

The Only Trade Magazine devoted entirely to the Needlework Industry


2021
Advertising Rate Card

Needlework Retailer

The Authoritative Source For Needlework News



Connect with Store Owners, Advertise in the trade magazine retailers purposely turn to when it's time to buy. Reach store owners that are motivated and looking for your products! Needlework Retailer is published 6 times a year and distributed free to owners of cross stitch, needlepoint and quilt stores in the United States. Circulation: 8,000.

| Issue | Space Reservation | Ad Materials Due Date | Mailed FREE to stores | Special Marketing Opportunities |
|------------------|-------------------|-----------------------|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| Jan/Feb 2021 | Nov 23 | Nov 27 | Jan 4 | Welcome a New Year of Stitching! |
| March/April 2021 | Jan 4 | Jan 8 | Feb 15  | Nashville Needlework Market TSNS The Spring Needlepoint |
| May/June 2021 | March 22 | March 26 | May 3 | May Flowers & June Sunshine! |
| July/Aug 2021 | May 17 | May 21 | July 1 | Best Sellers Section |
| Sept/Oct 2021 | July 19 | July 23 | Sept 1 | Destination: Dallas Fall/Halloween Issue |
| Nov/Dec 2021 | Sept 27 | Oct 1 | Nov 1 | Christmas/Holiday Issue |