

The fabric shop network™ Inc.

...the trade organization for independent fabrics and quilt retailers.

— Established 1997 —

The screenshot shows the homepage of webcentsmagazine.com. At the top, there's a navigation bar with 'Subscribe or Login' and social media icons. Below that, a main menu lists categories: 15 Years in Business, E-commerce, Social Commerce, Recurring Commerce, Marketing, Social Media, and Technology. The main content area is divided into several sections: 'Create Marketing Content - with an AI Content Generator', 'Optimizing Your Product Listings for Better Search Results', 'Why Your Product Catalog is the Key to Social Commerce Success', 'Sales Automation - The Ultimate Guide 2022', 'The Psychology of Live Sales: The Perks to Address Inevitable Expenses', and 'Email address: [input field]'. There are also sections for 'LIVE WEBINARS' and 'ON DEMAND WEBINARS'.

webcentsmagazine.com

the fabric shop network...the resource for independent fabric and quilt retailers

The graphic is a large, decorative cover for 'FabShop News' magazine. It features a grid of various quilt patterns in shades of blue, red, and white. In the center, there is a map of the United States with a 'ROUTE 66' shield. The text 'June 2024' is in the top right corner. At the bottom right, there is a white box with the text: 'Route 66 BOM designed by Tourmaline & Thyme Quilts', the 'Hoffman' logo, and 'On the Road Again a Hoffman Spectrum Digital Print Collection'.

FabShop News Trade Publication [print & digital]

The cover of FabShop News magazine features a stack of colorful fabric bolts. The text includes 'The fabric shop network...the resource for independent fabric and quilt retailers', the magazine title 'FabShop News', and the featured brands 'andover' and 'Century SOLIDS'. There are also smaller text elements like 'LIVE WEBINAR' and 'ON DEMAND WEBINAR'.

The cover of FabShop News magazine features a woman holding several bags of fabric. The text includes 'The fabric shop network...the resource for independent fabric and quilt retailers', the magazine title 'FabShop News', and the featured brand 'annie.com'. Other text includes 'Show off your shop!', 'Models galore!', and 'What's in your bag?'.

The cover of FabShop News magazine features a sewing machine and a dress. The text includes 'The fabric shop network...the resource for independent fabric and quilt retailers', the magazine title 'FabShop News', and the featured brand 'bernette'. Other text includes 'Bring Your Creativity To Life!', 'b79 YAYA HAN EDITION', and 'What's in your bag?'.

2025 MEDIA KIT & GUIDE

Print & Digital Display Ads

the fabric shop network...the resource for independent fabric and quilt retailers

FabShop News

print & digital trade magazine

what's inside

ON OUR COVER



BERNINA



IN THE BEGINNING FABRICS



ANDOVER FABRICS



C&T PUBLISHING



SEW STEADY

SOURCE PRODUCT

- **The hottest fabric releases** from top companies and designers—in the pages of every issue.
- **The newest product releases including notions, tools, publications and more**—and where to get them.

AUDIENCE: Independent fabric, quilt, sewing machine, and yarn retailers

READERSHIP: 10,000

FREQUENCY: 6 issues per year

PROMOTE

- **Promotional Calendar** – (featuring various “day of” celebrations) – Published six months in advance—to give you enough time to plan a promotion!
- **Merchandising Matters** – Shopowners across the industry share images of their inspiring product displays—ideas you can adapt and use in your shop!
- **Profitable Promotions** – Shopowners share their recent promotions. You’ll read what worked, lessons learned, and what they’ll do differently next time—a blueprint for your next promotion!

SAVE

- **Save money on supplies and promotional items** you already use with *exclusive member discounts* and other essential benefits.
- **Save precious hours (or days) searching for answers** to your shop-related questions. The answers are in *FabShop News* magazine!

LEARN

- **Inspiring stories** of shops and their owners who have celebrated significant milestones—and the obstacles they overcame along the way.
- **Tech Talk** – So much technology, so little time to research it. Every issue features a practical discussion about a trending technology issue—and provides answers specific to our industry.
- **The Fine Print** – Legal issues you could face as a shopowner—and solutions that apply to you.
- **Social Connection** – Strategies for creating an engaged community—online and in your shop.

TAKE CHARGE

- **Apply guidance** on pricing, staffing, purchasing, inventory, and so much more in every issue. Every article is written by industry professionals and shopowners—with practical industry experience to share.
- **Keep previous issues handy** – An article that didn’t apply to you when you first read it may be just the answer you are looking for now or later.

TEACH

- **Teachable Content** – Create a class, a demo, or another learning opportunity with content pulled from the pages of each issue.

The Fabric Shop Network, Inc.

PO Box 820128, Vancouver, WA 98682 | info@fabshopnet.com | PHONE (360) 666-2392 | FAX (360) 666-2863 | fabshopnet.com | fabshopstore.com | fabshopnews.com

DISPLAY INSERTION ORDER

FabShop News Trade Magazine

Please select your ad size and run dates below for *FabShop News* magazine. Discount available on multiple consecutive issues only.*

COVERS	1x	3x*	6x*
Front Cover + Inside Back Cover	<input type="checkbox"/> \$5,100	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$4,350
Front Cover + Full Page Advertorial	<input type="checkbox"/> \$3,200	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,700
Inside Front Cover	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,950
Inside Back Cover	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,900
Back Cover	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,050

PREMIUM PLACEMENT	1x	3x*	6x*
Center Spread	<input type="checkbox"/> \$4,900	<input type="checkbox"/> \$4,800	<input type="checkbox"/> \$4,250
2- Page Spread	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$4,200	<input type="checkbox"/> \$3,750
Page 1	<input type="checkbox"/> \$2,400	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,050
Full Page Opposite Table of Contents	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,950
Full Page Opposite Table of Columns	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$1,950
Full Page Opposite Promotional Calendar Ideas	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$1,900
Full Page Opposite Masthead	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,800

ADDITIONAL PLACEMENTS	1x	3x*	6x*
Full Page Added Bonus for 6x Commitment: Complimentary Leaderboard Ad on fabshopnet.com	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,600
1/2 Page Island	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,200
1/2 Page – horizontal or vertical	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$950	<input type="checkbox"/> \$900
1/4 Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$625	<input type="checkbox"/> \$600

* Ads **must be in consecutive issues** to qualify for the discounted rate.

SPECIAL SECTIONS	1x	3x*	6x*
Reorder Reliability	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,300
Fabric Finds	<input type="checkbox"/> \$800	<input type="checkbox"/> \$775	<input type="checkbox"/> \$750
Notion Finds	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$450
Pattern Finds	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$450
What's On Your Bookshelf?	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$450
Pattern Connection	<input type="checkbox"/> \$450	<input type="checkbox"/> \$425	<input type="checkbox"/> \$400

PUBLISHING SCHEDULE			
Issue #	Publish/ Mail Dates	Reservation Deadline	Ad Materials Due
<input type="checkbox"/> 164	February 2025	Dec. 10, 2024	Dec. 20, 2024
<input type="checkbox"/> 165	April 2025	Feb. 10, 2025	Feb. 21, 2025
<input type="checkbox"/> 166	June 2025	Apr. 7, 2025	Apr. 18, 2025
<input type="checkbox"/> 167	August 2025	Jun. 9, 2025	Jun. 20, 2025
<input type="checkbox"/> 168	October 2025	Aug. 8, 2025	Aug. 18, 2025
<input type="checkbox"/> 169	December 2025	Oct. 10, 2025	Oct. 20, 2025
<input type="checkbox"/> 170	February 2026	Dec. 8, 2025	Dec. 19, 2025

ADVERTISER INFORMATION
PLEASE PRINT CLEARLY
Name _____
Company _____
Address _____
City _____ State ____ Zip _____
Phone _____ Fax _____
Email _____
Ad Agency Contact Info: _____

AD INSERTION ORDER
TOTAL \$ _____
Payment: <input type="checkbox"/> Check <input type="checkbox"/> Credit Card <input type="checkbox"/> ACH <input type="checkbox"/> Bill Me
Credit Card # _____
Card Exp. date _____ CCV# _____
Signature: _____
AGREEMENT
I agree to the terms and provisions and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.
Authorized Signature _____
Title _____
Date _____

11-08-2024

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DISPLAY INSERTION ORDER

Advertising Terms & Provisions for FabShop News Magazine

- A. Rate Card 2024-A effective April 15, 2024
- B. Positioning of advertisements is at the discretion of the publisher. Requested positions are guaranteed only as space permits and when accompanied by a 10% preferred positioning premium on the gross insertion rate.
- C. Changes to advertisements will be accepted up to two weeks prior to going to press.
- D. Cancellations prior to closing date must be in writing and are not considered accepted until confirmed in writing by the publisher. A 75% cancellation penalty will be applied to the remaining contract.
- E. Covers and Premium Placement ads are non-cancellable.
- F. All payments are nonrefundable.
- G. Prepayment is required for all first-time advertisers. Thereafter, the advertiser can set up an account with FabShop News (FSN).
- H. Unless otherwise indicated, all payments are due upon receipt of invoice. Payments received later than thirty (30) days after invoice shall be subject to annual interest at the rate of 18% or the highest permitted by state law.
- I. Advertiser is ultimately responsible and liable for payment for advertising placed by agency in the event the agency defaults payment to the publisher.
- J. There is a \$40.00 charge for any check returned for nonpayment.
- K. If any account becomes delinquent and is sent to a collection agency or attorney, or becomes the subject of litigation, advertiser is liable for the payments due, interest charges, and the cost and expenses of collections, attorneys fees, and litigation.
- L. Advertiser and advertising agency assume liability for all content of advertisements printed and for any claims arising therefrom made against the publisher.
- M. Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of an issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, strikes, accidents, or other circumstances beyond the publisher's control.
- N. In consideration of publication of an advertisement, the advertiser and agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringement, or plagiarism.
- O. No conditions, printed or otherwise, appearing on the contract, order, or copy instructions that conflict with the publisher's policies will be binding on the publisher.
- P. All oral instructions regarding contract or insertion must be followed up in writing.
- Q. Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error. Publication is made and charged for at the rates in effect at the time of publication without further notice.
- R. Cancellation of space contract by the advertiser or its agency forfeits the right to position protection and/or the contract rate. The rate on past and subsequent insertions will be adjusted to conform with the actual space used at current rates.
- S. The forwarding of an order is construed as an acceptance of all rates and conditions under which advertising is at the time sold.
- T. Publisher reserves the right to decline advertising that does not meet with the publisher's approval.
- U. All ad files executed by the publisher at no charge remains the property of the publisher.



Acknowledgment: _____

Date: _____

The Fabric Shop Network, Inc.

DISPLAY AD SIZES & SPECS

Ad Sizes

Inches

Cover & Advertorial	8.375 x 10.875
Full Page Spread	16.75 x 10.875
Full Page Ad	8.375 x 10.875
1/2 Page Island	4.375 x 7.375
1/2 Page - horizontal	7.25 x 4.688
1/2 Page - vertical	3.5 x 9.625
1/4 Page Ad.....	3.5 x 4.688

Art Specifications

Digital art is the preferred medium. Ad elements must be gray scale or CMYK color — not RGB.

Preferred Format

A press-ready PDF (CMYK, not RGB or spot color).

Photoshop TIFF or EPS files or Illustrator EPS file with all fonts converted to outline and images embedded. Resolution of any photo images or tints must be 300dpi and placed at 100% of size. Line art should be a minimum of 600dpi resolution. Include any fonts and images placed (linked) or embedded in the file.

A packaged InDesign CC file may also be sent, together with all linked 300 or 600dpi images and all fonts. Fonts must be Macintosh Postscript fonts. Placed images should be 100% of size.

Nonstandard Sizing or Formats

All ads must be the size of the space reserved. The Publisher reserves the right to modify ads to fit size and file format specifications. Changes will be billed at the current hourly rate.

Color Proofs

If submitting a color proof, please provide a high resolution print for reference. The magazine is printed to “pleasing color.” Therefore, color may vary from proof.

Send proofs to:

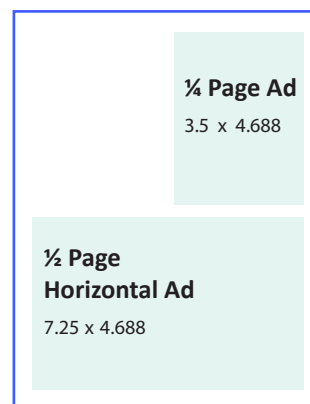
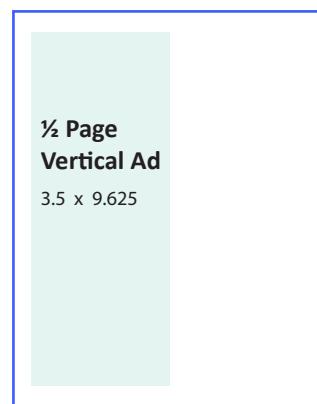
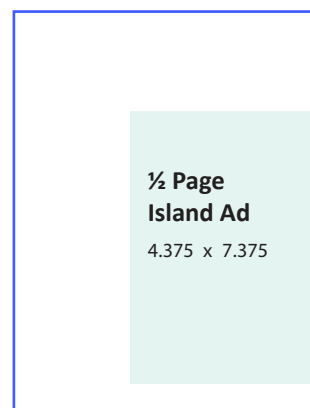
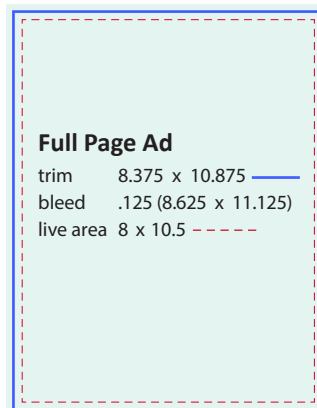
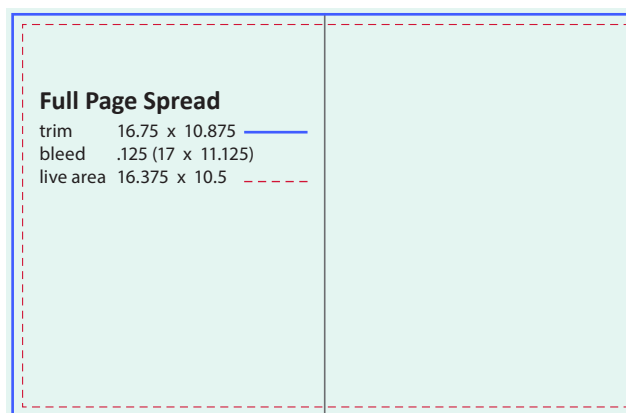
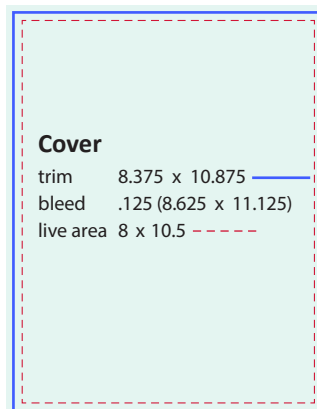
The Fabric Shop Network, Inc. - Design Service
P.O. Box 820128, Vancouver, WA 98682-0003

Ad Submission

Files smaller than 10MB may be sent to:
info@fabshopnet.com

For larger files, upload files to our FTP.

FTP Access: Email your FTP access request to:
mandi.schulz@fabshopnet.com (without file).



DIGITAL INSERTION ORDER

Email Advertising Opportunity

Please select frequency and list preferred dates for email blasts. Prepayment is required in advance before your dedicated email blast is sent.

EMAIL ADVERTISING	1x	3x	6x	DATES
Dedicated Email Blast	<input type="checkbox"/> \$1,200 ea	<input type="checkbox"/> \$1,100 ea	<input type="checkbox"/> \$1,050 ea	
Biznotes Leaderboard Ad	<input type="checkbox"/> \$750 ea	<input type="checkbox"/> \$700 ea	<input type="checkbox"/> \$600 ea	
webcentismagazine.com Leaderboard Ad	<input type="checkbox"/> \$750 ea	<input type="checkbox"/> \$700 ea	<input type="checkbox"/> \$600 ea	
Provide HTML file with all links directed back to your server.				

Digital Display Ads

Please choose the duration and preferred start date for your digital display ads. Payment is required prior to the start of your digital display ad.

ADVERTISING – fabshopnet.com	1 month	3 months	6 months	DATES
Video Slider Spotlight	<input type="checkbox"/> \$950	—	—	
Sponsored Video	<input type="checkbox"/> \$700	—	—	
Leaderboard Ad (728 x 90px)	<input type="checkbox"/> \$375	<input type="checkbox"/> \$550	<input type="checkbox"/> \$750	
Banner Ad (468 x 60px)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$425	<input type="checkbox"/> \$600	
Sidebar Ad - A (225 x 450px)	<input type="checkbox"/> \$350	<input type="checkbox"/> \$550	<input type="checkbox"/> \$750	
Sidebar Ad - B (225 x 225px)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$425	<input type="checkbox"/> \$600	
File Type: GIF, JPG, or PNG. Maximum file size 30k for Sidebar and 50k for Leaderboard.				

ADVERTISING – webcentismagazine.com	1 month	3 months	6 months	DATES
Video Slider Spotlight	<input type="checkbox"/> \$950	—	—	
Video Spotlight	<input type="checkbox"/> \$700	—	—	
Sponsor Post	<input type="checkbox"/> \$850	—	—	
Video Ad	<input type="checkbox"/> \$600	—	—	
Leaderboard Ad (728 x 90px)	<input type="checkbox"/> \$350	<input type="checkbox"/> \$550	<input type="checkbox"/> \$750	
Sidebar Ad - A (225 x 450px)	<input type="checkbox"/> \$350	<input type="checkbox"/> \$550	<input type="checkbox"/> \$750	
Sidebar Ad - B (225 x 225px)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$425	<input type="checkbox"/> \$600	
For Video Spotlights: Supply YouTube or web link to your video and a static video image. File Type for Images: GIF, JPG, or PNG. Maximum file size 30k for Sidebar and 50k for Leaderboard.				

ADVERTISER INFORMATION

Company: _____
 Address: _____
 City: _____ Zip: _____
 State/Prov: _____ Country: _____
 Phone: _____
 Email: _____
 Contact Name: _____

PAYMENT INFORMATION

TOTAL: \$ _____ Payment: Credit Card ACH
 Credit Card #: _____ Exp. Date: _____ CCV#: _____
 Signature: _____
 Authorized Signature: _____
 Title: _____ Date: _____

AGREEMENT

I agree to the terms and provisions and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

The Fabric Shop Network, Inc.

PO Box 820128, Vancouver, WA 98682 | info@fabshopnet.com | PHONE (360) 666-2392 | FAX (360) 666-2863 | fabshopnet.com | fabshopstore.com | fabshopnews.com

SPONSORSHIP INSERTION ORDER

Sponsorship Options

FabShop News Magazine Sponsored Articles	AMOUNT	QUANTITY	MONTH / YEAR
Two-Page Spread	\$4,700		
Full Page	\$2,700		
Custom multi-page formats	upon request		

Virtual Launch Party Event	\$3,000		
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Networking Dinner Party	AMOUNT	QUANTITY	MONTH / YEAR
Present <u>Plus</u> Sponsor	\$2,499		
Present Sponsor	\$1,499		
Table Gift Bags Sponsor	\$199 + 10 gift bags (\$75 retail value ea.)		
Door Prize Sponsor	\$300 retail value		

FabShop Hop Grand Prize	\$500 retail value prize		
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ADVERTISER INFORMATION

Company: _____

Address: _____

City: _____ Zip: _____

State/Prov: _____ Country: _____

Phone: _____

Email: _____

Contact Name: _____

AGENCY INFORMATION

Company: _____

Address: _____

City: _____ Zip: _____

State/Prov: _____ Country: _____

Phone: _____

Email: _____

Contact Name: _____

PAYMENT INFORMATION

TOTAL: \$ _____

Payment: Check Credit Card ACH

Credit Card #: _____ Card Exp. Date: _____ CCV#: _____

Signature: _____

AGREEMENT

I agree to the terms and provisions and certify that all information, artwork, and photographs provided by me are unencumbered by copyright(s), both U.S. and foreign.

Authorized Signature: _____ Title: _____ Date: _____

10-14-2024

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Many thanks TO OUR FRONT COVER ADVERTISERS



BERNINA



Hoffman California Fabrics



In The Beginning Fabrics



Andover Fabrics



Omnigrid



C&T PUBLISHING



Sew Steady



byannie.com



Michael Miller Fabrics

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