



2012

**MEDIA  
KIT**

*creating*  
**Keepsakes**  
**PAPER & CRAFTS**



CREATIVE CRAFTS GROUP PUBLICATIONS

CREATIVE CRAFTS GROUP

## SCRAPBOOKING & PAPER CRAFTING

With over 40 years of publishing history, Creative Crafts Group produces the largest portfolio of enthusiast magazines including quilting, sewing, machine embroidery, knitting, crocheting, scrapbooking, and paper crafting. Creative Crafts Group provides all of our readers with quality information, new techniques, projects, and inspiration to bring their creative ideas to life.

Through print publications, interactive online communities, engaging email, educational video, social networking, and blogging - the scrapbook & paper craft categories of Creative Crafts Group present readers with continual content to become more fulfilled and accomplished in their craft. Whether a beginner, a seasoned hobbyist, or an expert designer, today's passionate consumers will find endless inspiration from all that *Creating Keepsakes & Paper Crafts* have to offer.

By offering a multimedia approach to advertising, along with the opportunity create comprehensive programs, Creative Crafts Group goes beyond supporting the brands of our advertisers -- we generate results.



## FLEXIBLE PROGRAMS FOR EVERY BUDGET

Creative Crafts Group offers everything you need to extend and market your brand to position your company for growth. We will work with you to create a custom advertising program that fits within your budget.

**Explore the possibilities** with our magazines and online properties. Choose 'a la carte' from our rate card to create a program that best fits with your immediate needs and offers you the opportunity to determine what is most effective for your brand.

**Value packaged programs** provide a multi-level approach to target a complete audience at an optimal rate. Multiple touch points guarantee quality exposure at a competitive rate.

**Customize your buy** for the year to gain far-reaching exposure with the most efficient use of your ad dollars. Through print & online combinations, social networking, video sponsorships, and more - make the most of your budget with an advantageous annual plan.

Opportunities to advertise with Creative Crafts Group are endless and together we will develop a strategy to generate measurable and sustaining results for your brand!



CREATIVE CRAFTS GROUP

## ABOUT CREATING KEEPSAKES

**READERSHIP: 186,000**

Published 6 times a year



Visit *Creating Keepsakes* online at  
[www.creatingkeepsakes.com](http://www.creatingkeepsakes.com)

### CLUB CK

Club CK is a dynamic online community of *Creating Keepsakes* magazine, where members can find inspiring and educational articles, scrapbook pages, and tips from *Creating Keepsakes* magazine, and other users. Members can connect with others who share their love of scrapbooking through message boards, private messaging, groups, and more! With exciting contest challenges and online events, Club CK offers scrapbookers the opportunity to share their passion for scrapbooking. **Want to be a Club CK sponsor?** Contact your ad rep for details!

*Cool ideas & easy solutions for scrapbooking your memories.*

*Creating Keepsakes* magazine offers useful scrapbooking projects, tips, techniques, and solutions to help our readers bring their memories to life in fun and creative ways. We keep scrapbookers informed of the latest products and trends and teach them how to document the stories behind their photos, preserve memorabilia, and use their supplies with flair in order to create scrapbook keepsakes that will be treasured for generations.

### READER PROFILE

- » Married, Female, Early-40's
- » Teenage children, works full-time
- » Average Annual HH Income: \$80,000
- » Scrapbooking 8+ years
- » Intermediate skill level
- » Traditional Scrapbooker
- » Scrapbooks for creative outlet
- » Prefers two-page spreads; multiple photos
- » Scrapbooks between 11-13 hrs/month
- » Interested in new products, organization & photography

### IN EVERY ISSUE

- » Scrappetizers - bite size info & tips, CK events
- » 15-Minute Pages
- » CK Sketches - reader favorite!
- » Fast Pages - reader favorite!
- » Journaling Solutions
- » Latest & Greatest
- » Photo Tricks
- » Reader Gallery - designs by other readers
- » Supply savvy - 1 product, 3-4 ways to use it!
- » Tips & Tricks



# DISPLAY ADVERTISING SCHEDULES & RATES

## FOUR-COLOR - Gross Rates

SIZE	1x	3x	6x	9x
Full Page	\$6,595	\$5,935	\$5,615	\$5,290
1/2 Page	3,965	3,570	3,365	3,170
1/3 Page	2,380	2,142	2,024	1,905
1/4 Page	2,380	2,142	2,024	1,905
1/6 Page	1,125	1,015	955	900
1/12 Page	550	500	475	450

creating  
**Keepsakes**

### DISPLAY AD DIMENSIONS (LIVE AREA)

Spread Trim Size ..... 16"w x 10 1/2"h  
 Bleeds ..... 16 1/4"w x 10 3/4"h  
 Live Area ..... 15 1/2"w x 10"h

Full Pg. Trim size ..... 8"w x 10 1/2"h  
 Bleeds ..... 8 1/4"w x 10 3/4"h  
 Live Area ..... 7 1/2"w x 10"h

\* Bleeds for full pages/spread only –  
 for bleed for other sizes please  
 contact us.

1/2 Page V ..... 3 1/16"w x 9 1/8"h  
 1/2 Page H ..... 6 5/8"w x 4 5/16"h  
 1/3 Page V ..... 2 "w x 9 1/8"h  
 1/3 Page Sq. .... 4 5/16"w x 4 5/16"h  
 1/4 Page V ..... 3 3/16"w x 4 5/16"h  
 1/6 Page V ..... 2"w x 4 5/16"h  
 1/6 Page H ..... 4 5/16"w x 2"h  
 1/12 Page ..... 2"w x 2"h

## COVERS ONLY - Gross Rates

SIZE	1x	3x	6x	9x
Cover 2	\$7,585	\$6,825	\$6,455	\$6,085
Cover 3	7,915	7,120	6,740	6,350
Cover 3	8,245	7,420	7,020	6,615

Positioning of ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.

### REGULAR ISSUE SCHEDULE (EFFECTIVE WITH THE JAN/FEB 2012 ISSUE)

ISSUE	CLOSING	MAT. DUE	SHIP DATE	ON-SALE
JAN/FEB 2012	10/10/11	10/17/11	11/22/11	12/13/11
MAR/APR 2012	12/12/11	12/19/11	01/24/12	02/14/12
MAY/JUNE 2012	02/13/12	02/20/12	03/27/12	04/17/12
JUL/AUG 2012	04/09/12	04/16/12	05/22/12	06/12/12
SEP/OCT 2012	06/11/12	06/18/12	07/24/12	08/14/12
NOV/DEC 2012	08/20/12	08/27/12	10/02/12	10/23/12

CREATIVE CRAFTS GROUP

## ABOUT PAPER CRAFTS

**READERSHIP: 135,000**

Published 6 times a year



Visit *Paper Crafts* online at  
[www.papercraftsmag.com](http://www.papercraftsmag.com)

*Making personal connections through the art of paper crafting.*

As the most loved publication for paper crafters, *Paper Crafts* features the latest trends in card making, rubber stamping, home decorative items, and more! Through clear step-by-step instructions for quick & easy 'product focused' projects, *Paper Crafts* has built an "everyone can play" community of enthusiasts, where all are welcome!

### READER PROFILE

- » Female, Age 35-44
- » Paper Crafting for 5+ years
- » Average Annual HH Income: \$70,000
- » Intermediate skill level
- » Defines crafting style as simple, fun, & cute
- » Loyal to Paper Crafts (53% never discard an issue)
- » Enjoys projects she can give & share
- » Creates projects for family, friends, & co-workers
- » Avid return purchasers of supplies
- » Prefers to make cards, tags & gifts

### IN EVERY ISSUE

- » Dear Go-To Gals - Experts share favorite tools, tips & ideas
- » Go-to Sketches - reader favorite!
- » Moxie Fabs - showcasing the ever-trendy
- » Color Play
- » Paper Crafts 101
- » Tips, Tools, & Techniques
- » A Look Ahead - Upcoming in the next issue!
- » Simple Sentiments
- » Get Inspired

### REACH NEW NON-SUBSCRIBERS!

In addition to regular issues, both *Creating Keepsakes* & *Paper Crafts* publish Special Interest Publications (SIP) throughout the year. SIPs are sold exclusively on newsstands in big box, national craft, and bookstore chains, and have a minimum shelf life of 3 months. SIPs are 'Gotta Have It' & 'Keeper Issues'! Contact your ad rep for further information, rates, and scheduling!

# DISPLAY ADVERTISING SCHEDULES & RATES

## FOUR-COLOR - Gross Rates

SIZE	1x	3x	6x	9x
Full Page	\$5,295	\$4,765	\$4,500	\$4,235
1/2 Page	2,895	2,605	2,460	2,315
1/3 Page	1,735	1,565	1,475	1,390
1/4 Page	1,735	1,565	1,475	1,390
1/6 Page	820	740	700	655
1/12 Page	410	365	345	330



## DISPLAY AD DIMENSIONS (LIVE AREA)

Spread Trim Size ..... 16"w x 10 1/2"h  
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 Live Area ..... 15 1/2"w x 10"h

Full Pg. Trim size ..... 8"w x 10 1/2"h  
 Bleeds ..... 8 1/4"w x 10 3/4"h  
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 1/4 Page V ..... 3 3/16"w x 4 5/16"h  
 1/6 Page V ..... 2"w x 4 5/16"h  
 1/6 Page H ..... 4 5/16"w x 2"h  
 1/12 Page ..... 2"w x 2"h

## COVERS ONLY - Gross Rates

SIZE	1x	3x	6x	9x
Cover 2	\$6,090	\$5,480	\$5,175	\$4,070
Cover 3	6,355	5,715	5,400	5,085
Cover 3	6,620	5,955	5,625	5,295

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MAY/JUNE 2012	02/10/12	02/17/12	03/20/12	04/10/12
JUL/AUG 2012	04/13/12	04/20/12	05/22/12	06/12/12
SEP/OCT 2012	06/15/12	06/22/12	07/24/12	08/14/12
NOV/DEC 2012	08/10/12	08/17/12	09/18/12	10/09/12

# PRINT ADVERTISING SPECIFICATIONS

Creative Crafts Group and all newsstand specials are digital. As a result, we are requesting that all advertisers furnish their materials digitally.

The following guidelines are provided to ensure that your advertisement prints as problem-free as possible. If you have any questions regarding ad specifications, please call production at (513) 744-5903 and they will be happy to help you. For all other inquiries, please contact your ad representative.

Send all materials and ad copy inquiries to:  
New Track Media, Name of Publication (i.e. Creating Keepsakes)  
Ad Coordinator: Erin Sendelbach  
Address: 201 E. Fifth St., Suite 1110, Cincinnati, OH 45202  
Ph. (513) 744-5903  
email esendelbach@newtrackmedia.com

## Acceptable File Formats - PDF Files Preferred

**Adobe PDF:** Must be saved at 300 dpi with no image compression, embed all fonts and save as four-color process, CMYK.

**Native Application Files:** Adobe Creative Suite (InDesign, Illustrator, Photoshop) Image Files: TIFF, EPS (For producing image files, we recommend Adobe Photoshop or Illustrator) – JPEG image files are not recommended.

**Fonts:** Please include all fonts used. Do not use localized styling (i.e., Italic or Bold styles applied to Regular, Roman, or Book fonts). Choose font weights and styles directly from the font family. (Example: Use Helvetica Italic rather than Helvetica and selecting the localized styling "Italic.")

**Proofs:** It is your choice to send a hard-copy proof with your emailed file (Matchprint, Kodak Approval, Iris accepted for color break and color guidance on press). Color lasers/inkjets accepted for content only and cannot be used for color matching. Proofs are due on or before the published materials deadline for the specified issue.

Creative Crafts Group is not responsible for the content and appearance (including color variations) of published ads if an accurate hard-copy proof is not supplied.

**Color:** CMYK color is required for all images/text in your ad file. We do not accept RGB or PANTONE spot colors. If your files use PANTONE colors, please be sure they are "process" and not "spot" colors; or convert them to CMYK.

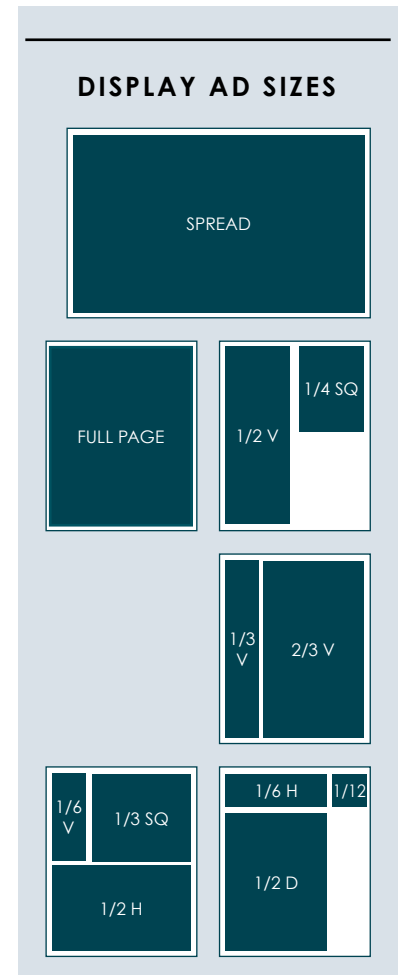
**Media:** DVDs, CDs, e-mail attachments (preferred) - Please label each disk with your company name, the application name version, and information about whom we can contact if we experience problems – along with telephone number, extension, and e-mail address. Also, please select file names that are simple and specific to your advertisement (i.e., if all support files include a reference to your company name, it will help our file management and we will be able to process your ad more effectively).

If your file size exceeds 5 megabytes, you can upload your file to our FTP site. Information for this site is below. If you need another option, please contact us so we can direct you to another option. File compression (recommended for e-mail attachments): Stuffit (File Extensions: .sit and/or .sea), Ziplt (File Extension: .zip).

## FTP Transfer

To place your ad material on our FTP site, it is best to use Fetch or another FTP program to upload the file. Please stuff or zip your files into one complete archive. Below is the information needed to access the site:

**Host:** ftp.ckmedia.com  
**User name:** ftp\_prd\_ads@ckmedia.local  
**Password:** Ckmp92jk (this password is upper and lower case sensitive)



## ONLINE ADVERTISING

**Creatingkeepsakes.com** & **Papercraftsmag.com** are the engaging online destinations for scrapbooking & paper crafting enthusiasts. With free downloads, projects, contests, videos, and quick links to our online communities including the blogs, and Facebook fan pages these online destinations offer visitors a unique and meaningful place to learn new techniques, shop for must-have products, and interact with other crafters!

Online advertising is a measurable medium for gaining immediate response to your message. Creative Crafts Group offers:

- » Banner Advertising
- » Custom Dedicated Email Blasts
- » Contest/Sweepstakes
- » Branded E-Newsletter Advertising
- » Sponsorships

### Banner Ads

#### Rectangle (300 x 250)

This unique position is placed within the actual articles with editorial content wrapping around your creative unit. The generous ad space allows for a commanding presence and interactive message. Your message stays juxtapose with the content as the user scrolls through each article.

#### Leader Board (728 x 90)

Placement front and center, top of page! More real estate for your message! The leader board gives you more vertical room to capture the reader's attention.

#### Skyscraper (160 x 600) • \$500

Skyscraper real estate is a dynamic, highly visible, and targeted way to place ads adjacent to editorial content. A unique advantage of skyscrapers is that your message stays with the reader as they scroll down the page. The large ad format allows you to place multiple links, fully utilize rich media, and achieve your marketing objectives effectively.

#### Tile (125 x 125) • \$275

The tile is a cost effective means for keeping your name in front of our audience on a more frequent basis.

### Custom Opportunities

#### Category Sponsorships • Contact your ad rep for pricing information

Build your customer base! Drive traffic to retail shops, launch a new product or create brand excitement! Try these options today:

- » Blogs – Align your products or services with scrapbooking & paper crafting authorities & celebrities, such as the Editors of CK & PC magazines, and more!
- » Contests & Sweepstakes – Drive traffic to your website, showcase your products, interact with excited and motivated, consumers in a fun setting!
- » Sponsorships – Your product, logo and company name front and center with passionate scrapbookers & paper crafters

# ONLINE ADVERTISING RATES & SPECS

## www.creatingkeepsakes.com

Avg. Monthly Pageviews: 250,000

BANNER	SIZE	CPM
RECTANGLE	300 x 250	\$15
SKYSCRAPER	160 x 600	\$14
LEADERBOARD	728 x 90	\$13
TILE	125 x 125	\$6

## www.papercraftsmag.com

Avg. Monthly Pageviews: 325,000

BANNER	SIZE	CPM
RECTANGLE	300 x 250	\$15
SKYSCRAPER	160 x 600	\$14
LEADERBOARD	728 x 90	\$13
TILE	125 x 125	\$6

## Email Newsletter Ads

We have scrapbook & paper craft enthusiasts who want more information and sign up to get it! Reserve your digital ad in the CK & PC eNewsletters! Sent straight to the subscribers email inbox these eNewsletters are chock-full of all the information our readers are looking for!

### CK Newsflash

Opt-In Subscribers: 155,000

BANNER	SIZE	FLAT RATE
RECTANGLE	300 x 250	\$1,500
LEADERBOARD	160 x 600	\$1,020
SKYSCRAPER	728 x 90	\$950
TILE	125 x 125	\$400

### PC Connection

Opt-In Subscribers: 105,000

BANNER	SIZE	FLAT RATE
RECTANGLE	300 x 250	\$625
LEADERBOARD	160 x 600	\$425
SKYSCRAPER	728 x 90	\$400
TILE	125 x 125	\$175

## Dedicated Custom Email Blasts • \$100/CPM

Create your own customized eNewsletter Blast featuring your exclusive content including but not limited to sales promotions, new products, supplies and events. Speak to scrapbookers & paper crafters directly, launch your products, host an event, educate new enthusiasts and drive traffic to your website immediately!

## Online Advertising Specs

Send all ad files and technical inquires to:  
 Creative Crafts Group, Name of Website (i.e. PaperCraftsMag.com)  
 Ad Coordinator: Andrea Abrahamson  
 Address: 741 Corporate Circle, Suite A, Golden, CO 80401  
 Ph. (303) 215-5686 · Fax (303) 215-5601  
 email aabrahamson@creativecraftsgroup.com

### Peel Back Ad Technical Specifications

- » Closed: 80 pixels wide x 100 pixels tall AND  
 Open: 550 pixels wide x 500 pixels tall
- » Maximum initial load file size: 20KB • Maximum initial load file size: 50KB
- » GIF or rich media accepted (see Rich Media Guidelines for details)
- » Target URL
- » Creative should be triangular (only the top right corner of a page is shown in a peel down).

### Banner Ad Technical Specifications (Based on IAB standards)

- » Maximum initial load file size: 25KB • Lead Time 2 weeks
- » File types: .gif, .jpeg, .swf, HTML (in.txt format with absolute image & link references) or rich media accepted see Rich Media Guidelines for details)
- » Target URL
- » Animation: Looping/flashing can continue upon load for a period of 15 seconds maximum.
- » Audio: Audio must be initiated by User Click. Audio must end either simultaneously or before the ad finishes playing.

### Email Newsletter Ad Technical Specifications

- » Maximum initial load file size: 25KB • File types: .gif or .jpeg
- » No animation on any email ad units • Lead Time: 2 weeks



# TERMS & CONDITIONS

## Inserts & Special Units

Special ad sizes and inserts such as bind-in cards and multi-page sections are available. Contact your advertising representative for information, rates and specifications.

## Frequency Discounts

1. Frequency discounts are earned based on the number of insertions placed within a 12-month period.
2. Frequency rates are given in advance only to advertisers who sign contracts listing specific issues and ad sizes.
3. Frequency discounts are given as earned but are not retroactive.
4. Advertisers billed at a contract frequency rate who fail to fulfill such contract will be short-rated at the earned rate.

## Publisher's Services

Any advertisement that needs repair, correction, change or size alteration will be billed to the advertiser at Publisher's cost plus an \$80.00 per hour labor charge (\$20.00 minimum). Publisher's services are available for ad preparation and production. Please contact your advertising representative for rates and specifications. Publisher's services are non-commissionable.

## Copy & Contract Regulations

1. ALL CONTRACTS MUST BE SIGNED. FEDERAL LAW REQUIRES CLIENT-SIGNED AUTHORIZATION. We reserve the right to pull any advertisement that is not accompanied by a signed insertion order or contract.
2. Cancellations are not accepted after the closing date listed on rate card.
3. All verbal instructions regarding contract or insertion orders must be confirmed in writing.
4. When space is reserved and no copy instructions are received by the materials due date, previous copy will be repeated.
5. Orders for premium positions and special units are non-cancelable.
6. Advertisers or agents agree to pay a short rate for incomplete contracts.
7. The Publisher's liability for any error will not exceed the cost of the space.
8. The Publisher assumes no liability for errors in key numbers or other errors in supplied copy.
9. Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.
10. Publisher reserves the right to reject advertisements it deems unsuitable.
11. No conditions appearing on the contract, insertion order or copy which conflict with the Publisher's policies will be binding to the Publisher.
12. Use of any Creative Crafts Group quilt publications editorial in advertising copy must be submitted to Publisher for approval prior to the material due date.

## Discounts & Terms

An agency commission of 15% is given to advertisers who supply us with correct camera-ready artwork, complete electronic files and acceptable proofs. If an ad requires changes, repairs, corrections and/or size alterations, the 15% discount does not apply and additional labor or material charges will be incurred.

New advertisers or agencies to Creative Crafts Group must prepay the first ad and apply for credit for all remaining ads with the exception of ads paid by credit card. A signed and dated Charge Card Authorization Form must be submitted with all credit card payments. New advertisers and/or agencies are defined as clients that have not advertised in any Creative Crafts Group publication within the past two years.

Terms are payable upon receipt, with a service charge of 1-3/4% per month on overdue accounts, \$0.50 minimum.

**NO AGENCY COMMISSION IS ALLOWED ON OVERDUE ACCOUNTS**, (those remittances postmarked more than 30 days from date of invoice). If the total amount due, including lost commission, is not paid in full within 60 days from date of invoice, future ads will be pulled automatically until account is satisfied and future credit arrangements have been made.

Advertisers and their agencies have a dual liability to Creative Crafts Group, for payment of all space. By placing an ad in a Creative Crafts Group magazine, advertiser and agency imply acceptance of these terms.



**CONTACT  
US  
TODAY!**

Andrea Abrahamson

Senior Account Manager

Direct: 303-215-5686

Email: [aabrahamson@creativecraftsgroup.com](mailto:aabrahamson@creativecraftsgroup.com)



CREATIVE CRAFTS GROUP PUBLICATIONS