

HANDMADE

BUSINESS

2017

MEDIA GUIDE



800-331-0038

WWW.HANDMADE-BUSINESS.COM

Go Where the Buyers Are!

Turn to *Handmade Business* to Reach More Than 35,000 Qualified Buyers a month through Print, Web, E-mail and More

What We Offer

- **Over 40 years of industry expertise** so you're working with a company that truly knows the business.
- **In-depth editorial coverage** that keeps readers involved in every issue of the publication.
- **Various multimedia advertising options** so you can reach customers in more ways than one.
- **Competitive pricing** so you know you're making a wise investment.
- **Special sections** that showcase your products in unique ways to the readers — your buyers.
- **Bonus distribution** at more than 45 trade shows so your advertising will reach even more buyers.
- **A dedicated readership** of highly qualified buyers and store owners so your advertising message is hitting the most targeted audience.
- **Industry events** that bring together retailers, vendors, and show promoters to provide brand-building and educational opportunities for all involved.

Ongoing Columns & Features

In the Spotlight: Feature stories that focus on talented handmade artists

Hands-On Photography: Expert advice and direction from leading crafts photographers

Handmade Law: Column geared to educate and expand relevant business law topics

Industry News: Diverse and engaging handmade business news

Shows & Fairs: Where to sell, and where to buy directory

Just Ask: Questions and answers with substance

Handmade Retailer: Features story that focuses on a leading, new, or expert handmade retailer

Gallery Glance: *NEW!* Galleries that open up and share their world

It's Showtime: *NEW!* Reports on Shows and Festivals
Plus always an assortment of business, artist, and industry features!



How We've Grown

During the past 40 years, we have expanded to serve artists and retailers in a variety of ways, including adding an independent website, electronic newsletters, social media sites, custom e-blasts, interactive digital editions, seminars, and special events. We will continue to use these elements to bring the absolute best business advice, industry information and, wholesale resources to this thriving industry.

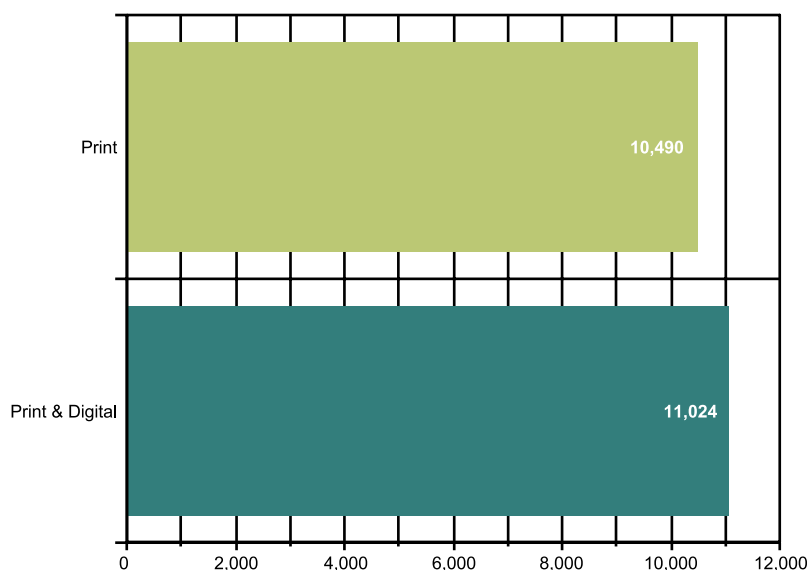
Who We Are

Handmade Business is one of nine publications produced by Jones Publishing, Inc., a family-owned and operated Midwest-based company committed to serving every reader and advertiser with the highest amount of respect and quality of service and content. In 2016 Jones publishing, Inc. was proud to celebrate 30 years in business, with *Handmade Business*, formerly *The Crafts Report* headlining into 42 years of publication.

Handmade Business is the definitive print and digital resource for artists and entrepreneurs. It provides new resources, industry news, and valuable business advice to help artists build their businesses. It also provides various multimedia advertising opportunities for wholesale vendors to reach new buyers.

Circulation and Readership

Total Readership



	Circulation	Readers/issue	Readership	
Print	4,196	2.5	10,490	average passalong: +2.5 people
Digital	534		534	
Combined	4,734		11,024	

Supplies & Marketing

Average spent on marketing annually

\$994

Annual marketing spend by all readers

\$11 Million

Average spent on supplies annually

\$18,358

Annual supplies purchased by all readers

\$202 Million

Shows

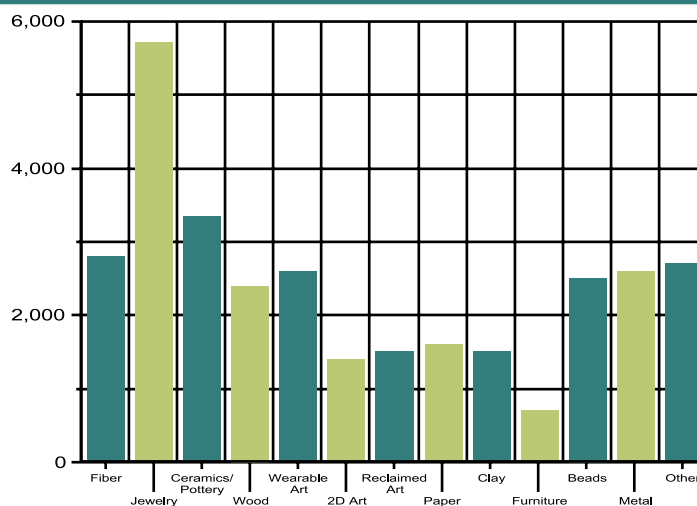


Number of exhibit spaces purchased by readers annually:

27,500

Number of Shows attended per Reader: 2.5

Media



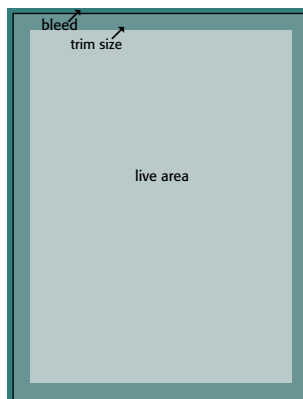
Full Color Ad Units

AD SIZES/TYPES	1x	3x	6x	12x
Full Page	\$1,512	\$1,285	\$1,134	\$1,058
2/3 Page	\$1,010	\$859	\$758	\$707
1/2 Page	\$850	\$723	\$638	\$595
1/3 Page	\$516	\$439	\$387	\$361
1/4 Page	\$478	\$406	\$359	\$335
1/6 Page	\$344	\$292	\$258	\$241
1/9 Page Spotlight*	\$199	NA	NA	NA

* Available for Handmade artists only.

Premium Ad Positions

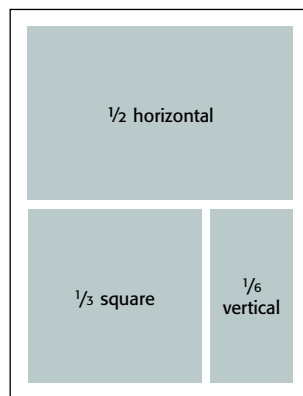
AD SIZES/TYPES	1x	3x	6x	12x
Back Cover	\$1,935	\$1,742	\$1,645	\$1,548
Inside Front	\$1,814	\$1,633	\$1,542	\$1,452
Inside Back	\$1,814	\$1,633	\$1,542	\$1,452
Center Spread	\$3,100	\$2,790	\$2,635	\$2,480



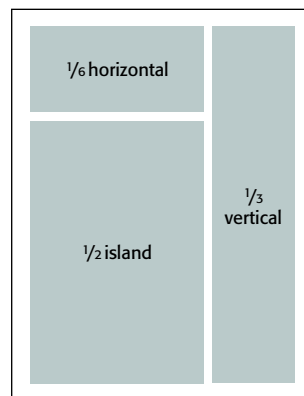
Full page
With bleed: 8.5" by 11"
Magazine trim size: 8.25" by 10.75"
Live area: 7.75" by 10.25"



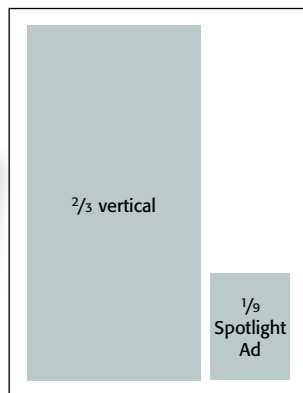
Click magazine cover to view a full digital version of Handmade Business



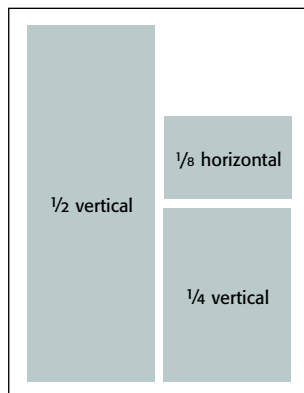
1/2 horizontal: 7.25" wide by 4.75" high
1/3 square: 4.75" wide by 4.75" high
1/6 vertical: 2.25" wide by 4.75" high



1/3 vertical: 2.25" wide by 9.75" high
1/6 horizontal: 4.75" wide by 2.25" high
1/2 island: 4.75" wide by 7.25" high



2/3 vertical: 4.75" wide by 9.75" high
1/9 Spotlight: 2.25" wide by 3" high



1/2 vertical: 3.5" wide by 9.75" high
1/4 vertical: 3.5" wide by 4.75" high
1/8 horizontal: 3.5" wide by 2.25" high











Mission Statement:

The mission of **Handmade Business** is to inform, instruct and inspire both the beginning and the established professional craftsperson and craft retailer by providing them with:

- How-to articles on all facets of crafts business management and related topics
- Relevant industry information trends and news
- A forum for sharing and exchanging ideas
- Encouragement and recognition

For over 40 years, *Handmade Business* has been delivering monthly tips and advice on everything from creating great photographs to setting up a show booth to handling legal issues involved in running a small business.

Issue	Artistic Focus	Business Topic	Editorial/Ad Reservation	Ad Copy Deadline	Mail Date
January	Art Trends	Business Trends	110/6/16	10/10/16	11/8/16
February	Wholesale Issue 	Market Preparation & Presentation	11/1/16	11/3/16	12/6/16
March	Wholesale Issue   Ceramics & Pottery 	Accounting & Taxes Business Balance/Harmony	12/6/16	12/8/16	1/11/17
April	Metal Clay	Social Media Online Marketing	1/4/17	1/6/17	2/6/17
May	Reclaimed Art & Glass	Pricing Strategies	1/25/17	1/27/17	2/27/17
June	Paper & Wood	Marketing & Self-Promotion	2/22/17	2/24/17	3/27/17
July	Leather 	Start-Up Businesses Business Development	3/22/17	3/24/17	4/25/17
August	Wholesale Issue 	Connecting with Buyers & Audiences	4/19/17	4/22/17	5/22/17
September	Wholesale Issue   Wearable Art/Textiles	Managing Objections Sell More!	5/24/17	5/26/17	6/26/17
October	2-D Art & Glass	Budget Building Business Plans	6/21/17	6/23/17	7/24/17
November	Handmade Entrepreneur of the Year/ Sculpture/ 3-D Mixed Media	Insurance/ Packaging & Shipping	7/26/17	7/28/17	8/28/17
December	Ceramics & Pottery Metal	A to Z Tips Storytelling to Sell	8/23/17	8/25/17	9/25/17



Bonus distribution at ACRE™ Philadelphia or ACRE™ Las Vegas



AmericasMart Bonus distribution at AmericasMart®

Las Vegas Market
Furniture | Home Décor | Gift

Bonus distribution at Las Vegas Market



THE MARKET FOR HOME + LIFESTYLE

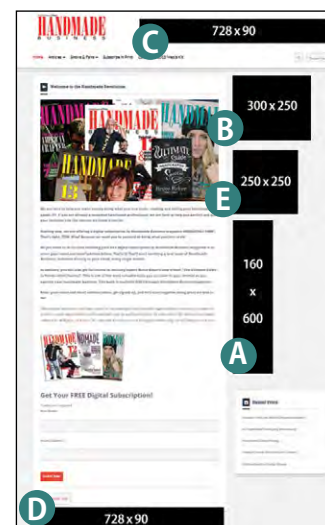
Bonus distribution at NY Now®



www.handmade-business.com Web Display Advertising:

Reach a targeted audience of artists, craftspeople, and retailers who are actively seeking business information about the crafts industry. With over 35,000 monthly impressions, www.handmade-business.com is the low-cost site to reach this ever-expanding Web market. Whether branding a new or existing business or introducing a one-of-a-kind new product, **HB** offers advertisers a variety of ad sizes and placement options that allow their messages to reach our highly-targeted online audience.

Electronic Magazine Advertising Sponsorship					
Ad Types	Pixels (w x h)	One Month	Three Months	Six Months	Twelve Months
A: Wide Skyscraper	160 x 600	\$625	\$585	\$525	\$400
B: Medium Rectangle	300 x 250	\$550	\$480	\$430	\$325
C: Leaderboard	728 x 90	\$450	\$390	\$350	\$285
D: Footer Board	728 x 90	\$450	\$390	\$350	\$285
E: Square	250 x 250	\$275	\$195	\$175	\$145
F: Button	125 x 125	\$75	\$65	\$55	\$45

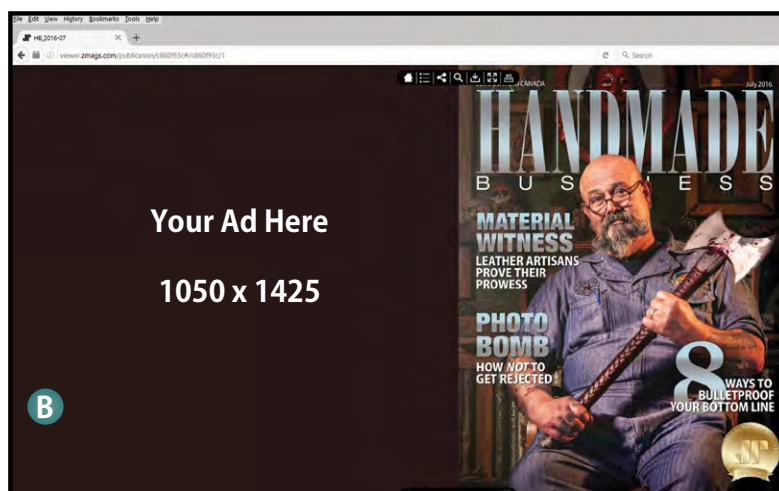


HB Digital Editions

Complimenting our print edition of *Handmade Business* magazine is *HB Digital*, the electronic version of our popular periodical. (A sample of *HB Digital* is linked to the *HB* Web site where an electronic subscription sign-up is available).

Promote your studio and/or craft with a sponsorship banner ad on the email delivery notification letter. This letter (see example A) is emailed to all e-subscribers letting them know the edition is available. or, get a FREE FULL PAGE AD (see example B) on the first page of the digital edition welcome page!

Electronic Magazine Advertising Sponsorship					
Ad Types	Pixels (w x h)	One Month	Three Months	Six Months	Twelve Months
Banner	600 x 150	\$350	\$325	\$300	\$275
Digital Full Page	1050 x 1425	\$450	\$425	\$400	\$375
Both		\$675	\$650	\$625	\$600



Payment & Terms

- **Advertisers must submit payment with insertion.** Net 30 available upon credit approval. 1-1/2% finance charge per month will accrue on all past due accounts.
- **Credits will not be issued for errors in ads that arrive after copy due date.** For no reason will credits be issued for changes or additions in copy requested after copy due date. Credit will not be issued for any advertising more than 30 days past due in the billing cycle. All ad cancellations must be submitted in writing and accompanied by proof of submission date, such as fax, email or postmark date.
- **Cancellations of verbal or written orders must be received in writing prior to deadline.** Cancellations of a frequency contract void the frequency rate and advertising discounts. Cancellations will be re-billed at the earned placement rate.
- **Publisher will charge for preparation of all materials that do not meet the stated mechanical and digital requirements.**
- **All ads must be prepaid unless an advertising frequency contract has been signed and monthly billing privileges have been established in writing.** Frequency discounts will be applied to prepaid ads only and aforementioned contracted advertisers. Failure to pay at time of placement will result in forfeiture of frequency discount and open rate will be billed to the client.

Print Specs

- **Layout Services:** No charge for layout, typesetting and production of display and web ads. With your basic ad information, we can design your ad. (Custom-designed ads may be used in other publications provided a creative materials fee is paid.) At your request, a proof will be emailed to you before publication.
- **Ad Copy:** Send as email text or Word document.
- **Images:** tif format, 300 dpi, email or ftp.
- **Ftp:** ftp.jonespub.com; User: advftpuser; Password: jones.
- **Hard Copy Images:** 150 line screen with 10% dot gain.

- **Trim Size:** 8-1/4" x 10-3/4".
- **Critical Image Area:** 7-3/4" x 10-1/4".
- **Bleed:** 8-1/2" x 11" - available on full page only at no extra charge.
- **Spread Bleed Size:** 17" x 11".
- **Spread Non-Bleed Size:** 15-1/2" x 10-1/4".
- **Printing Method:** Heat Set Web.
- **Color Rotation:** Black, cyan, magenta, yellow.
- **Display ads automatically run on both print and digital editions.** All Printed URLs will be hyperlinked in the digital edition. Please include as much live text as possible to maximize search engine potential in the digital edition.
- **Production-Ready Acceptable Formats:** Adobe Indesign, Adobe Photoshop, Adobe Illustrator, high-resolution PDF.

Video & Interactive Multimedia

- **Format:** any standard graphic, video or flash file.
- **Maximum animation/video length:** 2 minutes.
- **Play option default:** default is play-on-viewing in the digital edition and play-on-demand (reader initiated) on the website.
- **Loop option:** single play unless specified to repeat.
- **Resolution:** 150 dpi

Catalogs/Ride-Alongs/Reply Cards

We can publish your multiple-page catalogs or ride-alongs.

- **Printed catalogs** can be inserted in the print edition or poly-bagged with the issue.
- **Digital catalogs** may be published as part of the digital issue or published separately with a unique URL and linked to/from the digital edition.
- **Reply cards** may be added to the print edition or incorporated into an existing digital package.
- **Positioning of cards and placement of advertisements** are at the publisher's discretion.
- We are happy to work with you to create an individualized package to fit your needs. Contact the advertising department for availability, mechanical and digital specifications, quantity, shipping instructions and rates.

Handmade Business

Advertising Department

1 (800) 331-0038

Justin Van Slooten

Marketing Manager

justinv@jonespublishing.com

(800) 331-0038, ext. 113

www.handmade-business.com

Send hard copy ad materials to:

Handmade Business, c/o Jones Publishing, Inc.

Mail: P.O. Box 5000, Iola, WI 54945- 5000

UPS/FedEx: N7528 Aanstad Road, Iola, WI 54945- 5000

Send electronic ad copy/materials to:

Fax: 715- 445-4053

Email: your ad rep

FTP site: ftp.jonespub.com

FTP user name: advftpuser

FTP password: jones

Send editorial submissions to:

Stephanie Hintz, stephanieh@jonespublishing.com

