

2023 MEDIA KIT

Creative Retailer—The premier trade magazine serving the creative industry

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Creative Retailer magazine delivers accurate, unbiased editorial content on basic retailing concepts, industry trends, product information, business profiles, display ideas, and more. Each issue contains advice and gives retailers actionable insight to help them move their businesses forward.

Published bi-monthly, in print and digital format, *Creative Retailer* works with business experts and advertising partners to inspire, motivate, and guide independent shop owners to success. Additional in-person and virtual events allow participants to connect and network with experienced professionals and other independent business owners.



Heidi Kaisand, Publisher // Heidi@creativeretailer.com

2023 PUBLISHING CALENDAR

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.

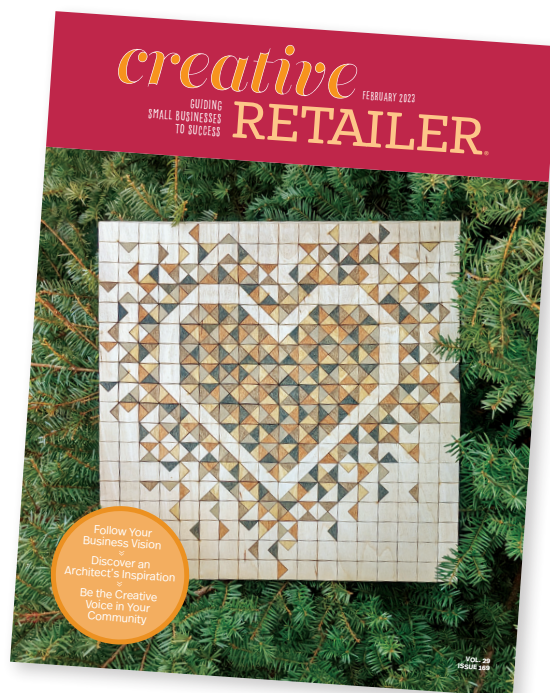
ISSUE	SPACE CLOSES	AD MATERIALS DUE	MAIL DATE
February 2023 (Issue 169)	January 7, 2023	January 10, 2023	February 7, 2023
April 2023 (Issue 170)	March 1, 2023	March 10, 2023	April 7, 2023
June 2023 (Issue 171)*	May 5, 2023	May 10, 2023	June 7, 2023
August 2023 (Issue 172)	July 8, 2023	July 10, 2023	August 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

* Bonus distribution at h+h americas show in June. ** Bonus distribution at Fall Quilt Market in October. 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 sides

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 sides, 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.

DIGITAL OPPORTUNITIES

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

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



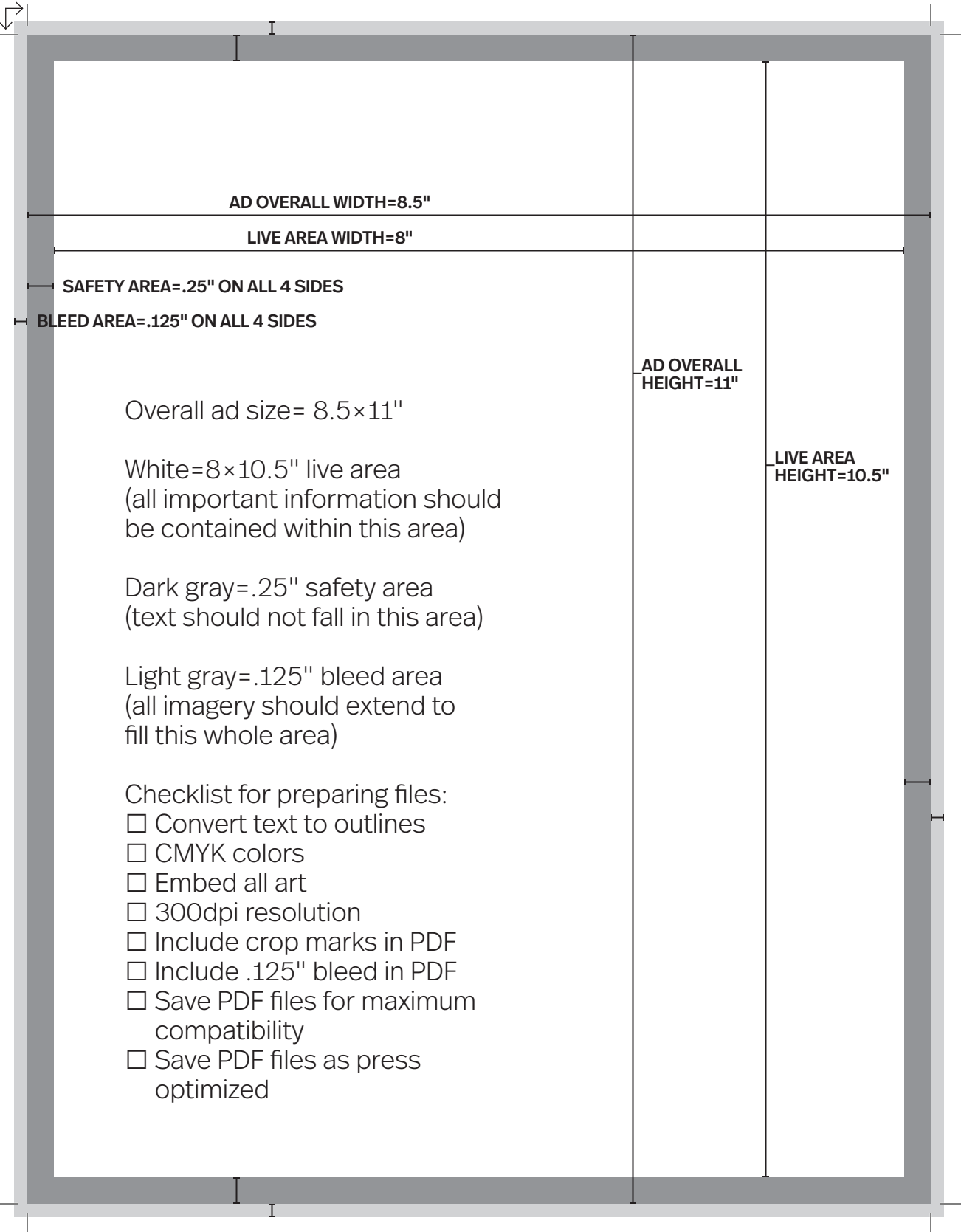
CUSTOM OPPORTUNITIES

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®

CROP MARKS



CALL FOR SUBMISSIONS

HOT PICKS AND MATERIALS MATTER

Do you want to get the word out to independent retailers about your latest products and collections? Submit them to be featured in the **Hot Picks** or **Materials Matter** section of *Creative Retailer*®. We are looking for new products/patterns/books/cool tools/collections, anything of interest to craft enthusiasts.

Here's what's needed:

- » Company Name
- » Website Address
- » Product Name
- » Retail Price
- » Brief Product Description
- » Availability (Now/Future Date—Specify When)
- » Images/Photos: Hi-res, minimum 300 dpi, 5×7" color image of product.

Send information to:

andrea@creativeretailer.com

2023 HOT PICKS AND MATERIALS MATTER SUBMISSIONS DUE DATES

June 2023 issue: April 14


August 2023 issue: June 16

October 2023 issue: August 18

December 2023 issue: October 13

Inclusion is not guaranteed. All submissions are subject to review and will be edited to adhere to Creative Retailer's style.

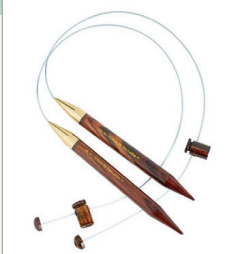
Examples:



Dritz Wardrobe Repair Set
Prym Consumer USA, prymconsumerusa.com
RETAIL PRICE: \$9.99

With this collection of essential tools for quick wardrobe fixes at home and on the go you will be prepared for button replacement, quick hem fixes, and lint and snag removal. It all fits into a fabric case perfect for travel, office or dorm.

- » Sweater comb removes fuzz from knit and woven fabrics.
- » Knit picker repairs snags on knits and woven fabrics.
- » Lint remover sheets quickly pick up lint.
- » Double-sided hem tape fixes hems or revealing necklines.
- » Assorted thread colors, needles and needle threader are ready for quick hand sewing.



Adjustable Knitting Needle System
My Two Ladies Knitting, mytwoladiesknitting.com
RETAIL PRICE: \$35.50-\$37.50

Knit quicker, easier, longer, and with less pain and strain on your wrists and hands. The ergonomic knitting needle system comes with a patented sliding toggle to keep all your stitches in place, no more stitches falling to the middle of your circular needle cord.



Vintage Flora by Kimberbell
Aurifil USA, aurifil.com
RETAIL PRICE: \$46.00

With charming honeycombs, tiny dots, lively swirls, delicate chevrons and cheery blossoms, Vintage Flora by Kimberbell from Maywood Studio is sweet enough for the bees. Seven hues of Aurifil 50wt thread have been selected to complement the fabrics.



Celebrate
trendsetter yarns.com
DELIVERS: AVAILABLE NOW
CAKES IN COLLECTION: 7

Spring is here and it's colorful thanks to this twisted multistrand 100% cotton yarn with a random dye sequence. The sweater shown (#6600-A) is worked with two colors in two-row stripes with one piece knit side to side and the opposite piece knit from the bottom up. Find this pattern at trendsetteryarns.com.



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 are 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.

