



DESIGNS
 IN MACHINE EMBROIDERY
Media Guide 2009
Celebrating 10 Years





Between Friends

Hi, I'm Eileen Roche founding Editor of *Designs in Machine Embroidery* magazine. I started this magazine as a newsletter in 1995 because at the time, there weren't any educational materials available for the home embroiderer. Designs has come a long way since then and many things have changed. We have grown from four to six annual issues. We're now publishing over 100 pages in each issue. We've welcomed some industry icons to our pages as columnists—Nancy Zieman, Deborah Jones and Loralie Harris to name a few. Our readership has grown to over 20,000 subscribers and another 20,000 newsstand readers.

While growth and change have been significant, our passion and editorial mission remains the same. I keep my finger on the pulse of our reader by attending trade shows, teaching hands-on embroidery classes, scouring ready-to-wear for trends and new techniques to share with our reader. I hear her frustration when she yearns for information on her machine – specific to her machine. Editorially, we treat all machine and embroidery formats individually. We understand that specific instructions differ from machine to machine. Therefore, generic instructions serve little purpose.

Our reader's average age is 55 with a household income of over 60K, she is an avid embroiderer spending more than \$100 per month on embroidery supplies. She has been subscribing to Designs for at least one year and 97% of our readers NEVER THROW OUT AN ISSUE!

I know what our reader is interested in because I am just like her. An embroidery enthusiast just like your customer—passionate about embroidery and hungry for knowledge. It's our mission to satisfy that urge.

DIME is dedicated to inform, educate, and inspire embroidery enthusiasts. The magazine's high standards keep their readership dedicated, resulting in a positive response from the ads placed. If you want to reach embroiderers, DIME is the magazine in which to advertise.

- Nancy Zieman

Columns

10-20-30 MINUTES TO EMBROIDER

Nancy Zieman shares her wealth of sewing and embroidery knowledge with readers.

ASK THE EXPERT

Industry expert, Deborah Jones discusses everything from threads, needles and stabilizer to how to work with specialty fabrics and how to solve problems encountered while embroidering.

LADIES OF A COMMON THREAD

Loralie Harris shares her whimsical poetry

KEEP IT SIMPLE SWEETIE

Marie Zinno inspires and encourages novice embroiderers to make a quick and easy embroidery project.



Departments

BUYER'S GUIDE

Readers use this valuable resource to locate companies advertised in the magazine. A link to the company website is also included.

DESIGNER'S NOTEBOOK

Advertisers who release new products and services have the opportunity to be showcased in the Designer's Notebook. An image and a brief description are included.

WHAT'S NEW IN DESIGNS

Advertisers releasing a new embroidery collection can showcase their designs in What's New in Designs. An image, company name, collection name and website link are included.

Contributors

I started advertising my business in Designs in Machine Embroidery three years ago and have seen wonderful growth as a result.

I look forward to a long and happy 'partnership' with Designs in Machine Embroidery.

- Holley Phelan, HolleyBerry Collections

Marie Zinno

Marie Zinno has been a contributing writer for *Designs in Machine Embroidery* since 2003. Marie is founder of Sew Creative, a commercial embroidery company specializing in children's wear. Author of *Machine Embroidery for Babies and Tots* (Krause, Iola, WI, 2007), Marie lives in Canton, OH with her husband, Doug and their two children, John and Lindsey.

Nancy Zieman

Nancy Zieman is host and executive producer of *Sewing with Nancy®* on public television and President of Nancy Zieman Productions. Ask any sewer how they became inspired to sew and they will most likely say they watched *Sewing with Nancy*, the longest running quilting and sewing series on television.

Deborah Jones

Deborah Jones has been involved with computerized embroidery for over 30 years. Her father was a Western tailor, specializing in embroidery on embellished costumes for country music performers.

She became fascinated with home embroidery machines soon after they were introduced. She expanded her educational efforts to include sharing her embroidery knowledge with this unique audience. She has given classes at International Quilt Festival, Sew Expo in Puyallup, Hands-On Sewing School and other venues.

Recently, Jones has devoted much of her time to developing educational videos for embroiderers and writing a book on embroidery. She also enjoys caring for her Yorkshire and Silky Terriers.



Meet our other Contributors:

Richards Jarden
Denise Holguin
Kathy Isbell
Kelly Laws
Mary Mulari

Loralie Harris
Bobbi Bullard
Charlotte Gallaher
Evy Hawkins
Jennifer Gigas
Diane Kron
Martha Sheriff

Nina McVeigh
JoAnn Connolly
Janis Bullis
Katherine Artines
Judy Fenton
Tamara Evans

Designs in Machine Embroidery is a fabulous magazine to reach the machine embroidery enthusiast. We have had great success in our advertising in this publication. It is very targeted and gets the word out to those who really love machine embroidery.

- Martha Pullen

Advertising

Editorial Mission:

Designs in Machine Embroidery is the leading magazine for home embroiderers hungry for information, inspiration, and the latest innovations in machine embroidery. Featuring how-to quick lessons, tutorials, tips and creative projects, *Designs* inspires the most dedicated machine embroiderer and hobbyist, from beginner to the most advanced skill level. Published bi-monthly, *Designs* has complete start-to-finish projects in multi-machine formats with bonus free design downloads in each issue. The upscale, full-color, easy-to-read 100-page format provides hours of excitement and education. Founded by Eileen Roche, 1998.



Volume	Ad Reservation Deadline	Ad Materials Deadline*	Available on Newsstands	Editorial Theme
Volume 54 Jan/Feb 2009	10/17/08	11/3/08	December 15, 2008	10th Anniversary Issue
Volume 55 March/April 2009	12/17/08	1/5/09	Feb. 16, 2009	Fashion Great Hemlines: Skirts
Volume 56 May/June 2009	2/16/09	3/3/09	April 15, 2009	Outdoor Living Patio Revamp
Volume 57 July/August 2009	4/28/09	5/4/09	June 16, 2009	Home Decor: Pillows, Drapes, Lamp Revamp and Quilts
Volume 58 Sept/Oct 2009	6/18/09	7/2/09	August 17, 2009	Latest looks in cutwork embroidery
Volume 59 Nov/Dec 2009	8/18/09	9/3/09	October 15, 2009	Holiday: Decorative Gift Wrap
Volume 60 Jan/Feb 2010	10/19/09	11/3/09	December 15, 2009	In the Hoop: Embroidery Projects

* All Freebee designs must be submitted by the ad material due date.

CONTACT INFORMATION

Designs in Machine Embroidery
2517 Manana Dr.
Dallas, Texas 75220

For Advertising Inquiries:
Sandy Griggs Sales Manager
sgriggs@dzgns.com
214-466-1568
214-466-1567 FAX

www.dzgns.com
888-SEW-0555 STAFF
214-352-6156 FAX

I would recommend that a new advertiser give the magazine advertising a try by planning a series of ads, rather than one or two to see how well it works for their business. The readers are going to be more apt to respond to an advertiser that they see several times in the magazine vs. once or twice. The more times they are exposed to your company name, the more chance the potential customer will remember you.

- OregonPatchworks Premium Embroidery Mall

Demographics

Staying Current

The pages of *Designs in Machine Embroidery* come to life through the collaborative efforts of a very dedicated team that keeps watch on market trends, new products, consumer interests and preferences.

Quality Product

- **100+ pages in every issue**
- **Heavy-stock cover**
- **Perfect bound magazine (not stapled)**
- **Professional models & photography**
- **Subscriptions are polybagged for safe delivery**

Our Audience

- **Avid embroiderer**
- **55 years old**
- **Spends over \$100/month on embroidery supplies**
- **Household income of \$60,000 per year**
- **Stitches more than 3 hours per week**
- **44%, of readers have more than 1 embroidery machine**

Reader Involvement

- 51%** visit sewing/fabric stores weekly
- 94%** of readers have purchased products advertised in the magazine
- 56%** of readers visit embroidery/sewing/quilt shows a year
- 49%** of readers visit their dealer on a monthly basis
- 97%** NEVER throw a *Designs* issue away!

Circulation

Total circulation (paid and non-paid) – 40,000

Subscriptions – 20,000+

Subscriptions are polybagged; subscribers pay \$29.97 for a one-year subscription (6 issues)

Single Copies – 20,000

Available at newsstands nationwide including Barnes & Noble, Borders, Wal-Mart, Joann Fabrics, Hancock Fabrics and retail outlets nationwide and online at www.dzgn.com



Advertising Rates

Display Ads

4/Color Rates



Ad Size	1x	3x	6x
Full Page	\$2695	\$2595	\$2495
1/2 Page	\$1605	\$1575	\$1495
1/3 Page	\$1295	\$1095	\$995
1/4 Page	\$975	\$875	\$775
1/6 Page	\$625	\$595	\$525

Black & White Rates

Ad Size	1x	3x	6x
Full Page	\$1795	\$1675	\$1550
1/2 Page	\$1095	\$995	\$895
1/3 Page	\$795	\$695	\$625
1/4 Page	\$650	\$595	\$525
1/6 Page	\$550	\$495	\$475

Advertising Specs

Terms: Net 30 days from date of invoice. A 15% discount off gross billing is permitted to recognized advertising agencies provided payment is received within agreed upon terms. No agency discount permitted on bills over 30 days old.

Special Positioning: Add 10% to above rates. Subject to availability and must be indicated on the insertion order. Check for availability.

Digital Submission Guidelines: Materials must be submitted on CD or by FTP with a printed proof. Acceptable documents: Adobe Photoshop, Illustrator, InDesign, *.PDF, *.EPS, *.TIFF. All artwork must be flattened at a high-resolution (300 DPI) scaled to size and placed. All screen and printer fonts must be included and/or embedded if the file permits. Color: CMYK ONLY. Unaccepted files - PageMaker, Microsoft Office, Quark Xpress, *.JPG, *.GIF

Proofs: A color proof is recommended. Designs in Machine Embroidery is not responsible for the accuracy of the file if proof is not submitted with the files.

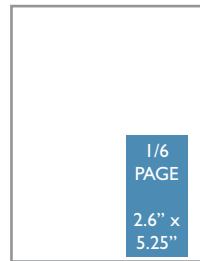
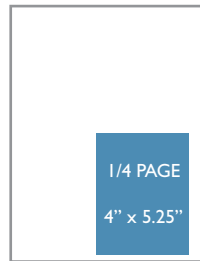
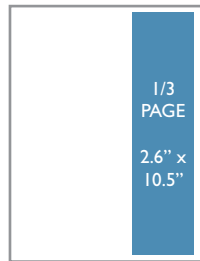
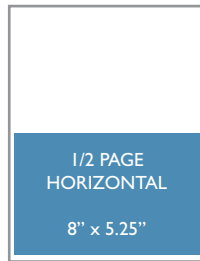
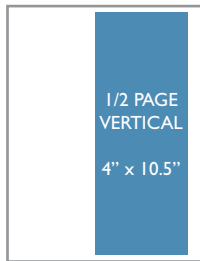
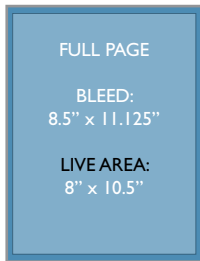
Composition/Production Charges: Advertisers will be charged a nominal fee for any alterations, additional copy or repairs made on advertising materials. All ads are subject to publisher approval.

Send files with proof to:

**DESIGNS IN MACHINE EMBROIDERY, ATTN: Denise Holguin,
2517 Manana Drive, Dallas, Texas 75220**

Please supply file name(s), contact name, phone number and email address with the files and proofs. If no materials are received by the Ad Materials Deadline and prior arrangements have not been made, the Publisher will run the previous ad.

All ad sizes are firm. If submitted ads are not the correct size, they will be resized or returned to the advertiser.



Value Advertising Opportunities



Web Direct Ad

- 3" x 2", full color ad
- Content limited to full color screen shot of website home page
- Add-in option for 25 words of text, no extra charge
- Pre-payment required for first time advertisers

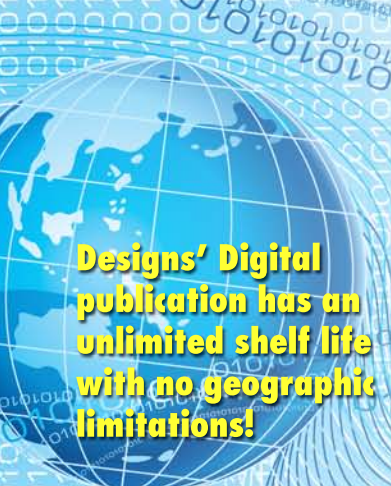
Web Direct	1x
	\$450



Designs' Details Ads

- 3.5" x 2", B/W Business-Card Style Ad
- Approx 10 ads per page
- Features company name, contact information, graphic, design sample or logo

Details Ad	1x	3x	6x
	\$235	\$215	\$200



Designs' Digital publication has an unlimited shelf life with no geographic limitations!

Designs in Machine Embroidery understands the changing dynamics of media consumption. Today's consumer is digital and demanding. We are meeting those demands through the use of cutting-edge technology to enhance our reader's experience and to maximize our advertisers' bottom line.

EVERY ISSUE of Designs in Machine Embroidery is now delivered in Digital format.

Readers are encouraged to not only read the print magazine from the comfort of their favorite sewing room chair but now they can easily go online and click on advertisers' ads for more information, click to purchase products they see in print online, preview product video presentations, download free demos, designs and more! The creative possibilities for interactivity and rich media are endless.

Designs' Digital Magazine Features:

- The print version of Designs in Machine Embroidery magazine is now an **interactive embroidery magazine** online!
- Bring your advertisements to life through **custom features** including video and flash in every issue of the digital magazine.
- **Dynamic lead generation** means customers can easily click to request information from advertisers. Leads are automatically collected and stored for easy retrieval in an online database.
- **24/7 online access** to current issue of Designs in Machine Embroidery – in digital format and previously converted issues.
- **On-screen reader navigation** includes flip page, zoom, print, email a friend and more.

Digital advertising opportunities are available to all full page and half page four color advertisers.

Rates below do not include the price of the print ad. Please inquire about print advertising rates to qualify for the digital packages.

Deluxe Multimedia Expand your reach using all multimedia opportunities to consumers through print, digital and exclusive email marketing campaigns. <i>*Based on Limited Availability</i>	1X Rate \$5500 Net	<ul style="list-style-type: none"> • Exclusive Email to Designs Audience* 71K Consumer + 40K Commercial (Commercial is only sent if product/service applicable) Email is sent in both HTML and text to maximize deliverability¹ • Multimedia Package Included (Details below)
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Multimedia Package Engage the consumer in your ads using interactivity and rich media such as video or flash for maximum results. <i>You are limited only by your imagination!</i>	1X Rate \$1500 Net	<ul style="list-style-type: none"> • More Information Link: Consumers can request more information on your company with a simple click in our tracking system. Leads are instantly delivered to your inbox and available to you online through secure login • Web Link: External link to company website² • Software Download Link: External link to download trial software³ • Audio – Video and Other Rich Media: Print ads can be replaced with digital creations featuring video and flash animation.
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Freebee Promotional Giveaway Exclusive sponsorship of a Designs' FreeBee promotional giveaway. This unique advertising position offers extreme marketing opportunities as visibility is extended through multiple mediums. <i>See "Digital Reach" for statistics.</i>	1X Rate \$6000 Net	<ul style="list-style-type: none"> • Multimedia Package Included (See above for details) • Exclusive Sponsorship: As the exclusive sponsor your promotion will be delivered in both print and digital publications in full page – 4 color as well as spotlighted in all email communications for the issue sponsored. Audio, video and/or flash can also be utilized. • Extended Web Visibility: Promotion highlighted on Designs exclusive "FreeBees" page within DZGNS.com AND all partnered portal technologies. • Simple Execution: Designs magazine collects all entries in the giveaway and provides database at conclusion of drawing.
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Designs Plus Monthly Newsletter - Premium Banner and Embroidery Design Position

Promote your product to Designs' targeted embroidery audience of 71,000 by email.

1X Rate
\$1200 Net

- **Premium Banner Position:** Lead banner placed in the premium position of the Designs Plus monthly newsletter. Banner Size: (728 x 90)⁴
- **Advertorial Article:** Article insert into the newsletter. Brief 5-6 sentence advertorial about the banner promotion.
- **FreeBees Embroidery Design Sponsorship:** Donate six free embroidery designs for the consumer to download.
- **Unlimited Visibility:** Each issue of Designs Plus is archived with a "clickable" calendar to allow the consumer to browse through previous issues.

Build Your Own Digital Package

Select the individual features that are right for your company.



More Information Link

\$750 Net

- **More Information Link:** Consumers can request more information on your company with a simple click in our tracking system. Leads are instantly delivered to your inbox and available to you online through secure login.



Web Link (6x Commitment)

\$500 Net

- **Web Link:** External link to company website²



Software Download

\$300 Net

- **Software Download Link:** External link to download trial software³



Audio/Video and Other Rich Media

\$750 Net

- **Audio - Video and Other Rich Media:** Print ads can be replaced with digital creations featuring video and flash animation³.



Freebee Embroidery Design Sponsorship

\$500 Net

50 embroidery designs are buried in every digital issue of Designs in Machine Embroidery. Being selected as a FreeBee sponsor offers extended visibility. Use this opportunity to demonstrate the quality of your designs!

Advertiser submits unique embroidery designs for use in Designs digital magazine *Treasure Hunt*.⁵

- **Extended Visibility:** Advertiser will be mentioned as design sponsor in print ad and email communications for the issue
- **Detailed Company Information:** Company information and link to website included on download page for every design.
- **Easy Access:** Designs can be filtered by type and designer and remain for continued access in each issue

Designs' Subscription, Newsstand and Digital Magazine Reach:

Print Publication: Subscription and Newsstand: 40K

Potential digital visibility Designs In Machine Embroidery -- Digital and Partnered Technologies: 345K

¹ Both text and html content to be submitted by advertiser.

² Multiple web links are allowed as long as they are all within same domain

³ All links to video, flash and software downloads should be supplied by the advertiser

⁴ Banner can be .jpg, .gif or .gif animation. Recommended maximum files size 150K.

⁵ Each advertiser is allowed to submit 6 designs with the following requirements.

Single zip file including the following for each design submitted to include:

300 x 300 jpeg or gif image of embroidery design in RGB format

All embroidery file formats available for this design

Website address to be used to redirect consumer for additional information

All designs must be unique and cannot be replicated from previous issues

For more information contact

Sandy Griggs
Sales Manager

214-466-1568
309-633-5008 Fax
sgriggs@dzgns.com



Freebee Treasure Hunt

Thank you for participating in the Freebee Treasure Hunt in the Digital format of Designs in Machine Embroidery magazine. **All Freebee designs must be booked first for an issue.** Follow these steps when submitting designs.

Formats

Please zip each unique design with multiple formats in one file. Please include as many formats as possible.

Example:

Flower1.zip includes Flower1.pes, Flower1.jef, etc, color chart, instructions if applicable.

Flower2.zip includes Flower2.pes, Flower2.jef, etc, color chart, instructions if applicable.

Where to Send

Send designs to Denise Holguin by email, mail or ftp.
dholguin@dzgns.com

Denise Holguin
2517 Manana Drive
Dallas, TX 75220

Ftp Information:
Email Denise for ftp information: dholguin@dzgns.com

Additional Files Needed

Images Files:

Please include 1 jpg/gif image of each embroidery design.

Remember, this image is meant to entice consumers to want to download your design! Make sure the colors make sense—(No pink snow, or blue skin tones). Due to the volume, we cannot correct color problems. If the item is an in-the-hoop project, please provide the image of the finished item.

All images should be sized to 300 x 300 pixels.

Formats: jpg/gif

Send the images of the designs as separate files.
We will use these images to upload to the catalog.
If you wish, you can also include the images in the zipped files for each design.

Contact Info File:

Please include the following information as a Word document named ContactInfo.doc or ContactInfo.txt.
Send this file by email or ftp.

This design is brought to you by: NAME HERE

For additional information on this Designer visit their website at: WEBSITE LINK HERE

To find a dealer near you visit: LINK HERE

Confirmation

Denise Holguin will send confirmation that the designs have been received via email.



Freebee Submission Deadlines

Volume	Deadline
Volume 54 January/February 2009	11/3/08
Volume 55 March/April 2009	1/5/09
Volume 56 May/June 2009	3/3/09
Volume 57 July/August 2009	5/4/09
Volume 58 Sept/October 2009	7/2/09
Volume 59 November/December 2009	9/3/09
Volume 60 Jan/Feb 2010	11/3/09

DESIGNS

IN MACHINE EMBROIDERY