

THE YEAR-ROUND BRANDING SOLUTION

for your creative arts related business



The Official Magazine of the
ASSOCIATION FOR CREATIVE INDUSTRIES

GRADIENT (formerly **Craft Industry Today**) is the official magazine of the Association For Creative Industries (AFCI). AFCI is formerly known as the Craft & Hobby Association (CHA), and is the premier trade association for the global creative arts products industries. AFCI strives to deliver innovative high value services as we support our Members who provide products and services to educate, entertain, and inspire creative consumers. Our Members include the manufacturers, retailers, distributors, designers, educators, digital content providers, professional makers and DIYers, and other creative professionals that comprise the \$40 billion+ creative arts industries around the globe.

PM
print magazine
quarterly

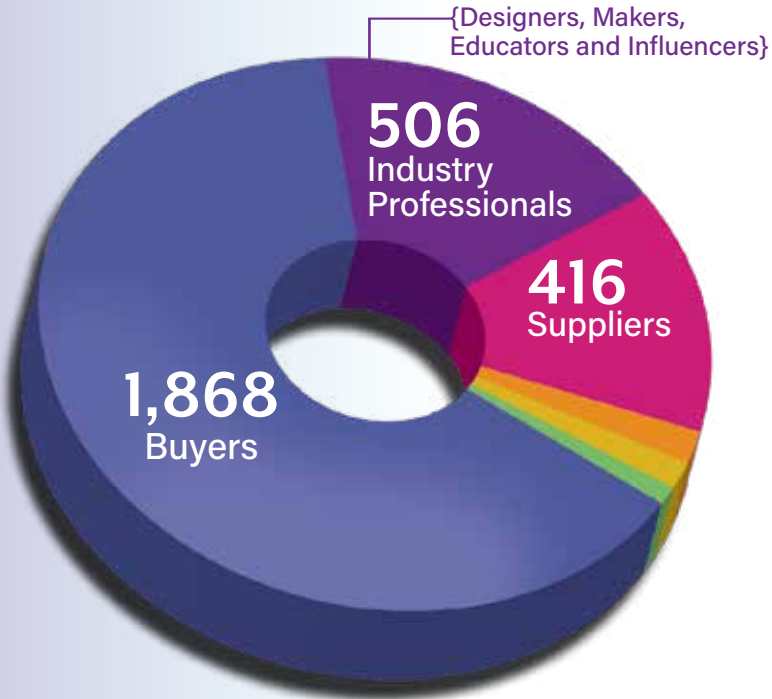
DM
digimag
quarterly

SD
show directory
annually



OUR READERS

TOTAL CIRCULATION 2,922



53 Manufacturers Reps
 47 Distributors
 32 Other

A successful B2B advertising strategy begins with print advertising as the foundation. *GRADIENT* magazine provides you the opportunity to speak directly to buyers who are members of AFCA. Integrating digital advertising in the DigiMag as well as advertising in the printed annual Creativation show directory immediately improves your company's exposure within the industry.

The foundation of your advertising strategy. Reliable, credible and budget friendly.

PM
 print magazine
 quarterly

E-mailed to every individual AFCA member (10,000+ total emails), when the issue is published. Archived on our website indefinitely.

DM
 DigiMag
 quarterly

Distributed to show attendees, this is the official directory of Creativation.

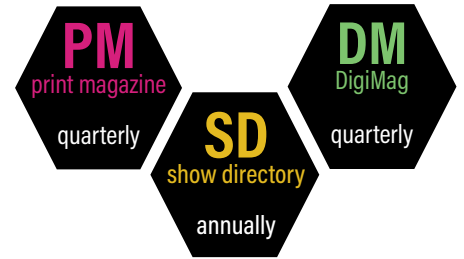
SD
 show directory
 annually



Contact Darlene Ryan • darlene@fwpi.com • (315) 789-2475. Insertions billed individually after magazine mails, net 30. Monthly installment plan available with credit card purchase.



EDITORIAL CALENDAR



WINTER 2018



AD SPACE DUE: NOV 10

MATERIALS DUE: NOV 17

MAILING DATE: DEC 15, 2017

Bonus distribution at

2018 CREATIVATION

SPRING 2018



AD SPACE DUE: FEB 2

MATERIALS DUE: FEB 9

MAILING DATE: MAR 9, 2018

SUMMER 2018



AD SPACE DUE: MAY 22

MATERIALS DUE: MAY 30

MAILING DATE: JUN 19, 2018

FALL 2018



AD SPACE DUE: AUG 3

MATERIALS DUE: AUG 10

MAILING DATE: AUG 31, 2018

CREATIVATION 2018

**CREA
TIVA
TION**

AD SPACE DUE: NOV 10

MATERIALS DUE: NOV 17

OFFICIAL SHOW DIRECTORY

For advertising options and rates in the Creativation Show Directory, please contact:
 Darlene Ryan
 darlene@fwpi.com
 (315) 789-2475

The magazine's highly targeted circulation and cost-effective ad pricing is just part of its appeal. The editorial content – covering craft trends, industry personalities, new products and expert business advice – ensures that your ad will be read by industry decision-makers.



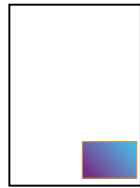
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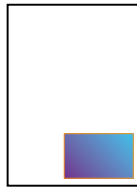


MAGAZINE AD RATES

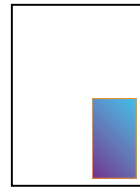
DigiMag Sponsor Ad Full page ad that appears next to the front cover of the DigiMag upon opening. 8 1/8" W X 10 7/8" H, \$395 per issue prior to PrintPlus discount.



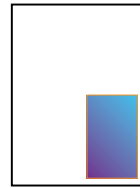
1/8 PAGE
Horizontal
3-1/2" x 2-3/8"
(W x H)



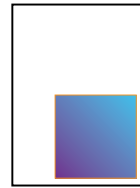
1/6 PAGE
Horizontal
4-5/8" x 2-1/8"
(W x H)



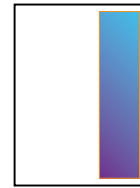
1/6 PAGE
Vertical
2-1/4" x 4-3/4"
(W x H)



1/4 PAGE
Vertical
3-1/4" x 4-3/4"
(W x H)



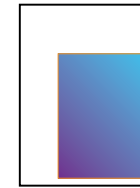
1/3 PAGE
Horizontal
4-5/8" x 4-3/4"
(W x H)



1/3 PAGE
Vertical
2-1/4" x 10"
(W x H)



1/2 PAGE
Horizontal
7" x 5"
(W x H)



1/2 PAGE
Vertical
4-5/8" x 7-5/8"
(W x H)



2/3 PAGE
Vertical
4-5/8" x 10"
(W x H)



FULL PAGE
8-3/8" x 11-1/8" (W x H)
Trim size: 8-1/8" x 10-7/8"
Please keep live area 1/4" from trim

FULL COLOR - Net Advertising Rate Per Issue					
Ad Size	1 X	2 X	3 X	4 X	Best Rate!
Full page	1765	1660	1605	1555	
2/3 page	1495	1405	1360	1315	
1/2 page	1195	1125	1090	1050	
1/3 page	970	910	885	855	
1/4 page	710	670	645	625	
1/6 page	470	440	430	415	
1/8 page	310	290	280	275	

TWO COLOR - Net Advertising Rate Per Issue					
Ad Size	1 X	2 X	3 X	4 X	Best Rate!
Full page	1500	1410	1365	1320	
2/3 page	1270	1195	1155	1120	
1/2 page	1015	955	925	895	
1/3 page	825	775	750	725	
1/4 page	605	570	550	530	
1/6 page	400	375	365	350	
1/8 page	265	250	240	235	

PREMIUM PLACEMENT Net Advertising Rate Per Issue					
Ad Size	1 X	2 X	3 X	4 X	Best Rate!
Back Cover	2265	2130	2060	1995	
Inside Front Cover	2115	1990	1925	1860	
Inside Back Cover	1965	1845	1790	1730	
TOC	2065	1940	1880	1815	
Center Spread	3485	3275	3170	3065	
Belly Band	3500				

BLACK & WHITE - Net Advertising Rate Per Issue					
Ad Size	1 X	2 X	3 X	4 X	Best Rate!
Full page	1325	1245	1205	1165	
2/3 page	1120	1055	1020	985	
1/2 page	895	840	815	790	
1/3 page	730	685	665	640	
1/4 page	535	505	485	470	
1/6 page	355	335	325	310	
1/8 page	235	220	215	205	



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