

2023 MEDIA KIT

Creative Retailer—The premier trade magazine serving the creative industry

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Since 1994, independent shop owners have relied on the trade publication *American Quilt Retailer* as a trusted source for information and resources to improve their businesses. As we expand our reach into all areas of the creative industry, our name has changed from *American Quilt Retailer* to *Creative Retailer*. Working with a network of respected advertising partners and business experts, *Creative Retailer* delivers accurate, unbiased editorial content on up-to-date product information and covers basic retailing concepts, industry trends, product information, business profiles, display ideas, and more.



Heidi Kaisand, Publisher // Heidi@creativeretailer.com

ABOUT US

Published bi-monthly, *Creative Retailer* magazine curates articles to keep you up-to-date with ideas, practices, and trends in creative industries. We work with business experts and advertising partners to inspire, motivate, and guide independent shop owners to success. In person and web-based events allow participants to connect with business experts and network with independent business owners.

2023 PUBLISHING CALENDAR

Creative Retailer is published bi-monthly with additional virtual learning opportunities throughout the year. By advertising in our publication, you are reaching your target audience in a dynamic and reliable way up to six times each year in print with additional email and digital opportunities available.



ISSUE	SPACE CLOSES	AD MATERIALS DUE	MAIL DATE
February 2023 (Issue 169)	January 7, 2023	January 10, 2023	February 7, 2023
April 2023 (Issue 170)	March 1, 2023	March 10, 2023	April 7, 2023
June 2023 (Issue 171)	May 5, 2023	May 10, 2023	June 7, 2023
August 2023 (Issue 172)	July 8, 2023	July 10, 2023	August 8, 2023
October 2023 (Issue 173)	September 8, 2023	September 11, 2023	October 6, 2023
December 2023 (Issue 174)	November 8, 2023	November 10, 2023	December 7, 2023

Dates are subject to change; timely notification will be given if adjustments to the schedule are made.

2023 PRINT DISPLAY AD RATES

Ad Size	1x	3x	6x
Full Page	\$1,630	\$1,495	\$1,335
½ Page	\$1,045	\$940	\$850
⅓ Page	\$815	\$730	\$665
¼ Page	\$605	\$520	\$483
⅙ Page	\$415	\$375	\$340
⅛ Page	\$245	\$225	\$215

Premium Positions—add 10% (include inside front cover, inside back cover, pages 3, 5, 7, center spread and back cover.)

Email art files to:
andrea@creativeretailer.com



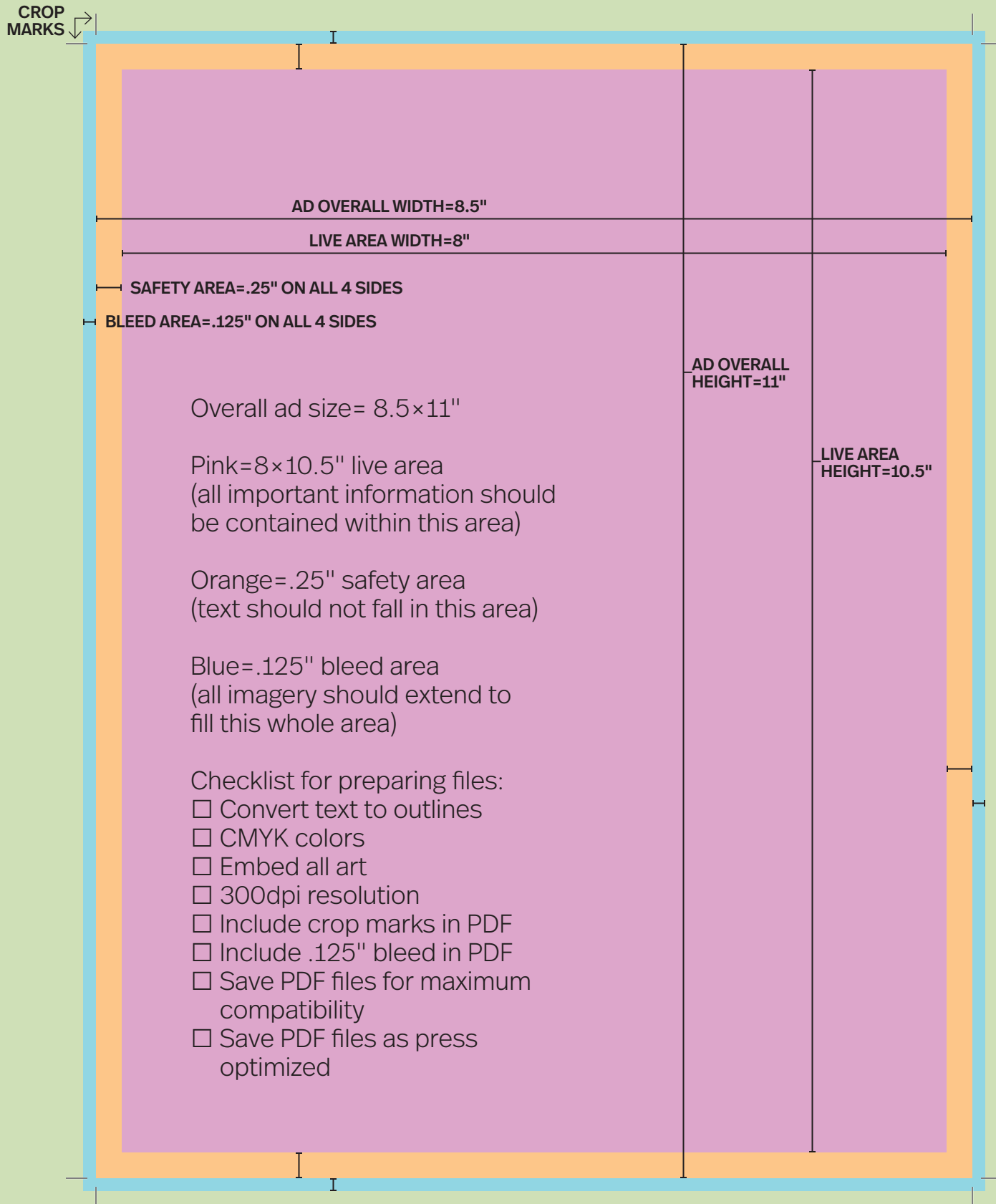
AD SPECS

1 full page	8.5" × 11" (trimmed size*)
½ page vertical.....	3.625" × 10"
½ page horizontal	7.5" × 4.875"
⅓ page vertical.....	2.33" × 10"
⅓ page horizontal	5" × 4.875"
¼ page	3.625" × 4.875"
⅙ page	2.33" × 4.875"
⅛ page.....	2.33" × 2.33"

*Full page bleed—add .125" on all 4 sizes

Send all artwork as PDF files. Convert text to outlines. Embed all art. Make sure PDF includes crop marks, ad imagery fills a .125" bleed on all 4 sizes, and important content is within a .25" safety area inside the trim. Color ads must be CMYK colors with 300 dpi final output. Save PDF files for maximum compatibility; press optimized.

creative RETAILER®



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DIGITAL OPPORTUNITIES

	1x	3x	6x
Dedicated Email Blast	\$1,630	\$1,495	\$1,335
eNewsletter Ad*	\$300	\$275	\$250

*Image (600 pixels wide x 400 pixels high), linking URL.

CUSTOM OPPORTUNITIES

Blow-In Card	\$750/Issue	Printing available for additional cost.
Fabric Insert	\$3,000/Issue	Based on bundle of 5" squares, 10-12 fabrics. Final cost based on weight of bundle.
False Cover	\$3,000/Issue	Custom cover plus full-page ad on opposite side.

Additional custom advertising opportunities are available; including belly bands, gatefolds and any other ideas that come to mind. Pricing determined based on specifics.

Creative Retailer welcomes your new product submissions for a chance to be featured in the **Hot Picks** and **Materials Matter** sections of each issue.

Send to: Andrea Abrahamson: andrea@creativeretailer.com

Include: Manufacturer/Designer Name, Product/Fabric Collection Name and Information, Date Available, Pieces in Collection (Fabric Only), URL.



ADDITIONAL WAYS WORKING WITH CREATIVE RETAILER® CAN HELP YOU REACH SHOP OWNERS:

Submit an editorial proposal for consideration.

Share your ideas on how you help retailers be successful, share new trends and your take on the direction the craft industry is heading. After all, success for retailers = success for you. We are all in this together!

Submit editorial article proposals for consideration to: millie@creativeretailer.com with “Article Proposal” in the subject line. (Articles chosen for editorial publication will be paid a writer’s fee.)



Swag Bag Opportunities:

Throughout the year, *Creative Retailer* offers opportunities to put your “swag” in retailers’ hands. Send samples plus information on your hottest new products or collections, and we will make sure they go to independent retailers who could be stocking your products in their shops. (Swag Box Opportunities as linked to ads placed in certain issues throughout the year.)

Sponsor an Event!

Creative Retailer will host both Live and Virtual events in 2023. Sponsorship opportunities include making presentations, contributing swag and placing your logo and branding on all marketing materials.

