

The Only Trade Magazine devoted entirely to the Needlework Industry

# Needlework Retailer

The Authoritative Source For Needlework News


2025  
Advertising Rate Card



**Reach Small Business Owners!** Advertise in Needlework Retailer, the trusted trade magazine retailers turn to when it's time to buy.

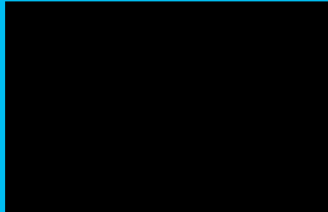
We offer: • **FREE ad layout** • **FREE New Product editorials** • **FREE social media highlights**

Published 6 times a year, Needlework Retailer reaches 6,500 owners of cross stitch, needlepoint, and quilt stores across the United States.

Issue	Space Reservation	Ad Materials Due Date	Mailed <b>FREE</b> to stores	Special Marketing Opportunities
Jan/Feb 2025	Nov 13	Nov 18	Jan 2	Winter Virtual Needlepoint Show
March/April 2025	Jan 2	Jan 6	Feb 17th 	Nashville Needlework Market Spring Needlepoint Show
May/June 2025	March 18	March 21	May 1	h + h Americas Trade Show
July/Aug 2025	May 13	May 16	July 1	<b>Best Sellers Section</b>
Sept/Oct 2025	July 15	July 18	Sept 2	Needlework Marketplace Autumn Needlepoint Reunion
Nov/Dec 2025	Sept 16	Sept 19	Nov 3	Christmas/Holiday Issue

# Needlework Retailer

## Bleed Ads



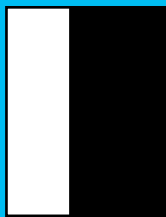
### Spread

Live: 16½" W x 9⅞" H  
Trim: 17" W x 10⅞" H  
Bleed: 17¼" W x 11⅞" H



### Full Page

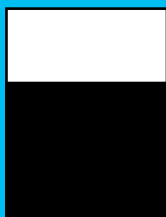
Live: 8" W x 10⅜" H  
Trim: 8½" W x 10⅞" H  
Bleed: 8¾" W x 11⅞" H



### 2/3 Page

*Vertical*

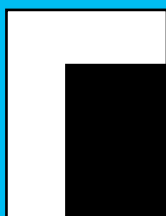
Live: 5⅛" W x 10⅜" H  
Trim: 5⅜" W x 10⅞" H  
Bleed: 5½" W x 11⅞" H



### 2/3 Page

*Horizontal*

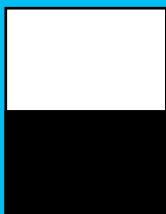
Live: 8" W x 6⅞" H  
Trim: 8½" W x 7⅞" H  
Bleed: 8¾" W x 7¼" H



### 1/2 Page Digest

*Vertical*

Live: 5⅛" W x 8⅜" H  
Trim: 5⅜" W x 8⅝" H  
Bleed: 5½" W x 8¾" H



### 1/2 Page

*Horizontal*

Live: 8" W x 5½" H  
Trim: 8½" W x 5½" H  
Bleed: 9" W x 5⅝" H

## Non-Bleed Ads



### 1/3 Page

*Vertical*

2¼" W x 9⅞" H



### 1/3 Page

*Horizontal*

7⅞" W x 3⅜" H



### 1/3 Page

*Square*

4⅝" W x 5" H



### 1/4 Page

*Vertical*

3⅝" W x 5" H



### 1/4 Page

*Horizontal*

4⅞" W x 3¾" H



### 1/6 Page

*Vertical*

2½" W x 5" H



### 1/6 Page

*Horizontal*

4⅞" W x 2½" H



### 1/12 Page

*Horizontal*

2½" W x 2½" H

### Ad Size Guidelines:

**Live Area:** Keep essential text and images within this area (½" inside trim) to avoid clipping.

**Trim:** Final visible page size after cutting.

**Bleed:** Extend background images/colors ¼" beyond trim for clean edges.

**Important:** All text and crucial information must stay within the Live area.

## Advertising Rates (per ad)

	1X	1X-15%	6X	6X-15%
Spread	\$2853	\$2426	\$2140	\$1819
Full Page	\$1585	\$1348	\$1189	\$1011
2/3 page	\$1080	\$918	\$810	\$689
1/2	\$840	\$714	\$630	\$536
1/3	\$600	\$510	\$450	\$383
1/4	\$495	\$421	\$372	\$316
1/6	\$395	\$336	\$297	\$252
1/12	\$245	\$209	NA	NA

1/2 page ads and larger may bleed to the edge—take advantage of this extra space!

## Save 15% on Digital Files & Reruns

Enjoy a 15% discount on digital files or reruns from previous issues with minor edits or photo replacements. Payment is due within 30 days of the invoice. This discount can be combined with a 6X contract.

## 6X Contract Rates

Save 25% with a 6X contract (1 year/6 issues) on 1/6 page ads or larger. Ads can vary in size and content across issues. This discount can be combined with the 15% discount.

## Free Ad Layout Services

Standard ad layout is free when you provide electronic materials. This includes your product photo, text, logo, and background. If needed, Needlework Retailer can take a high-quality photograph of your product for \$75.

## Terms

Invoices are sent out after the magazine issue is mailed. Payment terms are net 30 days from the invoice date. Discounts are shown on the invoice. MasterCard/Visa will be charged at the time of invoicing.

## Standard Page Layout

Advertiser Free New Product editorials

1/4 page vertical Ads

## Free New Product Editorials

Advertisers receive priority for featuring their new products. To submit new items, please follow these guidelines:

- **Image:** Submit a high-resolution product image (350 ppi).
- **Description:** Include a brief description (around 50 words) with the product title and retail price.
- **Contact Information:** Provide the business name, phone number, and website or email address for store owners to place orders.



## Submitting Materials

- **Format:** High resolution PDFs with embedded fonts preferred.
- **Images:** 350-450 PPI (points per inch) CMYK, TIFF or JPG.
- **Submission:** Email artwork (10MB or smaller) to [info@NeedleworkRetailer.com](mailto:info@NeedleworkRetailer.com). For larger files, use the [Upload Button](#) at [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com)
- A .pdf proof will be emailed for your approval.

## Circulation

Needlework Retailer is a trade magazine published six times a year and distributed free to retail needlework and quilt stores in the U.S. The circulation is approximately 7,000, with careful list management to ensure each store receives only one copy. Subscriptions are not available to consumers.

One year subscriptions are available for industry-related individuals in the U.S. for \$25. Canadian subscriptions are \$35. Overseas and Mexico subscriptions are available for \$70. Subscribers from Canada, Mexico, and overseas can sign up for a free email reminder to access the online version of the magazine.





## Digital Edition

Needlework Retailer offers current and past issues online in a store-only section on our website. Digital editions include direct links to advertiser websites.

To access, visit: [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com)

Username: needle

Password: work

## Buyers Guide


6X/yearly advertisers receive a **Free** listing in Needlework Retailer's online Buyers Guide, featuring recommended wholesale suppliers with links to their websites. As an advertiser, these links enhance your search engine visibility, and drive traffic to your site.



# Needlework Retailer

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 [Pinterest.com/NeedleworkRtIrl](https://www.pinterest.com/NeedleworkRtIrl)

 [Twitter.com/NeedleworkRtIrl](https://www.twitter.com/NeedleworkRtIrl)

 [YouTube.com/NeedleworkRetailer](https://www.youtube.com/NeedleworkRetailer)

## Maximize Your Impact with 6X Ads

**Target Audience:** Reach a dedicated community of store owners genuinely interested in ordering needlework and related products.

**Boost Engagement:** Connect daily with stitchers and store owners on Facebook, Instagram, & our blog at [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com), guiding stitchers to local stores.

**Accessible Editions:** Access current and past issues at [www.NeedleworkRetailer.com](http://www.NeedleworkRetailer.com), with direct links to advertiser websites.

**Buyers Guide Bonus:** 6X/year advertisers receive a FREE listing in our Buyers Guide, providing SEO-boosting links to wholesale suppliers' websites for easy ordering.