

Advertising Guide for Media Buyers

Put your ads in quarterly issues that are anticipated, read and collected by every member of The Knitting Guild Association!

As a Member Magazine, *Cast On* is Uniquely In Touch with the Heartbeat of the Knitting Community. *Cast On* is the only knitting magazine of its kind, written for an incomparably dedicated group of knitters. It is the official publication of The Knitting Guild Association (TKGA). Each issue is mailed directly to approximately 10,000 member knitters who are involved in 290 TKGA chapters nationwide and abroad. TKGA members look forward to each issue where they find lessons in garment construction (fashion framework), stitch lessons (stitch anatomy), knittable patterns, informative articles, fun guild ideas, photo highlights from the Association's conventions, supportive member store listings, informative advertising and more.

***Cast On* Gives Readers What They Want – Based On Regular Member Input**
As a member magazine, we listen to what TKGA members tell us they want to read. We keep our finger on the pulse of knitting demand and respond with in-depth instructions, expert technique articles, the latest product coverage, and a huge variety of projects representing every popular taste and style.

Reaching Non-Members – Additional Exposure through Retail Shops
Select knitting shops across the country also carry *Cast On*. Plus, complimentary issues are put directly into the hands of members and non-members who visit the TKGA booth at various consumer events across the country. Whether your advertising target is a seasoned knitter, one of the thousands of young people just starting out, or someone in between, you will reach them in *Cast On* magazine.

By Advertising, You Show You're Part of our Reader Support Circle
When you advertise in *Cast On* you are adding momentum to the TKGA mission to nurture and expand the ability of knitters all across the country. Let our readers know you have the supplies and materials they are looking for to help them grow. As a Retailer/Corporate Member you are an important part of their support circle! TKGA not only invites you to advertise in *Cast On*, but also invites you to join the Association. As a Retailer/Corporate Member you will get a discount on your *Cast On* advertising!

Publisher
Offinger Management • Phone: 740-452-4541 • Fax: 740-452-2552
E-mail: TKGA@Offinger.com • www.TKGA.com

Advertising Sales
Jane Miller • Phone: 740-452-4541, ext. 3202 • Fax: 740-452-2552
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Phone: 740-452-4541, ext. 3202 • E-mail: Jmiller@Offinger.com

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Phone: 740-452-4541, ext. 3250 • E-mail: Psitler@Offinger.com



Meet Our Readers



Data from recent TKGA member survey

Cast On readers have an unusually high level of interest and participation in knitting. *Cast On* advertising provides your store an opportunity to reach these knitters and earn their business for years to come.

The average *Cast On* reader is affluent (nearly a fourth of the readers have an income of more than \$100K per year), well-educated, married, female (although men's numbers are growing!), and 35-59 years old.

Cast On readers have a lot of knitting experience. Nearly two-thirds of our readers have been knitting for 20 years or more and spend at least nine hours a week knitting.

Our readers enjoy other needle arts – crochet, cross-stitch, needlepoint, quilting and embroidery, in that order.

Our readers love to shop. The average *Cast On* reader makes the majority of his or her purchases in local knitting stores or online and has spent at least \$500 in the last 12 months on yarn and supplies.

Our readers are pretty evenly distributed across the country – with 3% from outside the U.S.

Readers hang onto their *Cast On* issues. A whopping 80% said they still have every issue they've ever received and refer to them often. The technique articles are favorites because the information is reliable and never goes out of style!

Editorial Schedule and Submission Guidelines



Call for Submissions

The themes, colors, types of projects, and areas of interest we want to include in upcoming issues are available through *Cast On's* publisher, Offinger Management Co. To receive our Call for Submissions, along with the Design Submission Form, please contact Jane Miller, Managing Editor, at Jmiller@Offinger.com or 740-452-4541, ext. 3202.

Ongoing Submissions

- **Knitted Projects**
Our design direction is always open to your interpretation and is intended to give you ideas. Articles are always needed based on your design or some technical aspect of knitting.
- **Technical Instruction Articles**
Have a new application, technique or stitch idea? Want to share an inventive way to incorporate new types of yarns into projects? We're always interested.
- **Product and Book Reviews**
Product releases are run in each issue of the magazine as space allows. Please submit images as 300 DPI TIF or EPS, CMYK formatted (include all fonts and applicable extensions), on a CD with consumer sales points provided in a text file (Microsoft Word preferred).

Please Note

Cast On may hold and review design submissions until such time as the design selection process is finalized *for all* publications in a season, which may take up to six months. At the *end of* the selection process, *Cast On* will either *return* submissions, or contact designers regarding submission status.

Editorial and Magazine Schedule

SPRING ISSUE 2010

August 1, 2009Call for Submissions Available
September 1, 2009Ideas/Submissions Due
September 5, 2009Designs & Articles Selected
October 22, 2009.....Articles & Projects Due
November 2, 2009Ad Closing
January 25, 2010Members Mailed
February 1, 2010On Sale Date in select Retail Stores

SUMMER 2010

November 1, 2009Call for Submissions Available
December 1, 2009Ideas/Submissions Due
December 5, 2009Designs & Articles Selected
January 14, 2010Articles & Projects Due
February 4, 2010Ad Closing
April 26, 2010Members Mailed
May 1, 2010.....On Sale Date in select Retail Stores

FALL ISSUE 2010

February 1, 2010 Call for Submissions Available
March 1, 2010 Ideas/Submissions Due
March 5, 2010 Designs & Articles Selected
April 4, 2010 Articles & Projects Due
May 2, 2010 Ad Closing
July 26, 2010 Members Mailed
August 1, 2010On Sale Date in select Retail Stores

WINTER ISSUE 2010/2011

May 1, 2010 Call for Submissions Available
June 1, 2010 Ideas/Submissions Due
June 5, 2010 Designs & Articles Selected
July 3, 2010 Articles & Projects Due
August 3, 2010 Ad Closing
October 25, 2010 Members Mailed
November 1, 2010 On Sale Date in select Retail Stores

Current Distribution Breakdown



TOTAL PRINTED COPIES

Breakdown

| | |
|--------|--|
| 10,000 | TKGA Member Copies |
| 1,100 | Retailers Automatic Shipments for Resale |
| 200 | Promotional Copies |
| 700 | Trade and Consumer Shows |

Advertise Your Products and Services to TKGA Members

Cast On magazine is automatically sent to all TKGA members, including:

- Knitters, plus some crocheters and other needle-workers
- Retailers selling knitting and crochet products
- Manufacturers and publishers working in the knitting and crochet marketplaces
- Designers wanting to stay informed of new products, trends and techniques

... And More!

Cast On distribution reaches far beyond TKGA membership, exposing your advertising to:

- Attendee distribution at TKGA-sponsored shows and other shows
- Those who purchase *Cast On* in retail stores
- Friends and family of TKGA members

Get Extra Exposure at knitting-related shows in 2010



Each year, hundreds of complimentary issues of *Cast On* magazine are distributed by TKGA at knitting-related events where TKGA takes a booth (such as TNNA, Stitches and CGOA Chain Link). TKGA also distributes copies at its own shows each year.

Plan now to reach all of these show attendees with your ad message.

Also, why not meet TKGA Conference attendees face to face? Watch for 2010 TKGA Conference exhibit details at www.TKGA.com.



AD Rate Card

Your Advertising Contacts

A. Publishing Company

Offinger Management Co.
1100-H Brandywine Blvd, Zanesville OH USA 43701-7303
Phone: 740-452-4541 • Fax: 740-452-2552
E-mail: TKGA@Offinger.com
www.TKGA.com • www.Offinger.com

B. Advertising Sales

Jane Miller
Phone: 740-452-4541 ext. 3202 • Fax: 740-452-2552
E-mail: Jmiller@Offinger.com

C. Managing Editor

Jane Miller
PH: 740-452-4541 ext. 3202 • Fax: 740-452-2552
E-mail: Jmiller@Offinger.com

Mailing and Shipping Instructions

A. Insertion Orders/Agreements

Send to *Cast On* magazine
Attn: Jane Miller
Fax: 740-452-2552 • E-mail: Jmiller@Offinger.com

B. Ad Material

Send to *Cast On* magazine
Attn: Jane Miller
1100-H Brandywine Blvd, Zanesville OH USA 43701-7303

Ad Rates and Programs

(TKGA Retailer/Corporate Members take off additional \$10. Must provide Member ID number on ad order form. To join TKGA, visit www.TKGA.com.)

A. Four-Color, Inside Magazine, Net Price

| | IX | 3X | 4X |
|----------------------------|---------|-------|-------|
| Full page | \$1,020 | \$950 | \$900 |
| 1/2 page | \$560 | \$525 | \$500 |
| 1/3 page | \$450 | \$420 | \$400 |
| 1/4 page | \$410 | \$380 | \$360 |
| 1/6 page | \$330 | \$305 | \$290 |
| Yarn Shop (approx. 1/8 pg) | \$200 | \$200 | \$150 |

B. Covers, Four-Color, Net Price

| | 2X | 4X |
|--|---------|---------|
| Premium Back Cover | \$1,450 | \$1,300 |
| Premium Inside Front or Inside Back Cover | \$1,200 | \$1,100 |

C. Black and White, Inside Magazine - less 10%

D. 2-Color, Inside Magazine - less 5%

E. Yarn Shop Ad Program!

Exclusively for retailers, this special section of color ads is the perfect environment for announcing special events, sales and offers. Great for attracting Internet, local and vacationing customers! Find customers nationwide! \$150/issue or save even more by advertising in 4 consecutive issues for just \$120/issue. 2 3/8"W x 2 3/8"H.

F. Frequency Discount

Rates are based on number of insertions during a 12-month period. Ad sizes may change from issue to issue.

Advertising Closing Dates

| Issue | Ad Closing | On Sale Dates |
|--------------|------------|---------------|
| Spring 2010 | 11/2/09 | 2/1/10 |
| Summer 2010 | 2/4/09 | 5/1/10 |
| Fall 2010 | 5/2/09 | 8/1/10 |
| Winter 10/11 | 8/3/09 | 11/1/10 |

AD Rate Card • Continued

Classified Ads

A. Rates • Specification \$1.75 per word (\$1.65 per word for TKGA Corporate Members) • Maximum of 20 lines, with each line holding up to 33 characters including spaces.

B. Submitting Copy

Attn: *Cast On* magazine classified
Mail, fax or E-mail copy to Jane Miller at
Jmiller@Offinger.com.

C. Issue • Number of Insertions

Specify start issue OR if for next available issue. Indicate if your ad is for one issue only or if it is to run until we receive your written cancellation.

Ad Material Requirements

Electronic Submission Preferred

- Adobe Illustrator 10 (can accept versions 7.0 and above)
- Adobe PhotoShop 6.01 (can accept versions 4.0 and above)
- QuarkXpress 5.0 (can accept versions 3.3 and above)
- InDesign (can accept versions 2.0 and above)

Ads may be supplied on the following media:

- CD or FTP transmission available. Call Jane Miller at 740-452-4541, ext. 3202 for access information.

Please include the following:

- A well-labeled CD case that includes advertiser, issue/year, and address and a copy of the insertion order. (Media will be returned if requested.)
- Color proof (rainbow is acceptable) that includes size output dimensions.
- All fonts used in ad - (Postscript Type 1 fonts only) - both the suitcase and printer font; No TrueType or Bitmapped fonts accepted. For example- if you use AGaramond Bold, collect entire AGaramond

family - both suitcase and resource file components, to eliminate processing delays.

- All high resolution TIF or EPS files in CMYK format for color, or grayscale for black and white ads, minimum resolution of 300 DPI. Black and white line art should be 1200 DPI, EPS files.
- Any special extensions you have used that would not be supplied with a program disk.
- Any special instructions needed for optimum results.

IMPORTANT Please verify your files prior to submission using an updated anti-virus program. Files not passing current ATM Deluxe verification or Norton Anti-Virus will be returned at Advertiser's expense.

Film Submissions Accepted

We also accept properly formatted ad films:

- Four-color ad films should be color-separated, prepared right-reading emulsion side down and at 133 line screen.
- Include a color proof (rainbow is acceptable) with size output dimensions.
- Any special instructions needed for optimum results.
- A self-addressed, stamped envelope with request for the return of films is necessary.

Ad Services

The following rates will apply upon Advertiser's request for assistance:

- Production charges and edits, billed at \$90 per hour; minimum one hour charge.
- Color-separated films, billed at \$35 per film, or \$100 for films for a 4-C ad up to 8" X 10".
- Color proof, billed at \$50 per proof, up to 8.5" X 11". Please allow a minimum of 10 days for preparation, proofing and approval.

All ad rates listed are net and subject to change.

| Ad Size | Dimensions |
|---------------------|----------------------|
| Full Page BLEED | 8 3/4" W x 11 1/4" H |
| TRIM | 8 1/4" W x 10 3/4" H |
| LIVE | 7 1/4" W x 9 3/4" H |
| 1/2 Page VERTICAL | 3 1/2" W x 9 3/4" H |
| 1/2 Page HORIZONTAL | 7 1/4" W x 4 3/4" H |
| 1/3 Page SQUARE | 4 3/4" W x 4 3/4" H |
| 1/4 Page VERTICAL | 3 1/2" W x 4 3/4" H |
| 1/6 Page VERTICAL | 2 3/8" W x 4 3/4" H |
| 1/6 Page HORIZONTAL | 4 3/4" W x 2 3/8" H |
| Shop Ad ONE SIZE | 2 3/8" W x 2 3/8" H |

Advertising Insertion Order Form

Advertiser's Name _____

Contact's Name _____

Mailing Address _____

City _____ State _____ ZIP+4 _____

Phone () _____ Fax () _____

E-mail _____ @ _____

Bill To _____

Billing Address _____

City _____ State _____ ZIP+4 _____

Completing this form serves Publisher notice that you agree to be contacted by mail, phone, fax and/or E-mail.

Frequency Rate _____ This is ad number _____ of a total of _____ ads

| Issue(s) | Ad Size/Type (V or H) | Material Due | Net Rate |
|-------------------|-----------------------|--------------|----------|
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| Net Total: | | | |

TKGA Corporate Member ID Number: _____
(Must provide TKGA ID number to receive member discount ad rate.)

Special Instructions: _____

Send Contracts, Insertion Orders:
Fax or E-mail to *Cast On* magazine • Attn: Jane Miller
PH: 740-452-4541 ext. 3202 • Fax: 740-452-2552
E-mail: Jmiller@Offingec.com

Send Ad Materials:
Cast On magazine • Attn: Jane Miller
1100-H Brandywine Blvd, Zanesville OH USA 43701-7303
PH: 740-452-4541 ext 3202 • Fax: 740-452-2552
E-mail: Jmiller@Offinger.com

Agreement Terms

- Advertising purchased with this agreement is subject to the terms and conditions of the agreement itself and the current rate card.
- The Publisher shall have no liability for the omission of any advertisement(s), except in which event the Advertiser shall not be charged for the omitted advertisement(s).
- Publisher shall not be liable for any costs or damages if, for any reason, it fails to publish any advertisement(s).
- Payments for advertising must be made within 30 days of invoice date.
- Advertisement positioning is at the discretion of the Publisher and/or Editor, except where a specific position is reserved and paid per the display advertising rates.
- The word "advertisement" will be placed in copy that, in the Publisher's and/or Editor's opinion, resembles editorial matter.
- No cancellations accepted after the closing date. Cancellations must be made in writing.
- The Advertiser agrees to pay Publisher a finance charge of 1.5 percent per month for any sum that remains unpaid 30 days after the invoice date.
- Published rates are NET. The Publisher will allow standard agency discounts to recognized advertising agencies; however, the Agency is responsible for calculating their GROSS rate. No discounts are allowed on past due accounts.
- If the Advertiser defaults in the payment of any bill, the Publisher has the right to require payment of any further advertising prior to publication.
- First-time Advertisers may be required to complete a credit application. Once approved, invoice advertising privileges may be extended. (During application processing, payment may be required by deadline, prior to publication.)
- The Publisher reserves the right to refuse any advertisement(s).
- The Advertiser will be presumed to have read the insertion order in full and agree to its conditions.
- Dates and rates are subject to change.

Signature Required:

I have read and agree to the terms above.

Advertiser _____ Date _____

Corporate Membership Application THE KNITTING GUILD ASSOCIATION

(for Retailers, Wholesalers, Manufacturers)

1. CONTACT INFORMATION – please print

If renewing, list your TKGA Member ID#: _____

Name _____

Company Name _____

Mailing Address _____

City _____

State/Prov _____ ZIP +4 _____ Country _____

Phone (_____) _____ Fax (_____) _____

E-mail _____

Web Site _____

2. PERMISSIONS – I give permission to TKGA to publish in print and online, including in Cast On magazine, as follows:

Publish the following: Web Site Name Company Name
 Address E-mail Do Not Publish

I give permission for contact by e-mail from the following*:

- From TKGA and *Cast On* only.
- From TKGA-sponsored events (e.g., Knit & Crochet Shows & TKGA Conferences).
- From third party organizations with knitting-related interests.
- Do not want e-mail communications (do not list e-mail in my member record).

Note: \$20 of each year's dues is for *Cast On* magazine subscription.

Signature _____

*Member: If you have agreed to e-mail communication from TKGA, please be sure to add the following e-mail domains to your e-mail "safe list" now: Offinger.com and TKGA.com. This will help to ensure that you receive all communications from TKGA (i.e., TKGA@TKGA.com, TKGA@Offinger.com, KnitandCrochetShow@Offinger.com and all individual staff communications whose e-mails contain their name and end with @Offinger.com).

3. CORPORATE MEMBERSHIP DUES - Corporate membership includes listing online and in Cast On magazine. Check ONE.

One-year (12 months)

Retailer: \$52 (USA) \$59 (Canada/Mexico) \$67 (Other Non-USA)

Other – Manufacturer, Wholesaler/Distributor, Publisher: \$100

Two-year (24 months)

Retailer: \$99 (USA) \$103 (Canada/Mexico) \$129 (Other non-USA)

Other – Manufacturer, Wholesaler/Distributor, Publisher: \$195

4. PAYMENT – application cannot be processed without payment

Method of Payment

Check Cashier's Check/Money Order (make payable to TKGA)

Debit Credit

American Express Discover MasterCard VISA

Card Number _____ Exp _____

3-digit Security Code _____ Amt. to be Charged \$ _____

Name on Card (Print) _____

Billing Address _____

Signature _____

Rates are in US dollars. A \$25 fee will be charged for returned checks. All payments in US dollars drawn on US banks.

5. SEND YOUR COMPLETED FORM WITH PAYMENT TO:

TKGA • 1100-H Brandywine Blvd • Zanesville OH USA 43701-7303

6. CONTACT TKGA WITH QUESTIONS:

Phone: 740-452-4541/ Fax: 740-452-2552

E-mail: TKGA@TKGA.com

**To be eligible for member ad rate discounts in *Cast On* magazine, you must be registered with TKGA as a Corporate member. For information about Individual memberships, visit www.TKGA.com.

FOR OFFICE USE ONLY

Recd _____ Ck# _____ Amt \$ _____ ACKD _____

