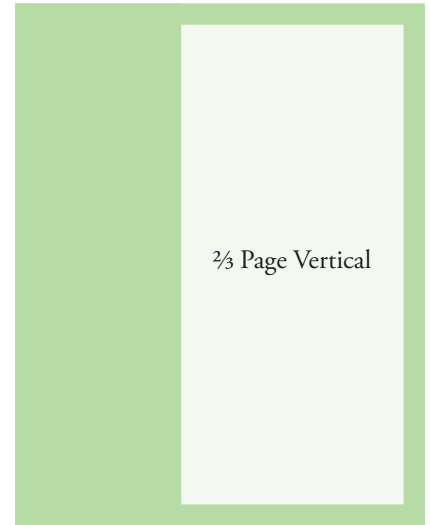
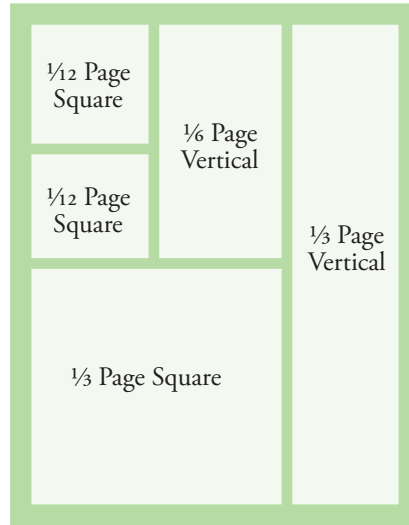
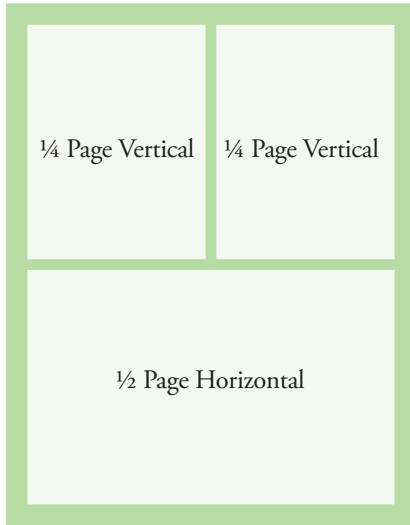
## Annual Publications

<b>Apronology</b>	Nov 18, 2010	Nov 24, 2010	Feb 1, 2011
<b>Artful Blogging</b>	Dec 9, 2011	Dec 16, 2011	Mar 1, 2011
<b>Artists' Café</b>	Sep 15, 2011	Sep 22, 2011	Dec 1, 2011
<b>Catch Up Issue</b>	Feb 17, 2011	Feb 24, 2011	May 1, 2011
<b>HandCrafted</b>	Apr 21, 2011	Apr 28, 2011	Jul 1, 2011
<b>Somerset Holidays &amp; Celebrations</b>	Jun 16, 2011	Jun 23, 2011	Sep 1, 2011
<b>Somerset Home</b>	May 19, 2011	May 26, 2011	Aug 1, 2011
<b>Somerset Workshop</b>	Jul 21, 2011	Jul 28, 2011	Oct 1, 2011

## Digital Publications

ISSUE	AD SPACE/MATERIALS DUE	RELEASE DATE
<b>Online Advertising</b>	Last Thursday of each month	First (1st) of each month
<b>Artisan Avenue</b>	2nd to last Tuesday of each month	Last Tuesday of each month

# AD MECHANICAL SPECIFICATIONS



## Ad Size in inches\*

Ad Size in inches*	W	×	H	Ad Size in inches*	W	×	H
Full page trim	8.375	×	10.8125	1/3 Page Square	4.8438	×	4.8438
Full page with bleed	8.625	×	11.0625	1/3 Page Horizontal	7.375	×	3.0938
Full page live area	7.375	×	9.8125	1/4 Page Vertical	3.563	×	4.8438
2/3 Page Vertical	4.875	×	9.8125	1/6 Page Vertical	2.313	×	4.8438
1/2 Page Horizontal	7.375	×	4.8438	1/6 Page Horizontal	4.8438	×	2.313
1/2 Page Vertical	3.563	×	9.8125	1/12 Page Square	2.313	×	2.313
1/3 Page Vertical	2.313	×	9.8125				

\*Measurements for ad sizes are NOT to be inverted.

# AD MECHANICAL SPECIFICATIONS

Stampington & Company's Art Department is a Macintosh environment.

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

Please have a service bureau near you convert files to the appropriate type, if necessary.

## FILE TYPES

TIFF  
PDF (use high quality print setting)

## MEDIA

Compact Disk  
FTP  
E-mail (under 3 mb)

## FILE SIZE/RESOLUTION

300 dpi (at full size)

Please make sure that you create your ad to be print ready for publishing. The original ad needs to be created at full print size and 300 dpi. Images created at any resolution lower than 300 dpi will print blurry and/or pixelated. Do not size up low resolution images to 300 dpi as this will also result in poor print quality.

## E-MAIL OR FTP

Ad files are accepted via e-mail—in order to meet deadlines—if they are 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

Preflight production (checking files, ad placement) is included in the cost of your ad. Any additional production time (files improperly formatted, corrupt, not sized to spec) will be billed at \$60.00 per hour in 15 minute increments. You will be contacted before any additional charges are incurred.

## FILE REQUIREMENTS CHECKLIST

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 e-mail, FTP or CD.
- A color hardcopy printout of ad required for proofing purposes.
- Conversion to CMYK or grayscale. No RGB or Pantone; CMYK only.
- All files are converted to TIFF or high resolution PDF.
- Copy for full page ads must fall within ¼" margin from trim to avoid cropping during trim stage.
- Full page ads — Add ⅛" bleed all the way around so image will extend past page size.

# Stampington & Company<sup>®</sup>

For more information and current rates, contact  
[advertising@stampington.com](mailto:advertising@stampington.com)