

ADVERTISING

MEDIA KIT



See page 67

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.

Circulation: 50,000



READER PROFILE

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

93%

of readers use stamping when creating cards

90%

use embellishing

84%

use embossing

81%

use both machine die cutting and paper punching

Savvy

*Statistics are compiled from our Reader Survey

DIGITAL

Enter for a Chance to Win Our Anniversary Prize Pack!
SUMMER 2015
CardMaker®

Leaderboard (728 x 90 Pixels)



Card Making on the Go



Have you taken your card making on the go? "On the go" can mean creating while on a trip or when taking a class to learn new ideas and techniques. Most of us craft at home with all of our supplies close at hand. After a short time of paper crafting and card making you start to see what supplies you use all of the time. These are the supplies that you will need when you're "on the go."

[Read more](#)

Reader Letters

When traveling with your supplies, you can't always take everything with you. Coming up with solutions to taking big, bulky tools such as a scoring board is to your advantage.

[Read more](#)

Leaderboard (728 x 90 Pixels)

Free Card-Making Project



Thinking of You

Using a "leftover" die-cut piece as the focal point on a card is a brilliant way to get more mileage from your supplies. Check out how Jeanne Jachna creates the beautiful butterfly for her Thinking of You card by using the negative-space piece from a butterfly die cut.

[Read more](#)

The Last Word

As we've been discussing packing tools and supplies to take to a class, or just heading out of the house to craft with friends or on a trip, it's also a good idea to grab some of your favorite sentiments. Print them on white cardstock in order to have them ready to adhere to any card you create.

[Read more](#)



Websites

CardMakerMagazine.com

- 82,000+ monthly page views
- 8,000+ 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

[CardMakerMagazine.com/blog](#)

Free-CardMaking.com

- 48,000+ monthly page views
- Hundreds of free paper-crafting patterns

Newsletters

CardMaker Newsletter

- 85,000 subscribers
- Delivered every three weeks
- Reach card makers with banner and content block ad units

Dedicated Email Blasts

- Get response by sending your marketing message to our 85,000 subscribers

Follow us on Facebook!

182,000 fans and growing!

[www.facebook.com/CardMakerMag](#)

Leaderboard (728 x 90 Pixels)

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An Annual Publication
CardMaker®
Handcrafted Greetings for all of Life's Occasions!

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CURRENT ISSUE | **FEATURED PROJECT** | **FAVORITE FINDS**

Our Autumn Issue
 CONTEST STORY:
 Fun With Folds
 Learn New Techniques, Create Cool Cards
 and Share With Family and Friends!
 ALSO FEATURES:
 Halloween Treats & Treats
 17 Frightfully Delightful Projects
[New Print Subscriptions](#) | [Print QR Subscriptions](#) | [Seniors](#)
[BUY THE NEW ISSUE!](#)

CardMaker Newsletter
 Tips for Using Veillum
 To add some interest to my cards, I have been using more and more veillum specialty paper. This semi-transparent paper is fun to add to the backs of my projects. It can help make the...

Editor's Blog
 Card-Making Connections
 Tanya Fox, editor, and Brooke Smith, managing editor, are the editorial team behind CardMaker magazine. Visit...

[S](#)
[K](#)
[Y](#)
[S](#)
[C](#)
[R](#)
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 (160 x 600 Pixels)

EDITORIAL & PRINT CALENDARS



Spring 2016 Issue:

- Editorial Focuses:** Watercolor, color washes
- Color Palette:** Color wash (coral, teal, yellow, gray, navy)
- Special-Occasion Cards:** St. Patrick's Day, Valentine's Day, Easter
- Seasonal Cards (technique based):** Focus on specific coloring products

Summer 2016 Issue:

- *Submissions deadline: 09/18/2015*
- Project/instruction deadline: 10/22/2015*
- Editorial Focuses:** Geometric designs and design elements; bright colors with black
- Color Palette:** Bright colors with touches or splashes of black and/or white
- Special-Occasion Cards:** Mother's Day, Father's Day, Graduation, Teacher Thank You
- Seasonal Cards (technique based):** Use products and tools to create geometric patterns and designs

To be added to our calls for submissions, contact:

Submissions@CardMakerMagazine.com

Autumn 2016 Issue:

- *Submissions deadline: 12/16/2015*
- Project/instruction deadline: 01/29/2016*
- 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

Winter 2016 Issue:

- *Submissions deadline: 03/18/2016*
- Project/instruction deadline: 04/29/2016*
- Editorial Focuses:** Handmade holidays
- Color Palette:** Neutrals, cream, red, green
- Special-Occasion Cards:** Thanksgiving, Veterans Day, Hanukkah, Christmas, New Year's Eve
- Seasonal Cards (technique based):** Stitching, sewing, string art

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2016	11/10/15	11/17/15	12/29/15	01/19/16
May 2016 SIP	12/22/15	12/29/15	02/09/16	03/01/16
Summer 2016	02/09/16	02/16/16	03/29/16	04/19/16
Autumn 2016	05/10/16	05/17/16	06/28/16	07/19/16
November 2016 SIP	06/28/16	07/05/16	08/16/16	09/06/16
Winter 2016	08/02/16	08/09/16	09/27/16	10/18/16
Spring 2017	11/08/16	11/15/16	12/27/16	01/17/17

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

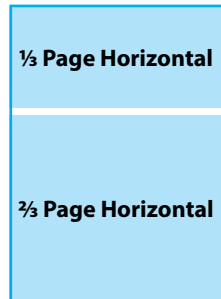
SPECIFICATIONS

A Chance to Win! **Winter Anniversary Prize Pack!**

WINTER 2015
CardMaker[®]

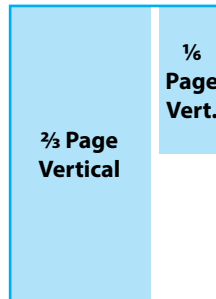


Full Page



1/2 Page Horizontal

1/2 Page Horizontal



2/3 Page Vertical

1/6 Page Vert.

Full Page

Trim 8" x 10³/₄"
Bleed 8¹/₄" x 11"
Live 7" x 9³/₄"

One-Fourth Page

Vertical 3¹/₂" x 4⁵/₈"
Horizontal 4⁵/₈" x 3¹/₂"

One-Third Page

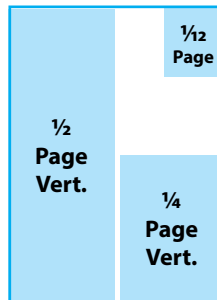
Vertical 2¹/₄" x 9¹/₂"
Horizontal 7" x 3¹/₈"
Square 4⁵/₈" x 4⁵/₈"

One-Sixth Page

Vertical 2¹/₄" x 4⁵/₈"
Horizontal 4⁵/₈" x 2¹/₄"

One-Twelfth Page

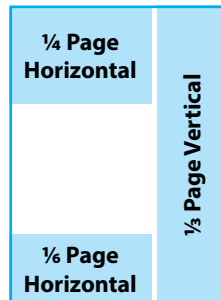
Square 2¹/₄" x 2¹/₄"



1/2 Page Vert.

1/12 Page

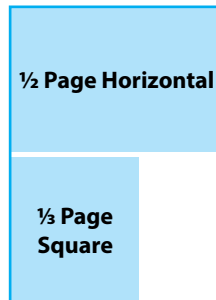
1/4 Page Vert.



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

Two-Thirds Page

Vertical 4⁵/₈" x 9¹/₂"
Horizontal 7" x 6¹/₄"

One-Half Page

Vertical 3¹/₂" x 9¹/₂"
Horizontal 7" x 4⁵/₈"

Digital

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full-Page PDF Download	8" x 10.5" (144–350 dpi)
Newsletter Content Block	500 x 400

Submitting Materials

Materials can be submitted via Mediabank, login information will be provided.

Proofs and CDs can be mailed to:

Annie's
Alexia Fox
Ad Sales
306 East Parr Road
Berne, IN 46711

Electronic Media

Annie's operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

Fonts

All fonts used are to be supplied or converted to outlines.

Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low-resolution files.)

Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

Questions? Contact: Alexia Fox
Ad Traffic Coordinator
(260) 849-4860
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Check Out the *Summer Quilt & Scrap Sweepstakes!*

SUMMER 2014
CardMaker[®]

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Annie's[®]

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and the creative spirit

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