

Media information for Popular Patchwork

Published for over 15 years, **Popular Patchwork** is a magazine written by quilters for quilters; every issue is crammed with fabulous projects to sew from 'quick and easy' to more intricate. There are in-depth reviews of the major shows and interviews with quilters both national and international.

Every issue is filled with interesting features and wonderful competitions as well as a pull-out pattern sheet with full-size templates and useful information.

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Format: A4 full colour magazine

Average issue size: 76 pages

Frequency: 13 issues per year

Cover price: £3.75



Magazine website:
[Click here](#)



ADVERTISING RATES: All prices in £'s

Double page spread.....	£1100
Full page.....	£600
Half page.....	£420
Quarter page.....	£250
Eighth page.....	£150

Discounts available for series banners

CLASSIFIED

£12 per scc	
Shop guides.....	£35
Web directory..... double	£35
..... single	£30
Loose inserts and bound inserts costs on request	
Sponsorship opportunities available on request	
1 column width.....	35.6mm
2 column width.....	74.2mm
3 column width.....	112.8mm
4 column width.....	151.4mm
5 column width.....	190mm
Maximum depth.....	252mm

MECHANICAL DATA: Height & Width

DPS Bleed.....	307 x 430mm
DPS Trim.....	297 x 420mm
DPS Type Area.....	277 x 390mm
(Please allow 10mm for inside gutter)	
Page Bleed.....	307 x 220mm
Page Trim.....	297 x 210mm
Page Type Area.....	277 x 190mm
Half page vertical.....	277 x 92.5mm
Half page horizontal.....	136 x 190mm
Quarter Page.....	136 x 92.5mm
Quarter page horizontal.....	65.5 x 190mm
Quarter page vertical.....	277 x 43.75mm

All rates are exclusive of VAT

Notes:

- Please note that all prices quoted include full colour.
- VAT at 15% should be added to all prices. (UK Only)
- Advertising cancellations must be sent in writing 6 weeks prior to deadline

Inserts info:

Quotes for inserts available on request

PRODUCTION INFORMATION

FILES: JPGS: TIFFS: EPS (font included): Quark docs (include hi-res graphics and fonts): PDF

GRAPHICS: Resolution 300dpi

Type area: 277 x 190

Final trim area: 297 x 210

Bleed area: 307 x 220

Copy to be sent via email: patchworkads@myhobbystore.com

To advertise please contact **Louise Hodgson**, Senior Sales Executive

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Website: www.myhobbystore.com



TESTIMONIALS

"The cotton patch has advertised in Popular Patchwork for many years. It has consistently proved to be an effective method of generating awareness and good value for money."

Nik Sewell, The Cotton Patch

"We have been regular advertisers in Popular Patchwork for many years and have every intention on being so for the indefinite future. It is rare to find a quality publication that so precisely serves your target market that every single reader is a potential customer. Furthermore the advertising and advertorial staff are a pleasure to deal with."

Stephen Bogod, Bernina Sewing Machines

