Welcome to Immediate Media and the home of the UK’s biggest Craft Portfolio.

With 16 years experience in the craft market, we are passionate about the sector continuing to invest, innovate and support our brands to offer greater inspiration and greater value to our readers and advertisers alike.

Our readers are passionate about our titles and as a result read them for longer, engage with them more and more importantly take action as a result of the editorial and advertising they see.

2012 saw greater investment with the launch of our British Craft Survey in association with the ICHF and the launch of our brands across several digital platforms. Both demonstrate our on-going commitment to the category and delivering the right environment for our audiences and commercial partners alike.

2013 is set to be just as exciting with the re-launch of Cloth in January, and more exciting initiatives planned throughout the year.

We look forward to you being part of our on-going journey and commercial success.

❤ 3RD BIGGEST publisher in the UK
❤ Over 64 brands
❤ Our brands reach over 24 MILLION people every month
❤ Publishing heritage dating back to 1923
❤ A NEW FORCE in consumer publishing
THE STORY SO FAR

❤ Over **15 years experience** of publishing in the craft market

❤ The **BIGGEST PORTFOLIO** of craft titles in the UK

❤ Every title is **independently audited** by the ABC except our newest launches *Craftseller* and *Cloth*

❤ Home to the **NO.1 BRAND** for cross stitchers – *World of Cross Stitching*

❤ Home to the **NO.1 CARDMAKING** title – *Cardmaking and Papercraft*

❤ Continued **investment strategy** planned for 2013

❤ Continued **innovation** with the launch of *Craftseller* (2011) and *Cloth* (2013)

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*Source: Audit Bureau of Circulation Jan-Dec 2011*
THE UK’S LEADING PUBLISHER OF CRAFT MAGAZINES

19 BRANDS in the portfolio
7 monthly brands
4 annual brands
3 quarterly brands
2 bi-annual brands
1 bi-monthly brand
1 title with a 9-issue frequency
1 stand-alone craft social networking site

TOTAL CIRCULATION 254,676
TOTAL READERSHIP 566,490
TOTAL SUBSCRIBERS 54,955
TOTAL MONTHLY UNIQUE USERS 72,477

Total newsletter subscribers: 154,362
Monthly page impressions: 897,908
Total Facebook: 40,811
Total Twitter followers: 10,959

TOTAL PORTFOLIO REACH 845,099
THE COMPETITIVE LANDSCAPE

IMMEDIATE MEDIA’S TITLES

FUTURE
Simply Knitting
Papercraft Inspirations
The Knitter
Mollie Makes
The Making Spot
The Simple Things

ACEVILLE
Knitting & Crochet
Crafts Beautiful
Let’s Knit
Let’s Make Cards
Homemaker
Make Jewellery
Sew
Heart CRAFT FOR FIVE OCCASIONS PER ANNUM
- Christmas (90%)
- New Baby/Christening (66%)
- Wedding (58%)
- Wedding Anniversary (51%)
- Birthdays (23%)

PASSION FOR CRAFTING
- Have participated in crafts for an average of 15 years
- Spend an average of 12 hours on their craft each week
- Participate in 4.2 crafts on average

DEMOGRAPHIC PROFILE
- Mostly female: 95%
- Median age: 49
- Household Income: £33,600
- Married/co-habiting: 70%
- 28% have children under 18 in the home
- 50% work (30% full time)
- 68% own their home (34% outright)

INTERESTED IN CRAFTING FOR
- Charity (27%)
- Valentines (22%)
- Easter (21%)

REASONS TO CRAFT
- Enjoyment (90%)
- To make gifts (80%)
- Relaxation (76%)
- Selling (21%)
- Fundraising (20%)

Source: British Craft Survey 2012
BUY SUPPLIES 22 TIMES PER ANNUM ON AVERAGE

Average spend is £37

Average single order value £31

Annual spend per reader: £445 (average spend x 12)

Annual spend per reader: £534 (average single order value x frequency of purchase)

WHERE

49% buy online

29% buy from local craft suppliers

13% buy from craft superstores

WHY

Price Choice Convenience

FOR THEIR MAIN CRAFT

49% Magazines

15% Craft websites

9% Craft tv/dvds

4% Blogs

4% Classes/worships

ANY CRAFT INSPIRATION

82% Magazines

53% Craft websites

35% Craft on magazine websites

29% Craft shows

27% Craft fairs

Source: British Craft Survey 2012
THE STITCH PORTFOLIO

9 issues per annum
Average issues sales: 9,337

6 issues per annum
Average issues sales: 11,965

13 issues per annum
Average issues sales: 39,457

BIANNUAL
Average issues sales: 8,898

TOTAL PRINT REACH 89,495
TOTAL ONLINE REACH 35,798
TOTAL SUBSCRIBERS 28,339
TOTAL E-NEWSLETTER REACH 75,932
TOTAL SOCIAL MEDIA REACH 27,867

TOTAL REACH 224,091

Source: Audit Bureau of Circulation Jan-Dec 2012/Google Analytics/British Craft Survey 2012
The World of Cross Stitching is the flagship title in our Craft Portfolio. Launched in 1997, it is the number one title in the market and the monthly must-buy for stitchers everywhere, whatever their taste and level of stitching experience.

Each issue is packed with the very latest news and product round ups, the best cross-stitch designs, expert advice and in-depth technical features. It is regarded as THE trusted authority in the market and each issue comes complete with a free gift.

Source: Audit Bureau of Circulation Jan-Dec 2012/ Google Analytics/British Craft Survey 2012 * based on ABC Jan-Dec 2011

CROSS STITCHING.COM
Cross.stitching.com delivers the world’s largest stitching community, with over 35,798 unique users each month. The site is packed with content that includes free cross-stitch charts, expert advice, technical features, magazine news, subscription offers and a lively forum for chat. We keep in touch with our 75,932 dedicated subscribers through a weekly e-newsletter, which showcases special advertiser offers, forthcoming events and what’s happening with our magazines. The website offers the perfect platform to reach a global audience of thousands of dedicated stitchers and enthusiastic crafters.
THE READER

❤ 96% female
❤ Median age: 48
❤ Married or living together: 68%
❤ 31% have children under 18
❤ 53% work (33% full time)
❤ 65% own their home (32% outright)

SPEND

❤ Buy supplies 22 TIMES per annum on average
❤ Average spend is £37
❤ Average spend per month £29
❤ Average annual spend £434

Source: British Craft Survey 2012

TECHNOLOGY OWNED

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<tr>
<th>EQUIPMENT</th>
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CHARITY

Average charity donation: £101
(94% higher than the average)

Favourite charities to support:

❤ Medical (51%)
❤ Pets (38%)
❤ Children (35%)
❤ Wildlife (27%)
❤ Armed Forces (25%)

HOLIDAYS

❤ 51% have taken a UK short break
❤ Average number of UK short breaks: 2
❤ 14% have taken an overseas short break
❤ Average number of overseas short breaks: 1
❤ 34% have taken a longer UK holiday
❤ Average number of longer UK holidays: 1
❤ 34% have taken a longer overseas holiday
❤ Average No. of longer over-seas holidays: 1

OTHER HOBBIES

75% Puzzles
55% Sudoku
46% Brain Training
29% buy Collectibles
19% Bingo

MOTORING HABITS

❤ Average number of cars: 1.3
❤ 30% have two cars in the household
❤ 52% have family cars
❤ 16% have city cars
❤ 19% are looking at getting a new car in the next 0-3 years
❤ Average spend: £10,622 (27% more than the average)
Cross Stitch Crazy is the best place for beginner stitchers. Each issue is packed with fun projects and designs for all ages and abilities, the latest news and must-have products from the stitching world, expert advice, tips and fantastic competitions, plus a fantastic free gift every month.

Source: Audit Bureau of Circulation Jan-Dec 2012/Google Analytics/British Craft Survey 2012


**THE READER**

- **96% female**
- **Median age: 46**
- **Married or living together: 68%**
- **33% have children under 18**
- **54% work (34% full time)**
- **64% own their home (31% outright)**

**SPEND**

- **total annual spend £25.5 MILLION***
- **Average spend per month £30**
- **Average annual spend £446**

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**TECHNOLOGY OWNED**

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**HOLIDAYS**

- **51% have taken a UK short break**
- **Average number of UK short breaks: 2**
- **14% have taken an overseas short break**
- **Average number of overseas short breaks: 1**
- **32% have taken a longer UK holiday**
- **Average number of longer UK holidays: 1**
- **33% have taken a longer overseas holiday**
- **Average No. of longer over-seas holidays: 1**

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**CHARITY**

- **Average charity donation: £97**
- **(87% higher than the average)**

Favourite charities to support:

- **Medical (53%)**
- **Pets (39%)**
- **Children (35%)**
- **Wildlife (27%)**
- **Armed Forces (24%)**

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**OTHER HOBBIES**

- **73% Puzzles**
- **54% Sudoko**
- **46% Brain Training**
- **29% buy Collectibles**
- **19% Bingo**

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**MOTORING HABITS**

- **Average number of cars: 1.3**
- **30% have two cars in the household**
- **51% have family cars**
- **17% have city cars**
- **19% are looking at getting a new car in the next 0–3 years**
- **Average spend: £10,427**
  - **(25% more than the average)**

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*Source: British Craft Survey 2012

**Based on circulation x annual spend**

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With more than 50 new designs in every issue, *Cross Stitch Card Shop* inspires stitchers with ideas for every occasion from births and birthdays to weddings and anniversaries. Focusing on new products and developments in the stitching world, readers will find ideas for embellishing their cross stitching and card mount with buttons, charms and papercraft editions.

**Cross Stitch Gold** is a premium project magazine designed to appeal to the more experienced cross stitcher. Each issue showcases seven designs, which include more complicated stitches and techniques using specialist threads and fabrics.

**FACT FILE**

**AVERAGE ISSUE SALES:** 11,965

**BI-MONTHLY FREQUENCY**

Source: Publisher's statement

**FACT FILE**

**AVERAGE ISSUE SALES:** 9,500

**PUBLISHED 9 TIMES PER ANNUM**

Source: Publisher's statement
THE CARD PORTFOLIO

ANNUAL frequency
Average issues sales:
15,760

13 issues per annum
Average issues sales:
18,729

13 issues per annum
Average issues sales:
37,047

TOTAL PRINT REACH 71,536
TOTAL ONLINE REACH 21,155
TOTAL SUBSCRIBERS 18,358
TOTAL E-NEWSLETTER REACH 62,433
TOTAL SOCIAL MEDIA REACH 15,933
TOTAL REACH 171,057

Source: Audit Bureau of Circulation Jan-Dec 2012/Google Analytics/British Craft Survey 2012
Cardmaking and Papercraft is the UK’s number one card making magazine. It caters for all card makers no matter what their level of experience, inspiring them with 100s of trend-setting ideas to make from cards to paper crafts such as gift boxes, table decorations, wall art and lots, lots more.

Cardmaking and Papercraft offers the best and latest techniques, essential step-by-step projects from top experts, celebrity columnists and top tips on the hottest craft products to buy. All this and a fantastic free gift every issue, plus four bonus patterned papers.

Source: Audit Bureau of Circulation Jan-Dec 2012/ Google Analytics/British Craft Survey 2012
*Based on ABC Jan-Dec ’11

CARDMAKINGANDPAPERCRAFT.COM
Cardmakingandpapercraft.com is the online home for cardmakers where they are able to get up-to-date news about their hobby and favourite magazines. With free downloads, competitions, challenges, giveaways, how-to advice, expert tips and sneak previews the site has a loyal and thriving craft audience and community.
THE READER

- 96% female
- Median age: 50
- Married or living together: 83%
- 29% have children under 18
- 49% work (28% full time)
- 69% own their home (35% outright)

SPEND

- Total spend is £24,451,020*
- Average spend per month £44
- Average annual spend £660

TECHNOLOGY OWNED

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HOLIDAYS

- 54% have taken a UK short break
- Average number of UK short breaks: 2
- 12% have taken an overseas short break
- Average number of overseas short breaks: 1
- 34% have taken a longer UK holiday
- Average number of longer UK holidays: 1
- 36% have taken a longer overseas holiday
- Average No. of longer over-seas holidays: 1

CHARITY

Average charity donation: £120
(131% higher than the average)

Favourite charities to support:
- Medical (55%)
- Children (36%)
- Pets (34%)
- Armed Forces (27%)
- Wildlife (23%)

OTHER HOBBIES

- 69% Puzzles
- 49% Sudoku
- 43% Brain Training
- 23% buy Collectibles
- 18% Bingo

MOTORING HABITS

- Average number of cars: 1.4
- 32% have two cars in the household
- 54% have family cars
- 15% have city cars
- 17% are looking at getting a new car in the next 0-3 years
- Average spend: £10,090 (21% more than the average)

Source: British Craft Survey 2012
*Based on circulation x annual spend
Aimed at beginners, *Quick Cards Made Easy* is the perfect foil for its sister magazine *Cardmaking and Papercraft*. *Quick Cards Made Easy* is the magazine of choice for card making beginners and busy crafters with its choice of quick and easy cards to make.

Each issue is packed full of fantastic cards, the latest trends, top tips and expert advice on making the best cards in next to no time and on any budget.

Source: Audit Bureau of Circulation Jan-Dec 2012/Google Analytics/British Craft Survey 2012
THE READER

❤ 96% female
❤ Median age: 50
❤ Married or living together: 83%
❤ 29% have children under 18
❤ 46% work (27% full time)
❤ 70% own their home (34% outright)

SPEND
❤ Total spend is £10,094,931*
❤ Average spend per month £45
❤ Average annual spend £539

TECHNOLOGY OWNED

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CHARTY

Average charity donation: £125
(140% higher than the average)
Favourite charities to support:
❤ Medical (57%)
❤ Children (37%)
❤ Pets (34%)
❤ Armed Forces (28%)
❤ Wildlife (23%)

HOLIDAYS

❤ 54% have taken a UK short break
❤ Average number of UK short breaks: 2
❤ 13% have taken an overseas short break
❤ Average number of overseas short breaks: 1
❤ 34% have taken a longer UK holiday
❤ Average number of longer UK holidays: 1
❤ 37% have taken a longer overseas holiday
❤ Average No. of longer over-seas holidays: 1

OTHER HOBBIES

70% Puzzles
50% Sudoko
45% Brain Training
24% buy Collectibles
19% Bingo

MOTORING HABITS

❤ Average number of cars: 1.4
❤ 32% have two cars in the household
❤ 53% have family cars
❤ 15% have city cars
❤ 17% are looking at getting a new car in the next 0-3 years
❤ Average spend: £10,240 (22.4% more than the average)

Source: British Craft Survey 2012
*Based on circulation x annual spend
THE KNIT PORTFOLIO

13 issues per annum
Average issue sales: 20,557

4 issues per annum
Average issues sales: 12,438

1 issue per annum
Average issue sales: 5,000

TOTAL PRINT REACH 37,995
TOTAL ONLINE REACH 8490
TOTAL SUBSCRIBERS 4503
TOTAL E-NEWSLETTER REACH 14,108
TOTAL SOCIAL MEDIA REACH 3250

TOTAL REACH 63,843

Source: Audit Bureau of Circulation Jan-Dec 2012/Google Analytics/British Craft Survey 2012
Knit Today is aimed at the growing number of active knitters inspiring them with gorgeous patterns, features on the latest yarns and must-have accessories, news from the knitting world, book and pattern reviews, quick knits and stashbusters and much more.

With our debut audited circulation of 20,557, Knit Today offers everything the modern knitter needs and will be a key focus for Immediate Media in 2013 and beyond.

**KNIT-TODAY.COM**

Knit-today.com is an extension of the print brand offering consumers a sense of community through our active forum and greater value with free patterns, expert advice, knitting news, subscription offers, exclusives and lots more. With KNIT TV now on the site we are able to offer visitors videos on knitting techniques, basic essentials and fun stories too.

**FACT FILE**

THE UK’S BEST KNOTTING MAGAZINE  
CIRCULATION: 20,557  
SUBSCRIBERS: 4503  
READERSHIP: 61,671  
UNIQUE USERS: 8490  
PAGE IMPRESSIONS: 67,837  
E-NEWSLETTER SUBSCRIBERS: 14,108  
FACEBOOK: 1589  
TWITTER: 1661

Source: Audit Bureau of Circulation Jan-Dec 2012/Google Analytics/British Craft Survey 2012
TECHNOLOGY OWNED

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THE READER

❤ 98% female
❤ Median age: 52
❤ Married or living together: 70%
❤ 26% have children under 18
❤ 47% work (26% full time)
❤ 70% own their home (37% outright)

SPEND

❤ Total spend is £10,011,259*
❤ Average spend per month £32
❤ Average annual spend £487

HOLIDAYS

❤ 60% have taken a UK short break
❤ Average number of UK short breaks: 2.3
❤ 12% have taken an overseas short break
❤ Average number of overseas short breaks: 1
❤ 39% have taken a longer UK holiday
❤ Average number of longer UK holidays: 1
❤ 34% have taken a longer overseas holiday
❤ Average No. of longer over-seas holidays: 1

MOTORING HABITS

❤ Average number of cars: 1.3
❤ 29% have two cars in the household
❤ 52% have family cars
❤ 15% have city cars
❤ 18% are looking at getting a new car in the next 0-3 years
❤ Average spend: £9,348 (12% more than the average)

OTHER HOBBIES

73% Puzzles
55% Sudoko
44% Brain Training
22% buy Collectibles
18% Bingo

CHARITY

Average charity donation: £98
(88% higher than the average)
Favourite charities to support:
❤ Medical (51%)
❤ Children (41%)
❤ Pets (37%)
❤ Wildlife (25%)
❤ Armed Forces (27%)

Source: British Craft Survey 2012
*Based on circulation x annual spend
Craftseller was launched in 2011 to inspire and cater for crafters who dream of selling their homemade makes whether it’s for extra pin money, fund raising for charity or with ambitions to launch a global empire.

Unique in the market, it is the only multi-craft monthly title for craft sellers. Packed with handmade, on-trend projects, real life success stories, tips on maximising profit plus stylish cover mounts of real use to the reader, Craftseller inspires and motives crafters to sell their craft and achieve their dreams.

Source: Publisher’s statement/Google Analytics/ British Craft Survey 2012
### Technology Owned

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### Holidays

- **64%** have taken a UK short break
- **11%** have taken an overseas short break
- **39%** have taken a longer UK holiday
- **35%** have taken a longer overseas holiday

### Charity

- **Average charity donation: £103**
  (88% higher than the average)

Favourite charities to support:
- Medical (57%)
- Children (40%)
- Pets (37%)
- Wildlife (27%)
- Armed Forces (25%)

### Spend

- **98%** female
- Median age: **47**
- **Married** or living together: **72%**
- **34%** have children under 18
- **54%** work (31% full time)
- **67%** own their home (27% outright)

- **Total spend is £7,305,000**
- **Average spend per month £32**
- **Average annual spend £487**

### Other Hobbies

- 70% Puzzles
- 51% Sudoku
- 46% Brain Training
- 25% buy Collectibles
- 14% Bingo

### Motoring Habits

- **Average number of cars: 1.4**
- **34%** have two cars in the household
- **51%** have family cars
- **17%** have city cars
- **19%** are looking at getting a new car in the next 0-3 years
- **Average spend: £9,978** (12% more than the average)

### Source:

British Craft Survey 2012

*Based on circulation x annual spend*
Cloth is the UK’s only up-cycling and sewing magazine that features cutting edge fashion. It is the magazine of choice for women in their 20’s and 30’s who are interested in catwalk trends & fashion, and like to design and make their own clothes. It’s bursting with ideas and inspiration providing readers with practical tips, easy-to-follow projects, patterns, ideas, advice and up-to-the-minute product information and technical walkthroughs. The readers love to adapt or embellish clothing, up-cycle and thrift their wardrobe and homeware to make it their own. They are passionate about fabrics and love to create and customise things for their home.
THE OPPORTUNITIES

Our team tailors the right solution to meet your business needs. From branding advertisements which drive awareness and build the emotional foundations of your brand through to classified advertisements driving direct response and bespoke advertisement features designed to mirror the host environment and lend greater endorsement, we offer a whole range of solutions to increase your return on investment.

THE CRAFT DIRECTORY

The Ultimate Craft Directory is produced on an annual basis. Bagged with Crafterseller and promoted with every digital edition and on every website, it is the definitive guide to the best craft shops, products and services available. As such it is the perfect platform to promote yourself.

BRAND ADVERTISING

Drives awareness and builds the emotional foundations of your brand.

Our advertisement features are designed and written to mirror the host environment and as such lend greater endorsement. They are the perfect way to showcase the brand and create a better understanding of it.

CLASSIFIED ADVERTISING

Our classified sections are the ultimate directory of products and services to satisfy every crafter’s needs. We recently created a comprehensive online directory to support the print brands and our online visitors. This presents the perfect opportunity to extend your exposure.

TOP OF THE SHOPS

Our round-up of regional retailers raises awareness of your company putting you on the map as a destination store for our engaged audiences.

TWELVE OF THE BEST

Our regular round up of the best companies for our readers raises your profile and encourages our engaged audiences to take action.

STOCKIST/RETAILER GUIDE

Educates our readers about your brand and where to find it. Also supports retailers by encouraging our readers to shop there.

Advertise with us:

- Get your message seen by over 300,000 crafters
- Increase awareness for your company
- Build an emotional connection with your audience
- Make your brand more memorable

For more information on advertising, please contact the Team on 01404 459 017.
ONLINE AND TABLET OPPORTUNITIES

With dedicated websites and digital editions we can extend your campaign further. We can enhance the message with audio and video clips and offer direct links to your site where visitors can get further information and ultimately buy.

Display advertising

iPad & tablet

The Essential Craft Directory

Newsletter and section sponsorship

“Even without looking at the schedules we know when any Immediate Media Co publications hit the shelves as the phone starts ringing. World of Cross Stitch, Cross Stitch Crazy and Cross Stitch Gold all generate great leads and orders from quality customers for every advert we create.”
Terry West, Elite Designs

“WowThankYou has been advertising in Craftseller Magazine since the magazine’s beginning. It’s a great platform for us as it helps connect us to thousands of fledgling craft businesses who are often considering where to sell their items online.”
Tracy Kiford, WowThankYou

“Heritage Crafts has advertised for many years with Immediate Media, formerly Origin Publishing, and we have always been delighted with both the results and attentive service we’ve received.”
Jon Blockford, Heritage Crafts

“It is great to see Craftseller magazine keep in touch with people's real-life situations and passion for sewing and craft. The magazine is full of projects and informative interviews which will give an insight into the day to day lives of creative people.”
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