

magazine
cast on
www.TKGA.com



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, including those who are involved in 290 TKGA chapters/guilds 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!

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

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2010 anniversary

SPECIAL ADVERTISING OPPORTUNITIES

In 2010 TKGA will celebrate its 25th Anniversary! As a *Cast On* advertiser and TKGA supporter, you can benefit from and be part of the big celebration.

See the special “**Anniversary Advertising**” items in this **Media Kit** for the May-July 2010 and August-October 2010 issues.



CAST ON will publish:
Regular Ads
Anniversary Ads
... and More!

Get even More Exposure
• **KEEPSAKE ISSUE** •

The August-October 2010 issue of *Cast On* will be the **TKGA 25th Anniversary Collector Issue**, featuring coverage of the 2010 Conference and Gala. As a keepsake issue, you get more exposure for your advertising dollar!



Cast On has been published continuously for 25 years!

"I received confirmation of my membership renewal [and *Cast On* subscription] and wanted to take time to thank you. *Cast On* is a wonderful magazine, and my local guild is interesting, informative and friendly. TKGA is greatly appreciated and each month I take advantage of more and more events and patterns and classes you offer. Thanks again." (M. Murray)



"I just wanted to tell you how much I appreciate the changes in the magazine. I think it's absolutely fantastic. The teaching articles are wonderful. I love the fact that you are given a fairly easy basic project and then given variations on that theme. I think it's dynamite ...I'd like to order more issues so I can use the magazine in my classes!" (B Gigliotti)



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 books or products for review to *Cast On*, 1100-H Brandywine Blvd, Zanesville OH 43701-7303.

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

FEBRUARY-APRIL (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

MAY-JULY (SUMMER) 2010) - *pre-anniversary ads*

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

AUGUST-OCTOBER (FALL) 2010 - + *anniversary issue*

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

NOVEMBER-JANUARY (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 needleworkers
- 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 fiber-related shows
- Those who purchase *Cast On* in retail stores
- Friends and family of TKGA members

ADDITIONAL DISTRIBUTION IN 2010

Anniversary Keepsake Issue!

The August-October 2010 *Cast On* 25th Anniversary Keepsake issue (with coverage of the 2010 Conference celebration and gala, plus a host of special patterns and reminiscences) will go to all TKGA members, and will also prompt those members and other people who have a history with TKGA to pick up extra issues for themselves and others.



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

Display 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.

G. 2010 "Anniversary Advertising" Special Offers – Ads that include a Congratulatory Note to TKGA



10% Discount on Display Ads placed in either Anniversary Issue:

For ads that include a congratulatory note to TKGA, get 10% off if you run them in either the May-July (Summer) 2010 or the *Anniversary Keepsake* August-October (Fall) 2010 issue.

FREE Web ad to any paid *Cast On* Anniversary Display Advertiser: Submit your link and a digital ad (maximum of 250 pixels square at 72dpi or ppi – file size no larger than 40 KB) to be posted on the righthand column of the TKGA Web site through the remainder of 2010. (Can't prepare your own? We'll do it for you for \$50 – if you provide a digital logo and give us limited text; we recommend 30-50 characters.)

AD Rate Card • Continued

Advertising Closing Dates

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

Classified Ads

A. Rates • Specification \$1.75 per word (\$1.65 per word for TKGGA 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.








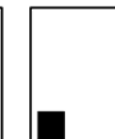
Ad Services

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 Sizes

<p>Full Page BLEED 8 3/4" W x 11 1/4" H</p> <p>TRIM 8 1/4" W x 10 3/4" H</p> <p>LIVE 7 1/4" W x 9 3/4" H</p>		 <p>1/2 Page VERTICAL 3 1/2" W x 9 3/4" H</p>	 <p>1/2 Page HORIZONTAL 7 1/4" W x 4 3/4" H</p>	 <p>1/3 Page SQUARE 4 3/4" W x 4 3/4" H</p>	 <p>1/4 Page VERTICAL 3 1/2" W x 4 3/4" H</p>	 <p>1/6 Page VERTICAL 2 3/8" W x 4 3/4" H</p>	 <p>1/6 Page HORIZONTAL 4 3/4" W x 2 3/8" H</p>	 <p>Shop Ad ONE SIZE 2 3/8" W x 2 3/8" H</p>
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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: \$54 (USA) \$61 (Canada/Mexico) \$69 (Other Non-USA)

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

Two-year (24 months)

Retailer: \$101 (USA) \$105 (Canada/Mexico) \$131 (Other non-USA)

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

4. PAYMENT – application cannot be processed without payment

(For your protection: whenever secure web payment is not available, do not e-mail forms containing credit card payment information. Use fax or mail.)

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 _____

