

Just CrossStitch



READERSHIP/CIRCULATION OVERVIEW

Demographics:

| | |
|--------------|----------|
| Average Age: | 50 years |
| Average HHI: | \$71,630 |

Circulation:

| | |
|---------------------|---------|
| Frequency: | 6x/year |
| Total Distribution: | 50,000 |
| Cover Price: | \$4.99 |
| Subscription Price: | \$19.98 |

Just CrossStitch delivers readers who shop:

In the last 12 months:

- 99% purchased cross stitch products
- 72% purchased charts online
- 60% purchased specialty fibers and fabrics online
- 47% purchased needlework kits
- \$439 average amount spent on cross stitching supplies

Our readers are highly engaged:

- 24.6 average number of years readers have been cross stitching
- 10.6 average number of hours spent cross stitching each week
- 72% rate their cross stitch skill level as advanced or experienced
- 84% rate JCS as very good/one of my favorites

Source: 2008 Just CrossStitch Readership Survey.

Just CrossStitch, launched in 1983, is a favorite resource for cross stitch enthusiasts of all skill levels. Each issue features easy-to-read charts and instructions for new and traditional designs, information on the latest techniques, products, and trends in the industry, as well as glimpses into the lives of leading cross stitch personalities.

With a focus on:

- Impressive Projects
- Stitch Illustrations
- Time-saving Tips
- Designer Profiles



2009 ISSUE DATES AND CLOSINGS

| ISSUE: | Jan/Feb | Mar/Apr | May/June | July/Aug | Sept/Oct | Ornaments | Nov/Dec |
|-------------------------------|----------|----------|----------|----------|----------|-----------|---------|
| Ad Closing/ Materials Due: | 10/29/08 | 12/12/08 | 1/30/09 | 4/2/09 | 5/28/09 | 7/1/09 | 7/31/09 |
| On-Sale: | 12/30/08 | 2/17/09 | 4/7/09 | 6/9/09 | 8/4/09 | 9/8/09 | 10/6/09 |

2009 ADVERTISING RATES

| Ad Size: | 1X | 3X | 6X |
|--------------------|---------|---------|---------|
| Inside Front Cover | \$4,575 | \$4,355 | \$4,150 |
| Inside Back Cover | \$4,575 | \$4,355 | \$4,150 |
| Back Cover | \$5,175 | \$4,925 | \$4,690 |
| Full Page | \$4,285 | \$4,045 | \$3,815 |
| 2/3 Page | \$2,850 | \$2,695 | \$2,545 |
| 1/2 Page | \$2,140 | \$2,020 | \$1,905 |
| 1/3 Page | \$1,425 | \$1,350 | \$1,275 |
| 1/4 Page | \$1,075 | \$1,010 | \$950 |
| 1/6 Page | \$715 | \$675 | \$635 |

| | |
|--------------------------------|---------------------------------|
| Shopping Gallery | \$375 per ad |
| Double Shoplisting/Weblisting* | \$170 Color/\$140 Black & White |
| Shoplisting/Weblisting* | \$85 Color/\$70 Black & White |
| Classified Listing* | \$3 per word; \$60 minimum |

*3x or 6x noncancellable contract

Business Reply Card — Pricing available upon request; all business reply cards must accompany a minimum of a full page advertising page.

Inserts — Pricing available upon request.

Combined Frequency — Advertisers placing ads in more than one Hoffman Media magazine may combine insertions to earn a lower frequency rate.

Terms — Net due 30 days from invoice date. An agency commission of 15% gross billings is given to recognized advertising agencies on space, color, and special position charges.

AD DIMENSIONS

Publication Trim Size: 7.875" x 10.5"

Note: Keep all vital advertising material at least .25" from final trim edge.

| Size: | Non-Bleed: | Bleed: |
|-----------------------|-----------------|------------------------|
| Full Page | 7.375" x 10" | 8.125" x 10.75" |
| 2/3 Page | 4.5" x 9.5" | Available upon request |
| 1/2 Page (Horizontal) | 6.875" x 4.625" | Available upon request |
| 1/2 Page (Vertical) | 3.375" x 9.5" | Available upon request |
| 1/3 Page (Square) | 4.5" x 4.625" | N/A |
| 1/3 Page (Vertical) | 2.125" x 9.5" | Available upon request |
| 1/4 Page | 3.375" x 4.625" | N/A |
| 1/6 Page (Horizontal) | 4.5" x 2.25" | N/A |
| 1/6 Page (Vertical) | 2.125" x 4.5" | N/A |

| | | |
|-------------------------------|-----------------|-----|
| Shopping Gallery | 3.375" x 3" | N/A |
| Double Shoplisting/Weblisting | 2.125" x 1.625" | N/A |
| Shoplisting/Weblisting | 2.125" x .75" | N/A |

ADVERTISING CONTACTS

Robyn Brown Hoglan, Advertising Manager
rhoglan@hoffmanmedia.com ■ 205-262-2137

Mary Evelyn Dalton, Account Manager
maryeveholder@comcast.net ■ 615-297-3639

CONTRACT CONDITIONS

- The Publisher will not be bound by any conditions printed or otherwise appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication, or distribution of the magazine.
- The Publisher reserves the right to reject, cancel, and/or request alterations to the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.
- All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules, and regulations, and with the understanding that the advertiser and its agency are authorized to publish the entire contents thereof and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold the Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy, and plagiarism) arising out of any advertising published.
- Advertisements which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."
- The Publisher may hold the Advertiser and its advertising agency jointly and severally liable for all sums due and payable to the Publisher.
- The liability of the Publisher for any error, delay, or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit, or any other damages resulting from the error.
- The Publisher cannot assume responsibility for errors or omissions in key changes.
- Advertisers may not cancel orders for advertising after the closing date.

ELECTRONIC FILE REQUIREMENTS

Press-ready PDF required along with InDesign or QuarkXPress files, plus all images (EPS or TIFF), fonts (printer and screen — limit the use of TrueType fonts), color proof, and laser proof marked up for color. Excess expenses incurred opening files other than InDesign or QuarkXPress will be billed back to the advertiser/agency at actual cost. Pantone colors will be converted to process.

PLEASE NOTE:

- We must receive color proofs with all creative.
- We are not responsible for color fluctuations or inaccuracies if a SWOP certified color proof is not provided.

- All materials not meeting all specifications on this info sheet could incur a production charge.

Maximum Ink Density: 290

Disk: CD-Rom, Mac

Document Format: InDesign; QuarkXPress

TIFF: Photoshop (minimum 300 dpi)

EPS: Photoshop (minimum 300 dpi);

Illustrator (convert fonts to outlines and embedded graphics to CMYK)

PDF: Must meet high-end SWOP standards.

Call for details.

All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.

PRODUCTION CONTACT INFORMATION

Attn: **Just CrossStitch** — Production
Hoffman Media LLC
1900 International Park Drive, Suite 50
Birmingham, AL 35243
Phone: 205-262-2143 Fax: 205-991-0071