

DESIGNS IN MACHINE EMBROIDERY

15,020	Active Paid Subscribers	\$95/M
11,398	Last 12 Month Paid Expires	\$75/M
	Fundraising Rate	\$70/M



DESCRIPTION:

Designs In Machine Embroidery magazine subscribers are women with a talent for embroidering beautiful designs on apparel, baby clothing, quilts, home decorative items, craft wearables, scrapbooks, arts and crafts projects and more.

Designs In Machine Embroidery is a bi-monthly magazine that is sold by subscription and on newsstands and in retail fabric and sewing machine stores. Every issue contains four departments: Wearables, Crafts, Home Décor, and a Resource Guide.

MARKETING TARGETS:

These stitchery enthusiasts make great prospects for a host of consumer offers. Be sure to include them in direct marketing campaigns for apparel, home décor, kitchen and tableware, crafts, sewing, needlework, collectibles and gardening products.

Avg. Unit of Sale : \$29.97/yr
(6 issues)

100% Paid Subs

Cannot Omit Prior Orders
Gender Not Selectable

Female: 97%

Male: 3%

Selections:

State/SCF \$6/M

Addressing:

Email Delivery \$50/F

Key coding \$3/M

Data Keying Charge \$50/F

(25+ Zips, States, SCF's)

Zip Select/Omit Set Up \$25/F

Minimum Order : 5,000

All Orders on a Reciprocal Basis

***Broker discount 20%**

Cancellation Policy \$75/Flat

Run Charges: \$10/M

Rush charge incurred on orders less

Than 3 days from time of approval

\$75/Flat

Contact :

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Update Schedule: 6 Times a Year
with each issue. Counts updated wkly.

Updates Weekly

Counts Thru: 10/13/08

10.16.08

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Targeted Media for Measurable Results

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