



MAGAZINE PROFILE

CardMaker is the first magazine of its kind, bringing artful and inspiring designs to crafters who create greeting cards for all occasions. With original designs, beautiful color photos and informative technique articles that explain how to use a variety of materials, *CardMaker* attracts general crafters of all experience levels, along with card-making enthusiasts who are always looking for distinctive, unusual projects.

CardMaker provides easy-to-follow instructions, helpful step-by-step photography and a detailed materials list and buyer's guide so that readers can successfully replicate each project as pictured.

We deliver a qualified and engaged paper-crafting audience to help build your business and promote your brand and products. Let us customize a marketing solution for you.



READER PROFILE*

GET IT NOW! Copic Techniques for Coloring Hair!

SPRING 2013

CardMaker®

82%

of readers have visited
an advertiser's website

61%

have made a
purchase because of
that advertisement

Responsive

Engaged

93%

of readers use magazines as their
go-to source for projects

72% use websites

Unique

An average of

83%

of readers do not subscribe
to other paper-crafting
publications

79%

of readers plan on spending as
much as or more than the
previous year for supplies

56%

will complete 50+
projects this
year

Passionate

Savvy

93%

of readers use stamping
when creating cards

90%

use embellishing

84%

use embossing

81%

use both machine die-
cutting and paper punching

*Statistics are compiled from our Reader Survey

ONLINE

READERS REACH OUT: Featuring Operation Write Home

AUTUMN 2013

CardMaker®

Leaderboard (728 x 90 Pixels)

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An Annie's Publication

CardMaker®

Handcrafted Greetings for all of Life's Occasions!

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CURRENT ISSUE

FEATURED PROJECT

FAVORITE FINDS



Our Summer Issue

COVER STORY:
Scenes of Summer
6 Bright & Sunny Summertime Cards to Create!

ALSO FEATURED:
Stair Step Cards
Take Your Card Making To a New Level

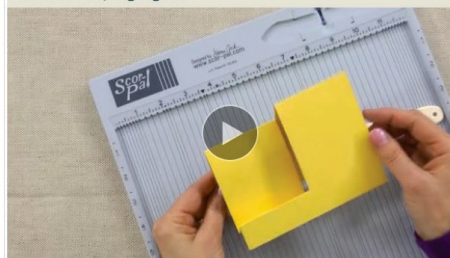
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Summer 2014 Highlights



Editor of CardMaker magazine, Tanya Fox, gives you a preview of the card-making ideas found in the summer 2014 issue -- and a free stair-step card-making lesson!

CardMaker Newsletter

How to Make Simple & Fun Fold Cards

In my last newsletter, I featured simple layered cards and told you how sometimes "less" can be fun, interesting and even challenging. For this newsletter I thought I would follow up that newsletter with simple and fun fold cards.

[Read more](#)

Editor's Blog

Card-Making Connections

Tanya Fox, editor, and Brooke Smith, managing editor, are the editorial team behind CardMaker magazine. Visit their blog for updates on everything paper! They'll share techniques, card-making tips, favorite products, project inspiration and a behind-the-scenes look inside the CardMaker office.

[Visit the blog](#)

Readers Reach Out

School Spirit

The idea behind Readers Reach Out is simple: You are invited to submit your handcrafted cards to various charitable organizations across the country. It is a wonderful opportunity to reach out and send greetings to people who need some cheer and good wishes.

[MORE](#)



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(160 x 600
Pixels)

Websites

CardMakerMagazine.com

- 170,000 monthly page views
- 2,500 monthly downloads
- Video highlights of projects found in each issue
- Home to our online community where card makers find crops, blogs, inspiration and ideas!

Visit Card-Making Connections

Our CardMaker blog that's dedicated to all things card making.

www.CardMakerMagazine.com/blog/

FreeCardMaking.com

- 210,000 monthly page views
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Newsletters

CardMaker Newsletter

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Newsletters may contain offers from Annie's and other companies.



EDITORIAL & PRINT CALENDARS*

Check Out the **Season's Best Gift Guide** pages 10–13

WINTER 2013
CardMaker®

Summer 2015 Issue:

**Submissions deadline: 9/23/2014*

Project/instruction deadline: 10/29/2014

Graduation: Cards for graduates of all ages.

Wedding Day: Cards for the approaching wedding season: shower and wedding invitations, thank you cards, cards for the bride and groom, anniversary cards.

All-Occasion Cards for Summer: Projects for various life events; design must include elements and colors reflecting sunny summer days.

Autumn 2014 Issue:

**Submissions deadline: 12/19/2014*

Project/instruction deadline: 2/5/2015

All-Occasion Cards for Autumn: Projects for various life events; designs should incorporate traditional autumn motifs and colors.

Halloween feature: Tricks & Treats—Colorful Halloween cards with a cute and simple treat packaging idea.

Fun With Folds: This feature will showcase many ways to create cards with fun and creative folding techniques.

Winter 2014 Issue:

**Submissions deadline: 3/19/2015*

Project/instruction deadline: 4/29/2015

Thanksgiving/Thank You Cards: Designs should include an element of texture created with items such as burlap, textured paper or embossed cardstock.

Veterans Day: Let's take the opportunity to remember and thank those who have served in any branch of the U.S. armed forces.

All-Occasion Cards for Winter: Cards for various life events: sympathy, baby, thinking of you, get well, birthday.

Happy Holidays!: Clean and simple holiday cards.

New Year's Celebrations: These cards can be party invitations or greeting cards to welcome the new year.

To be added to our calls for submissions, contact:

Submissions@CardMakerMagazine.com

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2015	11/11/14	11/18/14	12/30/14	01/20/15
Spring 2015 SIP	12/23/14	12/30/14	02/09/15	03/03/15
Summer 2015	02/10/15	02/17/15	03/31/15	04/12/15
Autumn 2015	05/12/15	05/19/15	06/30/15	07/21/15
Fall 2015 SIP	06/23/15	06/30/15	8/11/15	09/01/15
Winter 2015	08/04/15	08/11/15	09/29/15	10/20/15
Spring 2016	11/10/15	11/17/15	12/29/15	01/19/16

**Editorial calendar is subject to change without notice.*

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Check Out the Summer Quilt & Scrap Sweepstakes!

SUMMER 2014
CardMaker[®]

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