

# CREATIVE SCRAPBOOKER

MAGAZINE



2016 Media Kit



## Editorial Mandate

*Creative Scrapbooker* is a quarterly magazine, available in a gorgeous book-like print format as well as digital format. We educate and present new and unique ideas for passionate paper crafters around the world. Our goal is to continually provide inspiration, information, and ideas, presented in a way that is creative, sophisticated, and easy to follow. *Creative Scrapbooker* covers all areas related to scrapbooking, including card making, stamping, paper crafts, mixed media and digital scrapbooking. With its book-like print quality, each quarterly issue of *Creative Scrapbooker* magazine will be cherished as an inspirational resource in our reader's craft rooms for years.

*Creative Scrapbooker* magazine began in 2005 as *Canadian Scrapbooker* magazine. With the support of our strong Canadian base, we have become an innovative global leader in the paper crafting industry. After 10 years as *Canadian Scrapbooker* magazine, on January 1st, 2016, we continued inspiring paper crafters around the world as *Creative Scrapbooker* magazine.

We appeal to readers who desire current, relevant, and reliable information at their fingertips. Our readers trust *Creative Scrapbooker* to deliver hand-picked, comprehensively researched articles. Through our TV episodes on Shaw TV and our popular web shows on YouTube, we provide fun and insightful shows to inspire and

educate our viewers and friends. With our active Facebook fans, and through our bloggers, we are able to generate excitement in the industry!

Every issue comes together with the help of a very talented group of writers and designers who embrace our reader's submissions from around the world. Their creativity, expertise and enthusiasm is evident in each and every issue. Each of our contributors has an active blog and social media presence - they inspire us daily with their unique contributions.

*Creative Scrapbooker* magazine can be found on all major newsstands in Canada and in Barnes & Noble in the US. It is found on shelves in the independent scrapbook stores and is available by subscription in both print and digital format. With a readership of over 60,000 per issue, we are proud to give the paper crafting industry a voice. We are continuously striving to bring scrapbooking into new homes and provide ongoing inspiration to the world.

### Contact:

Jackie Ludlage

Co-founder & Editor in Chief

[jackie@creativescrapbooker.ca](mailto:jackie@creativescrapbooker.ca)



# INSPIRE

## 2016 Editorial Calendar

### Spring 2016 | MARCH 1

- Inspired by pastel colours
- General spring and Easter
- Babies (both people and animals)
- Eating out
- Birthday cards
- Muddy layouts – layouts with photos of people playing in mud, layouts with designs that look muddy, etc
- Sports

### Fall 2016 | SEPTEMBER 1

- Heritage photos
- Inspired by Mark Twain
- Playing with Nuance powders
- Just desserts – cupcakes, chocolates, candy
- General fall, harvest, Halloween
- Different ways to use embossing powders
- Cards – Thank you, Thanksgiving, Halloween

### Summer 2016 | JUNE 1

- Inspired by movie quotes
- Different ways to use a brayer
- Colouring books for grown ups
- Did someone say ice cream?
- General summer – water fun, sand castles, Canada Day etc.
- Creative lettering
- Cards – different shaped cards in any theme

### Winter 2016/15 | DECEMBER 1

- Inspired by Pinterest
- Bare basics layouts and cards
- General winter, New Years, Christmas
- Cards – Christmas and Valentines
- Where you stand – photos of your feet
- Alphabet stamps
- Things that shine

### Regular Columns | IN EVERY ISSUE

- Bible Art Journaling
- Double the Fun –based on Kelly Klapstein's layout sketch
- Where you Create
- Lights Camera Action
- Frugal Scrapbooker
- Tool Junkie
- Journal Jump Off's – A focus on mixed media
- It's All About Rubber – A Focus on stamping
- Seasonal quotes
- Lighter Side – Projects that make us giggle
- A Scrapbooker's Gift







# Multi-Media Advertising

If you've always relied on one advertising medium in the past, now is the time to take a look at how our multi-media marketing approach can work for you.

- **PRINT:** We are paper crafters and love to touch cool textures! With over 20,000 printed copies sold per issue, we are certain to reach your customers with our "feels so great to hold" magazine that is cherished as a resource for years!
- **DIGITAL version:** And for the smartphone and tablet lovers, we also have an App! Just over 1,900 copies of our digital version are sold per issue. Also, with over 56,000 visitors to our website monthly, we have become a site for inspiration and information. Our Social Buzz page provides a go-to place for paper crafters to view the latest social media updates from their favourite manufacturers!  
[www.creativescrapbooker.ca](http://www.creativescrapbooker.ca)
- **NEW TELEVISION and LIVESTREAM:** Our first TV episode of *Creative Scrapbooker's Technique Tasters* will air in Calgary and southern Alberta on SHAW Cable TV – Channel 10, in the fall of 2015. Each episode will also be available online via Shaw Cable's LIVESTREAM feed <http://livestream.com/shawtvcalgary/events/1733076>, and on our YouTube channel. Each 30 minute episode will contain sponsor breaks which feature products from our show sponsors!
- **WEB SHOWS:** We now have over 76,000+ views and growing! Our quick and technique-rich web shows ([youtube.com/canadianscrapbooker](http://youtube.com/canadianscrapbooker))

give viewers inspirational insight into featured products. Our 30 minute TV episodes are split into 3 short web shows that can be viewed on our YouTube channel.

- **FACEBOOK:** 74,000+ fans; With our extremely active and organically grown fan base we produce an incredible reach. Our talented team of writers and bloggers generate ongoing excitement and buzz!  
[facebook.com/creativescrapbooker](http://facebook.com/creativescrapbooker)
- **PINTEREST:** 31,100+ followers  
[pinterest.com/CSMscrapbooker](http://pinterest.com/CSMscrapbooker)
- **TWITTER:** 1,700+ followers  
[@CSMscrapbooker](http://@CSMscrapbooker)
- **INSTAGRAM:** 3,600+ followers  
[@CSMscrapbooker](http://@CSMscrapbooker)
- **PERISCOPE:**  
[@CSMscrapbooker](http://@CSMscrapbooker)
- **BANNER ADS:** Average of 56,000 visitors/month to our website each find live links to creativity through banner ads!
- **e-NEWSLETTER:** Reaching a captive audience of thousands of subscribers and hundreds of retailers around the world with fun and focused announcements about your business and events in the industry.

Reach a dedicated and active audience by using our multi-media advertising approach. We make it easy for you; just ask us what we can do for you!





# Ad Rates

# PAPER

Our magazine will always be considered a resource. At \$11.99 per issue, each copy is cherished, and thus is kept on-hand and enjoyed for years! We can even say, our magazine is "collected" as readers constantly ensure they NEVER miss an issue!

## 4 COLOUR

Full Page

1/2 Page

1/3 Page

1/6 Page

Special Sizes quoted on request.

## MARKET PLACE

Business Card

Store Directory (A listing by province/state, and will contain 5 lines with a maximum of 35 characters per line.)

**Circulation**

**21,900**  
sold per issue

**60,000**  
readership

**Pricing  
available upon  
request.**

**Please email**

***katharina@creativescrapbooker.ca***

**to create an advertising  
package that meets  
your needs.**

# Deadlines

## ISSUE

Spring

Summer

Fall

Winter

## AD BOOKING

December 25

March 25

June 25

Sept 25

## MATERIALS DUE

January 1

April 1

July 1

October 1

## IMPACT DATE\*\*

February 22

May 23

August 22

November 21

\*\* Impact Date: First date issue is mailed to subscribers. Newsstand date is the Impact Date plus approximately one week.

## Notes

- Rates are for space only on a per-issue basis.
- Insert fees are quoted on a per-project basis.
- Advertisements must meet our quality control standards. Ad design services can be referred to the advertiser; please let us know if you would like our recommendations.

## Summary:

Each issue of Creative Scrapbooker magazine is considered a book to be enjoyed and cherished by readers for years.

- 20,000 print copies sold per issue (\$11.99 cover price)
- 1,900+ digital copies sold per issue (\$10.99 per issue via tablets)
- 60,000+ readership per issue
- 56,000+ average # visitors to website per month
- 18,500+ average # of unique visitors to website per month
- 76,000+ views of our webshows (and growing) on YouTube
- 73,100+ Facebook fans

# CONNECT

## Website Advertising

[creativescrapbooker.ca](http://creativescrapbooker.ca)

Our website inspires and informs our audience. With an average of 56,000 visitors per month (of which 18,500 are unique), you won't want to miss out on this effective promotional tool! Web banner ads on our website are visible on all pages and over 2,000,000 pages are viewed per month.

The following banner ads will be visible on all pages:

BANNER AD	DIMENSIONS (W X H)	PRICE (\$CDN)
Wide Skyscraper	160 x 600 pixels	Available upon request.
Square	300 x 300 pixels	Available upon request.

No additional charge for Flash advertising. Please embed forwarding URL and any click-tracking device into your action script.

**FILE FORMATS ACCEPTED:** JPG, GIF, and PNG

**SPECIALS:** 15% discount for a 3-month booking; 25% discount for a 6-month booking.

Creative Scrapbooker Inc. reserves the right to refuse any ad that does not meet its standards for quality or content.

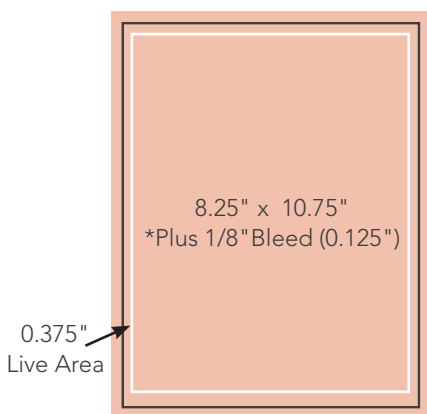
If you would like to reach your target market through our website, please email us at [advertise@creativescrapbooker.ca](mailto:advertise@creativescrapbooker.ca).



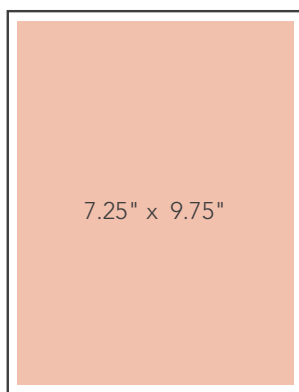


# DETAILS

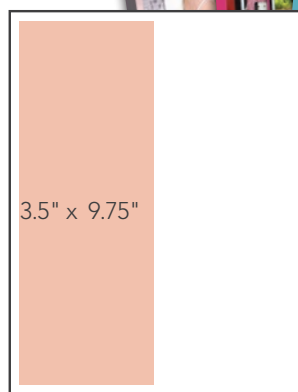
## Ad Specifications



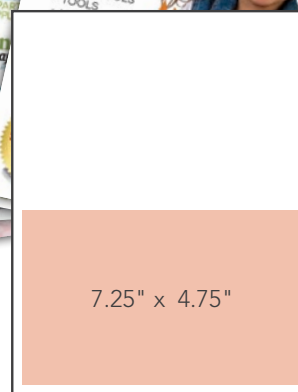
Full Page with Bleed\*



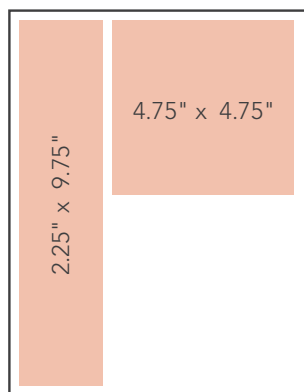
Full Page No Bleed



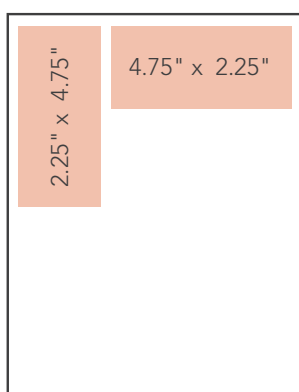
1/2 Page Vertical



1/2 Page Horizontal



1/3 Page Vertical  
1/3 Page Square



1/6 Page Horizontal  
1/6 Page Vertical



Marketplace

### TECHNICAL SPECIFICATIONS FOR PRINT ADS:

- File types: TIF, PDF (press optimized), AI, EPS (convert to curves), PSD, JPG (high resolution)
- Supply all links and fonts
- Convert RGB files to CMYK.
- Supply high resolution files only (300 dpi)
- All ads requiring changes are subject to a design fee.

\*Full Page with Bleed: Note that the publication is trimmed down to 8.25" x 10.75", so include a bleed of 0.125" around the artwork (for a full image area of 8.5" x 11") and include trim marks. To ensure ad copy is not affected by trimming, ensure a margin (live area) that is 0.375" inside the trim area.

### ADVERTISING INFO AND ARTWORK SUBMISSION:

For all inquires and ad artwork file submission please contact  
**Katharina Doyle, Director of Sales & Marketing**  
 403.809.4888 • [katharina@creativescrapbooker.ca](mailto:katharina@creativescrapbooker.ca) or  
 We can set up a secure and private Dropbox folder for us to share.