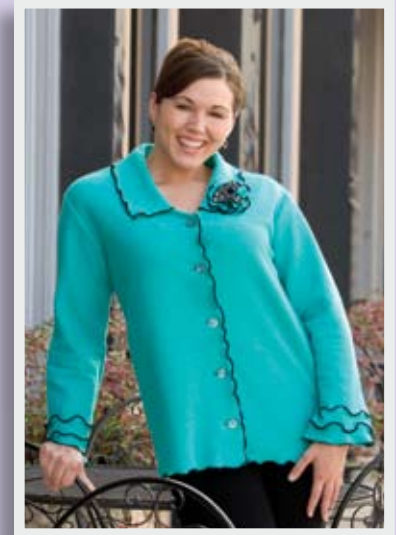


Clotilde's Sewing Savvy®

- 72% of those polled report paying close attention to advertisements, and 53% report purchasing items offered in ads.
- New products, tools and techniques are included to help promote advertisers' goods.
- 96% of readers have 10+ years of sewing experience; over 94% regularly try new products and techniques.



www.ClotildesSewingSavvy.com

DRG
Dynamic Resource Group

Editorial Calendar 2007

Clotilde's Sewing Savvy®

Editor: Barbara Weiland

(503) 892-8265

Barbara_Weiland@DRGnetwork.com

January 2007 Issue

Design/Article Theme: Winter sewing to warm your heart

Design/Article Ideas: Heartfelt Valentine's projects; warm winter wardrobing; sew-easy decorator projects; embroidered accents and accessories

March 2007 Issue

Design/Article Theme: Try something new

Design/Article Ideas: Easter dressing and decorating ideas; what's new in tools and techniques; easy embellishment ideas; makeover magic for clothing and home decor

May 2007 Issue

Design/Article Theme: Spring style

Design/Article Ideas: Mother's Day and Father's Day gifts; bed and bath makeovers; easy heirloom sewing; sleepwear and lingerie

July 2007 Issue

Design/Article Theme: Easy breezy summer sewing

Design/Article Ideas: Summer wardrobe basics; Americana projects for family fun; beach attire; sewing for porch and patio

September 2007 Issue

Design/Article Theme: Back to basics

Design/Article Ideas: Halloween and harvest time decorating ideas; back-to-school sewing; easy sewing projects for beginners; wonderful wearables

November 2007 Issue

Design/Article Theme: Home for the holidays

Design/article Ideas: Easy holiday decorating projects; quick and easy gifts; stocking stuffers; holiday fashion sewing tips and techniques; Christmas ornaments to sew

Editorial calendar is subject to change without notice.

Ask your DRG Account Manager about special advertising features, inserts, marketing solutions and ways to customize your advertising with us to directly influence your business success.



Clotilde's Sewing Savvy 2007 Rates

Insertions	1X	3X	6X
Covers			\$3,178
Full Page 4/C	\$2,970	\$2,770	\$2,588
2/3 Page 4/C	\$2,317	\$2,160	\$2,019
1/2 Page 4/C	\$1,841	\$1,717	\$1,605
1/3 Page 4/C	\$1,337	\$1,246	\$1,165
1/4 Page 4/C	\$980	\$914	\$854
1/6 Page 4/C	\$653	\$609	\$569

Rates are subject to change.

For current circulation data, contact your DRG Account Manager.

Clotilde's Sewing Savvy 2007 Dates

2007 Issues	In Home	On Sale
January	11/7/06	11/21/06
March	1/9/07	1/23/07
May	3/13/07	3/27/07
July	5/15/07	5/29/07
September	7/17/07	7/31/07
November	9/18/07	10/2/07

Dates are subject to change.

Please ask us for ad deadline information.

For more information or to reserve space, call...

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 EXT. 354

Dynamic Resource Group • Advertising Sales Dept.

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