

FRESH & FUN Projects for **SUMMER!**
SUMMER 2013

CardMaker®

Handcrafted Greetings for All of Life's Occasions

7 Great Ways
to
Color
Your Cards



Pretty
Paper Beads
A Card & More to Share

Perfect **SCORE**

2014 Media Kit

An Annie's Publication

CardMaker®

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 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.

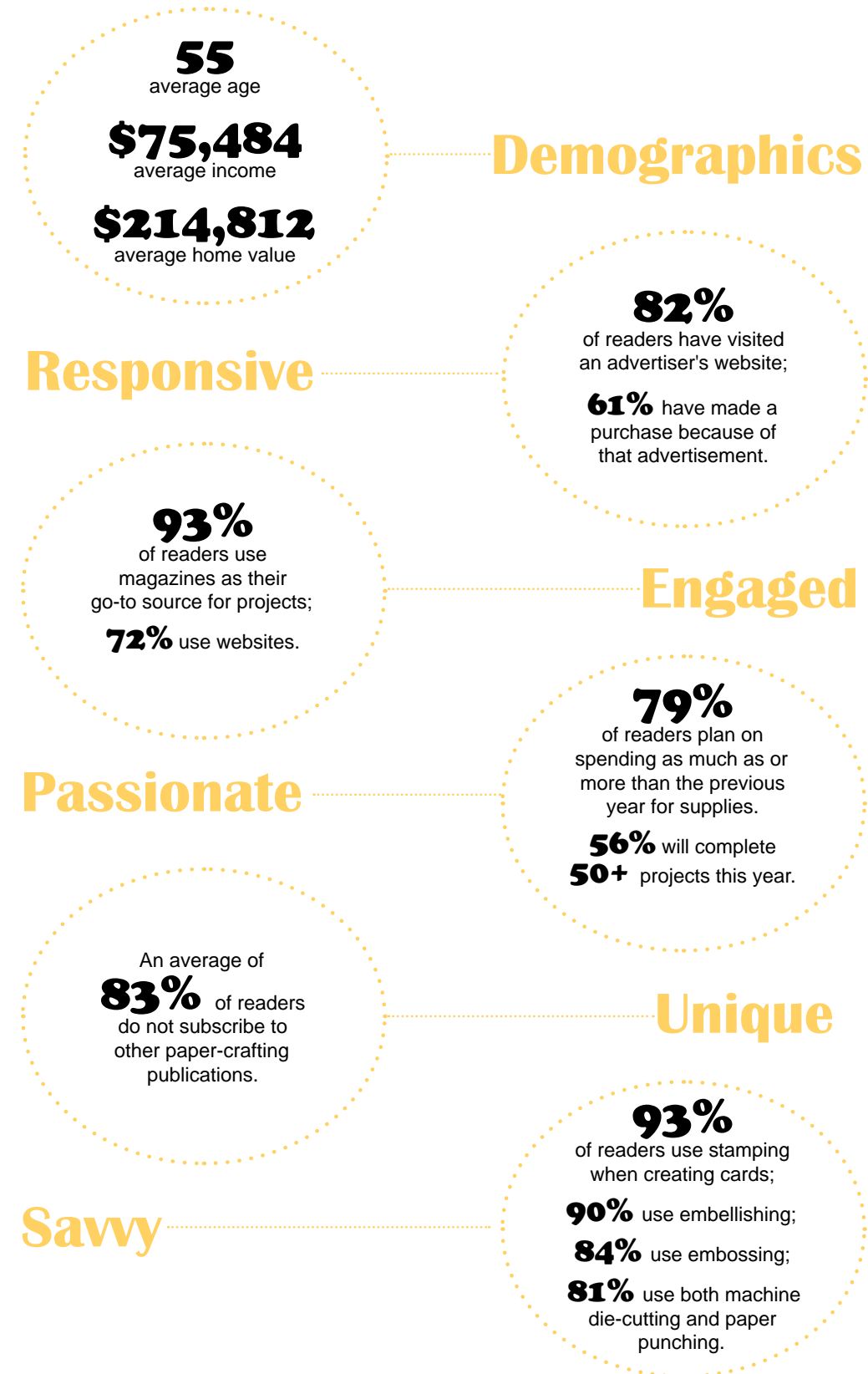
CardMaker provides easy-to-follow instructions and a detailed materials list and buyer's guide so that readers can successfully duplicate each project as pictured.

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: 70,000



The CardMaker Reader Profile





2014 CardMaker Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2014	11/12/13	11/19/13	12/31/13	01/21/14
March 2014 SIP	12/24/13	12/31/13	NA	03/04/14
Summer 2014	02/11/14	02/18/14	04/01/14	04/22/14
Autumn 2014	05/13/14	05/20/14	07/01/14	07/22/14
November 2014 SIP	06/24/14	07/01/14	NA	09/02/14
Winter 2014	08/05/14	08/12/14	09/30/14	10/21/14
Spring 2015	11/11/14	11/18/14	12/30/14	01/20/15

2014 CardMaker Editorial Calendar*

Spring 2014 Issue:

Editorial Focuses:

Quill It Easy!–Spring Flowers: We'll include an expanded quilling feature in this issue.

All-occasion projects (cards and/or gift tags) should showcase a variety of pretty quilled flowers and foliage. Simple designs as well as more elaborate projects will be included.

Watercolor for All Occasions: all-occasion cards for spring dressed up in pretty pastel watercolors. We'll be looking for the use of various techniques/products to create the look of watercolor.

Last-Minute Valentines: Quick and easy mini Valentines–these cards should be no larger than 3 x 3 inches; these can be shaped cards as well.

Hopping Down the Bunny Trail: We're looking for Easter cards featuring bunny motifs. We'd like to showcase a wide variety of card styles from fun, whimsical designs to elegant, Victorian-style cards.

Summer 2014 Issue:

Editorial Focuses:

Graduation: cards appropriate for graduates of all ages.

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

Patriotic Colors Feature: all-occasion cards for various life events; designs created with your favorite red, white and blue paper collection.

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

Autumn 2014 Issue:

Editorial Focuses:

Back to School: cards with little extras (gift-card holder, tags, book markers, magnets) for students, teachers, coaches, bus drivers, administration, etc.

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

Halloween feature: Creepy Crawlies–colorful Halloween cards with a cute and simple treat packaging idea.

Winter 2014 Issue:

Editorial Focuses:

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 Winter Cards: 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.

*Editorial calendar subject to change.



CardMakerMagazine.com

- 130,000 monthly page views
- Video highlights of projects found in each issue
- Home to our online community where card makers find crops, blogs, inspiration and ideas!

Free-CardMaking.com

- 131,000 monthly page views
- Hundreds of free paper-crafting patterns live on this robust site

CardMaker Newsletter

- 70,000 subscribers
- Delivered twice monthly
- Reach card makers with skyscrapers and leaderboard ad units

Dedicated Email Blasts

- Get response by sending your marketing message to our subscribers

CardMaker Newsletter
from the editors at CardMaker magazine

April 22, 2013

CARD MAKER'S NOTEBOOK

Card Challenge Corner: Card & More

One of my favorite features in *CardMaker* magazine is the Card Challenge Corner. Each week Lora Brinkman has a different challenge suggestion. I may not get to play along every week, but I sure do refer back to her feature when I need a little boost of creative inspiration. While trying to come up with an idea for this newsletter, I went right to the Card & More section of her article in the spring 2013 issue. [Read more »](#)

FREE PROJECTS

Happy Mother's Day

With Mother's Day right around the corner, it's definitely time to start considering what you are going to create for that special person in your life. I am thankful that my mother appreciates a handmade card over a store-bought card. Unfortunately (or fortunately!), she is also a card maker, so I am always looking for different touches to add to my cards that may impress even a seasoned crafter. When I spotted Jennie's card, I loved the bright, bold color and the special touches she incorporated in her design. [Read more »](#)

READER LETTERS

In my last newsletter, I asked you, the readers, to share with me some different ways in which you have incorporated adhesive in your projects. We got great responses, and I thought I would share some with all of our readers. [Read more »](#)

THE LAST WORD

With Mother's Day right around the corner, I went in search of some sentiments that would befit any card created for the women in our lives.

Mother's Day is the day in which we reach out and let our moms, and/or those women who are like mothers to us, know how much we love and appreciate them. Some of them give us great advice; some of them lend us a helping hand when we need it most. Many of them are women whom we look up to as examples of deeply caring and nurturing individuals we aspire to be in our own lives. Finding that special

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Print

Full Page	1/3 Page Horizontal	2/3 Page Vertical	1/6 Page Vert
Full Page Trim 8 ⁵ / ₈ " x 10 ³ / ₄ " Bleed 8 ⁷ / ₈ " x 11 ¹ / ₄ " Live 7 ⁵ / ₈ " x 9 ³ / ₄ "	One-Third Page Vertical 2 ¹ / ₄ " x 9 ¹ / ₂ " Horizontal 7" x 3 ¹ / ₈ " Square 4 ⁵ / ₈ " x 4 ⁵ / ₈ "	One-Fourth Page Vertical 3 ¹ / ₂ " x 4 ⁵ / ₈ " Horizontal 4 ⁵ / ₈ " x 3 ¹ / ₂ " One-Sixth Page Vertical 2 ¹ / ₄ " x 4 ⁵ / ₈ " Horizontal 4 ⁵ / ₈ " x 2 ¹ / ₄ " One-Twelfth Page Square 2 ¹ / ₄ " x 2 ¹ / ₄ "	
Two-Thirds Page Vertical 4 ⁵ / ₈ " x 9 ¹ / ₂ " Horizontal 7" x 6 ¹ / ₄ "	One-Half Page Vertical 3 ¹ / ₂ " x 9 ¹ / ₂ " Horizontal 7" x 4 ⁵ / ₈ "		
1/2 Page Vert	1/12 Page	1/4 Page Horizontal	1/3 Page Vert
	1/4 Page Vert		
	1/6 Page Horizontal		1/2 Page Horizontal
			1/3 Page Square

Online

Unit	Size (Pixels)
Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full Page PDF Download	8" x 10.5" (144–350 dpi)

Submitting Materials

Materials can be submitted via SendMyAd (www.Annies.SendMyAd.com). Proofs and CDs can be mailed to:

Annie's
Stephanie Goebbert
Ad Sales
306 East Parr Road
Berne, IN 46711

Contact us with questions:
Stephanie Goebbert
Ad Traffic Coordinator
(260) 849-4860
Stephanie_Goebbert@Annies-Publishing.com

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.

Annie's Publication

CardMaker®

ADVERTISING DIRECTOR

Michelle Thorpe

(877) 282-4724, ext. 4508

Michelle_Thorpe@Annies-Publishing.com

EDITOR

Tanya Fox

(260) 849-4230

Tanya_Fox@Annies-Publishing.com

AD TRAFFIC COORDINATOR

Stephanie Goebbert

(260) 849-4860

Stephanie_Goebbert@Annies-Publishing.com

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