



The Papercrafting Market

Discover Eye-Catching Designs and Cool Techniques!

Pinwheel Hello Card page 18

CardMaker®

HANDCRAFTED GREETINGS FOR ALL OF LIFE'S OCCASIONS!

CardMakerMagazine.com MAY 2011

Butterflies & Blossoms

Dress Up Cards With Delightful Signs of Springtime

Faux Fabric Coloring

Fashion & Fun Unite In This Easy Technique

Here Comes The Bride

Celebrate All of the Big Day With Cards!

School Days

Handmade Cards for Teachers & Graduates

Just me thinking of you

you're a very special mom

Pocketful of Flowers, page 51

CardMaker®

2012 Media Kit

CardMaker®



CardMaker is the first magazine of its kind, bringing artful and inspiring designs to crafters who create greeting cards for all occasions. With original designs, beautiful color photos, and technique articles that explain how to use a variety of materials, CardMaker attracts general crafters of all experience levels, along with card-making enthusiasts who are always looking for distinctive, unusual projects.

CardMaker provides easy-to-follow instructions, and a detailed source list and buyer's guide so readers can successfully duplicate the project as pictured. Plus, CardMaker lists materials in a general way so readers can develop their own creativity and customize their projects with materials they have on hand.

We deliver a qualified and engaged paper-crafting audience to help build your business and promote your brand and products. Let us customize a marketing solution for you.

Circulation 80,000

ADVERTISING DIRECTOR
Michelle Thorpe
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michelle_thorpe@drgnetwork.com



READER PROFILE

82% of readers have visited an advertiser's website; 61% have made a purchase because of that advertisement.

Length of time readers hold onto each issue

1-5 years	47%
5-10 years	24%
10+ years	29%

Amount spent on supplies in relation to previous year

As much	36%
More than	43%
Less than	21%

Card-making skill level

Beginner	6%
Easy	16%
Intermediate	53%
Experienced	25%

Ways the Internet is used as a card-making resource

Blogs	32%
Videos	53%
Project ideas	89%
Forums	11%
E-newsletters	36%
Research	32%
Make purchases	63%
Connect with other hobbyists	16%
Enter contests & promotions	16%

Card-making techniques used

Machine die-cutting	81%
Paper-punching	81%
Stamping	93%
Embossing	84%
Flocking	23%
Embellishing	90%
Paper-piecing	52%
Digital	17%

Average amount spent on supplies each year

\$0-\$50	3%
\$50-\$100	6%
\$100-\$250	21%
\$250-\$500	33%
\$500-\$750	21%
\$1,000+	16%

Sources for project ideas

Magazines	93%
Books	40%
TV	16%
Websites	72%
Blogs	27%
Classes/workshops	49%
E-newsletters	30%
Kits	26%

Number of projects completed each year

1-10	9%
11-50	36%
51-100	33%
100+	23%



CardMaker regular features include the following:

Card Capers: Features quick cards that can be created in ten minutes or less.

CARD CAPERS Cute school-themed papers are the key element in this design that is sure to make the grade! Back-to-School Materials: Back to School™ printed paper...

Tips & Techniques: Features helpful tips and suggestions on today's top card-making tools and techniques.

TIPS & TECHNIQUES: Regardless of how you choose to create them, stitches add a charming homespun feel to card designs. Stitching BY KIMBER MCCRAY Many of the techniques used in card making...

Happy Birthday to You: Features birthday card projects.

HAPPY BIRTHDAY TO YOU Celebrate one of the biggest milestones in a teenager's life with a card created just for the occasion. Clear the Road DESIGN BY KRISTINE REVELLO

Fun Folds: Features cards that showcase easy and innovative folding techniques.

FUN FOLDS Build on basic tea-bag folding techniques to create these beautiful mini autumn leaves. Falling Leaves DESIGN BY CORINE PRINTEZ

Stamping Savvy: Features cards with stamped images, backgrounds and borders.

STAMPING SAVVY One versatile stamp set inspires autumn card designs for spooky occasions and days to be thankful. Happy Halloween DESIGN BY STEPHANIE BARNARD

Quill It Easy: Features cards with quilled accents.

QUILL IT EASY Deliver a not-so-spooky Halloween message in this quick and easy card. Halloween Bat Card DESIGN BY ANN MARTIN

Say It With Style: Features cards that include special words or sentiments.

SAY IT WITH STYLE A chipboard "B" and stamped pumpkins partner to deliver a special Halloween greeting. Boo! DESIGN BY MELANIE MUECHNER

Sketch Book: Features card sketches and sample projects aimed at inspiring card makers.

SKETCH BOOK Start with a card sketch to inspire, add your favorite supplies and let your creativity soar! You Soar Above the Rest DESIGN BY BONNIE HUBLEBAND

A Card & More: Features greeting cards that provide useful extras.

A CARD & MORE Handcrafted note cards with a special surprise tucked inside are an ideal way to deliver warm autumn greetings. Fall Note Card DESIGN BY MATTHEW HOLLAN

Our Favorite Products: Features some of CardMaker's favorite products!

OUR FAVORITE PRODUCTS Associate Editor Brooke Smith shares her views on products that are available for card making. Back-to-School Collection, Bean Blossoms, Copic® Airbrushing System, Goosebumps Card Texture Spray, See Easy Storage Care & Accessories, My Easy Stamp Set.



2012 CardMaker Editorial Calender

January 2012 Issue: Winter Warm-Up/Valentine's Day
 Submissions deadline: 5/10/2011 • Project/instruction deadline: 6/21/2011 • On-sale date: 12/6/2011
 Editorial Focuses:
 Winter Warm-Up (day-brightener, thinking of you, wishing you a good day, encouragement type cards with fabric elements incorporated into the design in some capacity; die-cut pieces, sewn embellishments, fabric flowers, etc.)
 Valentine's Day (will include vintage and traditional card designs and images)
 Colorful Banners & Pennants (all-occasion card feature will showcase cards with banners or pennants included in the design; the color wheel is the color inspiration for this feature; projects can include a range of colors or can be monochromatic)

March 2012 Issue: Spring Flowers; motifs and colors of springtime;
 Submissions deadline: 6/20/2011 • Project/instruction deadline: 8/1/2011 • On-sale date: 1/17/2012
 Editorial Focuses:
 Paper Flowers (floral embellishments created with a variety of techniques; step-by-step tutorials will be included)
 Baby cards (birth announcements, baby- shower cards, "you're expecting," thank you)
 The Colors of Easter (projects designed in bright pastel colors to cover spectrum of the color wheel; religious, whimsical, and elegant designs)

May 2012 Issue: Sophisticated Card Making
 Submissions deadline: 9/9/2011 • Project/instruction deadline: 10/20/2011 • On-sale date: 4/10/2012
 Editorial Project Focuses: Sophisticated greeting card designs; glitter, monochromatic color palettes
 Wedding/Anniversary: color feature Monochromatic color palettes looking for elegant and sophisticated card designs
 Mother's Day and Father's Day:
 Graduation/Teacher Thank You:

July 2012 Issue:
 Submissions deadline: 10/25/2011 • Project/instruction deadline: 12/7/2011 • On-sale date: 5/29/2012
 Editorial Focuses:
 Birthday Bash (color wheel feature): prop with iced cookies and/or cupcakes
 Patriotic themed feature
 Photo cards: digital photos and software; print photos incorporated into card designs

September 2012 Issue: Autumn issue
 Submissions deadline: 12/20/2011 • Project/instruction deadline: 2/8/2012 • On-sale date: 7/24/2012
 Editorial Focuses:
 All-Occasion Autumn Greeting Cards;
 Halloween Treat cards and party invitations;
 Stamped Scenes: cards that feature scenes created with a variety of stamps.

November 2012 Issue: Holiday issue
 Submissions deadline: 3/20/2012 • Project/instruction deadline: 4/30/2012 • On-sale date: 10/16/2012
 Editorial Focuses:
 All-occasion winter greeting cards
 Thanksgiving; Hanukkah
 Christmas

Please contact your account manager for design submission information

*Editorial Calendar subject to change.

2012 CardMaker Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
November 2011	08/09/11	8/16/11	9/27/11	10/18/11
January 2012	09/27/11	10/04/11	11/15/11	12/06/11
March 2012	11/08/11	11/15/11	12/27/11	01/17/12
Spring SIP 2012	12/20/11	12/27/11	N/A	02/28/12
May 2012	01/31/12	02/07/12	03/20/12	04/10/12
July 2012	03/20/12	03/27/12	05/08/12	05/29/12
September 2012	05/15/12	05/22/12	07/03/12	07/24/12
Fall SIP 2012	06/26/12	07/03/12	N/A	09/04/12
November 2012	08/07/12	08/14/12	09/25/12	10/16/12
January 2013	09/25/12	10/02/12	11/13/12	12/04/12
March 2013	11/06/12	11/13/12	12/25/12	01/15/13



CardMaker e-Newsletters are subscribed to by 95,000 card makers, and the list is regularly updated. As a connectivity tool, *CardMaker's* FREE e-newsletter arrives in subscribers' inboxes every three weeks, with card-making information, patterns, ideas, tips and the latest news.



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www.CardMakerMagazine.com

is the online face of *CardMaker* magazine and serves 225,000 monthly page views. As an online extension of the magazine, *CardMakerMagazine.com* offers more pages, more designs and more information, in addition to a look at the present issue, a preview of the upcoming issue, and keyed access to two years' worth of easily accessible and searchable back issues. With a regular online community, card makers meet, swap cards, download, enter giveaways and blog with others as dedicated and as talented as themselves. *www.Free-Cardmaking.com* serves 280,000 monthly page views and is home to hundreds of free card-making and paper crafting patterns.



Follow us on Facebook to connect with other card makers, be among the first to know when a new issue is released, get a behind-the-scenes look at the magazine, share photos of projects you've completed and much more! 2,700 fans and growing!
<http://www.facebook.com/CardMakerMag>

PDF Downloads

DRG has 20,000 monthly PDF downloads of free paper-craft patterns on www.FreePatterns.com and www.Free-CardMaking.com. Sponsor the paper-crafting PDF downloads, and the first page of every download will have your full-page ad. PDF downloads can only be sold on a monthly basis; there is only one full-page ad per download.



Email Blasts

DRG has an email database of paper crafters that can be accessed for your company's promotional email blasts. There are approximately 95,000 email subscriber names, with the list being updated frequently.

Opt-In sign up page

When card-makers sign up for one of DRG's free pattern sites, such as FreePatterns.com or Free-CardMaking.com, they are brought to a web page for the option to sign up for additional clubs. Place your ad here so dedicated card-makers can opt-in to your clubs/newsletters/etc.



Visit *Card-Making Connections*, our NEW *CardMaker* blog that is coming soon and is dedicated to all things card-making.



Print



Full Page

Trim 8" x 10¾"
Bleed 8½" x 11¼"



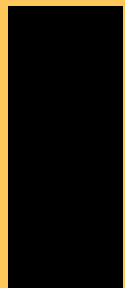
Two-Thirds Page

Vertical 4⅝" x 9½"
Horizontal 7" x 6¼"



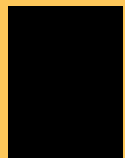
One-Third Page

Vertical 2¼" x 9½"
Horizontal 7" x 3⅞"
Square 4⅝" x 4⅝"



One-Half Page

Vertical 3½" x 9½"
Horizontal 7" x 4⅝"



One-Fourth Page

Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"



One-Sixth Page

Vertical 2¼" x 4⅝"
Horizontal 4⅝" x 2¼"



One-Twelfth Page

Square 2¼" x 2¼"

Online

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full Page PDF Download	8" x 10.5" (144–350 dpi)

Submitting Materials

Materials can be submitted by email if files are under 5MB, or uploaded to an FTP site. For information on our FTP site, contact Malinda Webster (contact information below). Proofs and CDs can be mailed to:

DRG
Malinda Webster
Ad Sales
306 East Parr Road
Berne, IN 46711

Electronic Media

DRG operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

Fonts

All fonts used are to be supplied or converted to outlines.

Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (DRG does not accept responsibility for the quality of low-resolution files.)

Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

Contact us with questions:

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