

NEW!

www.**myHobbystore**.com

POPULAR Crafts

www.popularcrafts.com

MyHobbyStore Media are launching an exciting new publication. Popular Crafts is a bi-monthly themed magazine which is a complete guide to crafting techniques. Every issue is packed with projects making it an essential guide for beginners and experienced crafters alike.

2010 THEMED ISSUES:

- **Card Making** - ON SALE 3rd March
- **Fabric & Needlecraft** – ON SALE 5th May
- **Papercraft** – ON SALE 7th July
- **Beadwork & Jewellery** – ON SALE 1st Sep
- **Painting Techniques** – ON SALE 3rd Nov

Circulation: 7000

Format: A4 Perfect Bound full colour magazine

Average issue size: 84 pages

Frequency: 6 issues per year

Cover price: £3.99

NEW! ONLY £3.99 WIN A Sizzix Sidekick Die cutting machine worth over £25!

RUBBER STAMPING | STENCILLING | EMBOSING | PAINTING | QUILLING

POPULAR **Crafts** complete guide to **CARD MAKING**

MARCH/APRIL 2010 www.popularcrafts.com

Daisy Days
Colourful daisy cards & gift tag mini projects

From the heart
Show someone you care with these amazing gifts

PLUS
OUR BEGINNER'S GUIDE TO CARDMAKING

All dressed up!
Look forward to spring with this perfect, pretty and adaptable stamp

DESIGNS IDEAS FABRICS

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To advertise please contact
 Michael Gray, Group Advertising Manager
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ADVERTISING RATES: All prices in £'s

Double page spread.....	£1100
Full page.....	£600
Half page.....	£420
Quarter page.....	£250
Eighth page.....	£150

Discounts available for series banners

CLASSIFIED

£12 per scc

Shop guides.....	£35
Web directory..... double	£35
..... single	£30
1 column width.....	35.6mm
2 column width.....	74.2mm
3 column width.....	112.8mm
4 column width.....	151.4mm
5 column width.....	190mm
Maximum depth.....	252mm

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Quotes for inserts available on request.
 Loose inserts and bound inserts costs on request.
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MECHANICAL DATA: Height & Width

DPS Bleed.....	307 x 430mm
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(Please allow 10mm for inside gutter)	
Page Bleed.....	307 x 220mm
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Notes:

Please note that all prices quoted include full colour. VAT at 15% should be added to all prices. (UK Only). Advertising cancellations must be sent in writing 6 weeks prior to deadline.

PRODUCTION INFORMATION

FILES: JPGS, TIFFS, EPS (font included), Indesign docs (include hi-res graphics and fonts), Hi Res PDF

GRAPHICS: Resolution 300dpi

Type area: 277 x 190

Final trim area: 297 x 210

Bleed area: 307 x 220

Copy to be sent via email: michael.gray@myhobbystore.com

POPULAR
Crafts.com

For online advertising opportunities please contact Ben Rayment
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