



*Beginner  
Sewing*

**MEDIA KIT  
2021-2022**

---

# *Hello!*

Thank you for inquiring about what we can offer you at  
Beginner Sewing

[VIEW OUR LATEST ISSUE](#)

## BACKGROUND

*Did you know that Beginner Sewing started with just FIVE local people who wanted to learn how to sew?*

That's right, several years ago Joan Mantini started a Facebook Group called Beginner Sewing for local members to get together and sew. But things quickly changed as the group grew to over 100K members. After several years of being the Facebook page owner at Beginner Sewing and watching the group grow by hundreds daily, it was noticed that there was a desperate need to have a single go-to spot for members to be able to find answers to their common questions, get some useful tips & tricks, as well as find reputable places to purchase sewing products online. The member base of this rapidly growing group, along with Joan's extensive background in publications, gave her the idea to gather up some of her favorite places and generate a single site that beginners could go to find what they need from experts and professionals across the globe... and Beginner Sewing was born!

[VIEW THE WEBSITE](#)

## OUTLETS

### *Website*

Our website continues to gain traffic as a one-stop-shop for beginners and is shared daily in our Beginner Sewing Facebook group.

Website traffic currently averages approx. 15K monthly.

[COME AND CHECK IT OUT](#)

### *Facebook*

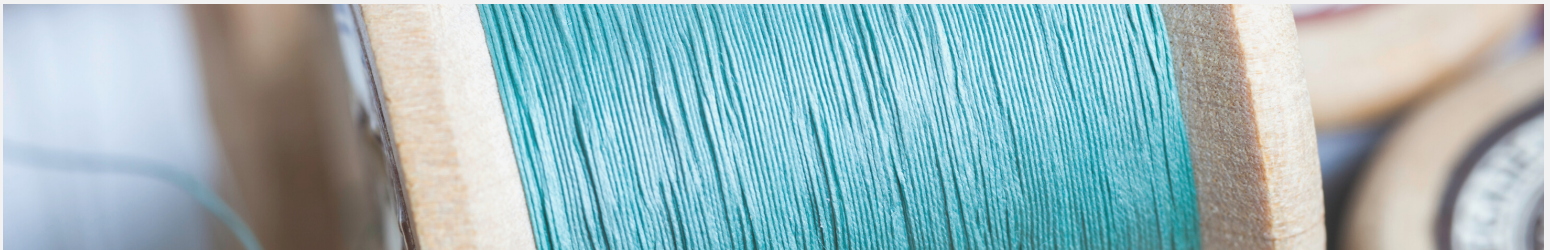
The majority of our interaction takes place in our Beginner Sewing Facebook community where we welcome 150+ new members daily. We have also created a new business page to share magazine and sponsorship news.

[JOIN OUR SEWING COMMUNITY](#)

### *Magazine*

Beginner Sewing Magazine is housed as a free resource on our website and shared with over 105K engaged sewists from all levels and sewing backgrounds.

[VIEW THE LATEST ISSUE](#)



*Partnerships & Promotions are available on both an advertorial and editorial option.*

**We look forward to be a part of your journey!**

### *eNewsletter*

Our eNewsletter subscribers list grows daily with opt. in only subscribers allowing for an open rate of over 50%

[SUBSCRIBE ON OUR WEBSITE](#)

### *VIP Club*

Our VIP Club is always welcoming new partnerships and ambassadors.

[LEARN MORE](#)

### *Discord*

We are setting the trend in the sewing community as the first to offer a sewing Discord.

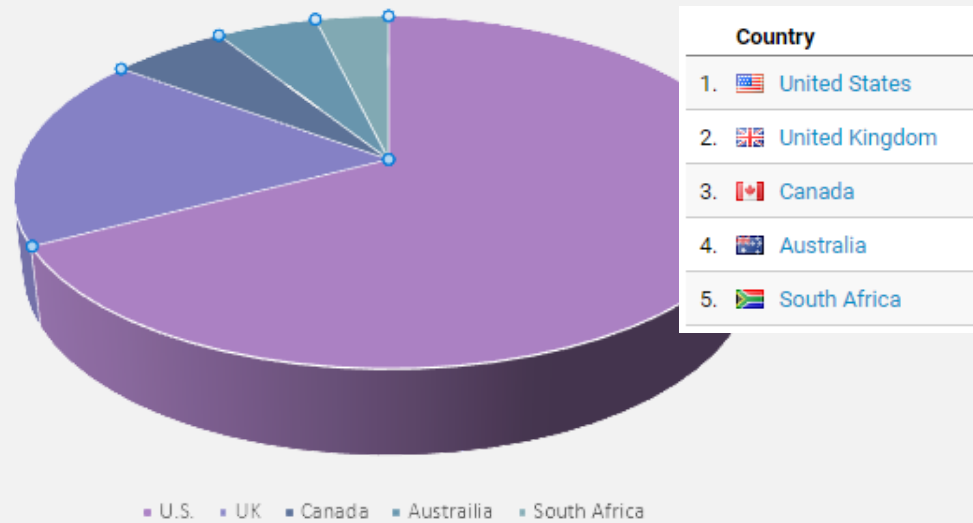
[JOIN THE CHATS](#)

## DEMOGRAPHICS

# Website

Our website is composed of a global demographic.

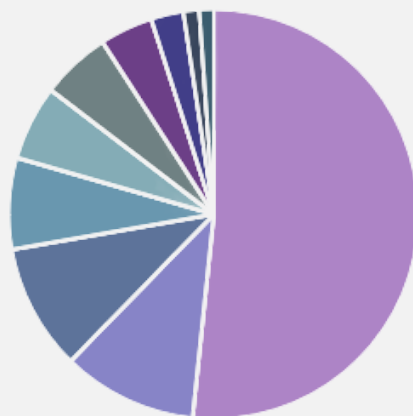
*Top 5 countries active at [www.beginner-sewing.com](http://www.beginner-sewing.com)*



# Facebook Group

Our Facebook community is composed of a global demographic.

*Top 10 countries include*



■ South Africa ■ Philipines ■ Austrilia ■ Canada ■

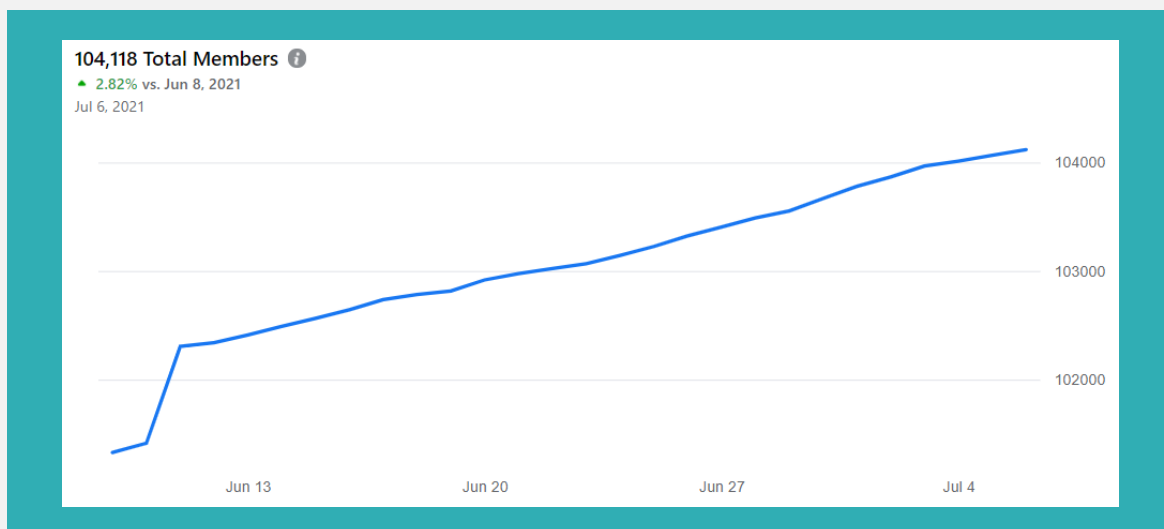
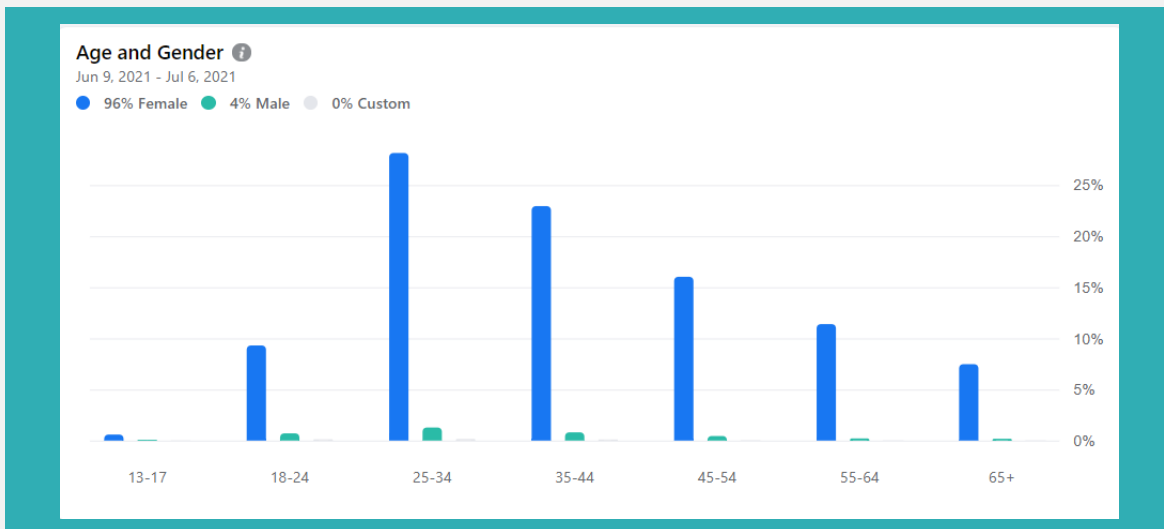
### Top Countries

United States	44,144
United Kingdom	9,098
Nigeria	8,498
South Africa	6,158
Philippines	5,062
Australia	4,704
Canada	3,577
India	2,188
Malaysia	1,060
Pakistan	969

## GROWTH TRENDS

# Facebook Group

Our rapidly growing\* Facebook group is a very active and engaged community of sewists looking to learn as well as professionals who love to teach and help!



\*These numbers are rapidly changing. For the most updated information please consult with your promotions and partnership director.



# Beginner Sewing

## PACKAGE OPTIONS

### contacts

JOAN MANTINI  
MASTERMIND  
586.295.1888  
JOAN@BEGINNER-SEWING.COM

STEPHANIE WEINGARTZ  
PROMOTIONS & PARTNERSHIP  
DIRECTOR  
586.337.2605  
STEPHANIE@BEGINNER-SEWING.COM

## SPONSORSHIP OPPORTUNITIES

### WEBSITE:

- BANNER AD
- BLOG POST W LINKS
- EVENT LISTING
- GLAM BANNER

### ENEWSLETTER:

- RECOMMENDED PRODUCT
- PROJECT OF THE MONTH
- BANNER AD
- EXCLUSIVE EBLAST
- GLAM BANNER

### MAGAZINE:

- FULL-PAGE AD
- HALF-PAGE AD
- QUARTER PAGE AD
- SPONSORED CONTENT

## AD PACKAGES

Contact your Promotion and Parntenership Director to find out how you can become **GLAM** (Gold Loyalty Alliance Member)

### Gold Sponsorship Package

- 5 FULL-PAGE ADS
- BANNER AD ON WEBSITE
- BANNER AD IN 6 MONTHLY ENEWSLETTERS
- GLAM FEATURED BANNER
- 2 EXCLUSIVE EBLASTS
- 2 SPONSORED ARTICLES
- UP TO 6 EVENT LISTINGS
- UP TO 4 PRODUCTS ON THE HOLIDAY WISH LIST
- FEATURED LISTING IN BUYERS' GUIDE
- EDITOR'S PICK SHOUT OUT
- MONTHLY SOCIAL MEDIA INFLUENCER POSTS

### Silver Sponsorship Package

- 5 HALF-PAGE ADS
- BANNER AD ON WEBSITE
- BANNER AD IN 3 MONTHLY ENEWSLETTERS
- 6 SOCIAL MEDIA INFLUENCER POSTS
- GLAM FEATURED BANNER
- EXCLUSIVE EBLAST
- UP TO 3 EVENT LISTINGS
- UP TO 2 PRODUCTS ON HOLIDAY WISH LIST
- DELUXE LISTING IN BUYERS' GUIDE
- 1 SPONSORED ARTICLE

### Bronze Sponsorship Package

- 2 HALF PAGE ADS
- BANNER AD IN 2 MONTHLY ENEWSLETTERS
- UP TO 2 EVENT LISTINGS
- PRODUCT OF CHOICE ON HOLIDAY WISH LIST
- DELUXE LISTING IN BUYERS' GUIDE

# HOLIDAY WISH LIST

## THE BIGGEST TIME OF YEAR FOR SEWISTS!

CONSULT WITH YOUR PROMOTIONS & PARTNERSHIP DIRECTOR ON A PRODUCT PACKAGE THAT WORKS BEST FOR YOUR COMPANY.

- LET NEW SEWISTS SEE YOUR COMPANY NAME AND PRODUCTS FIRST.
- HAVE YOUR PRODUCT(S) FEATURED IN THE AUTUMN ISSUE
- BE PART OF THE HOLIDAY WISHLIST FEATURED ON OUR WEBSITE AND SHARED WITH OVER 104K FOLLOWERS.

HOW IS BEING FEATURED ON THE HOLIDAY WISH LIST BENEFICIAL TO YOU?

- USE IT AS A SALES TOOL, FOR YOUR SOCIAL MEDIA CONTENT, HOUSE ON YOUR SITE, ETC.
- ASK US HOW WE CAN SET UP AN EBLAST TO SEND OUT AS AN ADDITIONAL NOTICE.
- LET YOUR PRODUCTS BE SEEN AS A SOCIAL MEDIA INFLUENCED PROMOTION

## EDITOR'S PICK

### LET OUR EDITOR HIGHLIGHT YOUR COMPANY

OUR EDITOR CAN HIGHLIGHT YOUR TUTORIAL, PATTERN, OR PRODUCT AS AN EDITOR'S PICK.

TOPICS ARE FLEXIBLE BUT CAN INCLUDE: MACHINE SEWING PRODUCTS, NOTIONS, TUTORIALS, PATTERNS, RELEVANT YOUTUBE CHANNELS, SEWING CLASSES, FABRICS, AND MORE.

## BUYERS' GUIDE

THE BUYERS' GUIDE WILL BE AVAILABLE FOR RENEWAL ANNUALLY.

### BASIC LISTING

- COMPANY NAME, ADDRESS, PHONE NUMBERS, EMAIL ADDRESS, WEBSITE
- LISTED IN UP TO (3) PRODUCT CATEGORIES

### DELUXE LISTING

- BASIC LISTING PLUS:
- COMPANY LOGO LINKED FROM OUR BUYERS' GUIDE ONLINE
- UNLIMITED PRODUCT CATEGORIES (OR SUGGESTED ONES TO ADD)

### PREMIUM LISTING

- BASIC AND DELUXE LISTING PLUS:
- BOLDFACE IN PRINT AND ONLINE
- SOCIAL MEDIA LINKED GRAPHICS IN YOUR LISTING WITH LINKS
- COMPANY DESCRIPTION (UP TO 100 WORDS)

### FEATURED LISTING

- BASIC, DELUXE & PREMIUM LISTING PLUS:
- APPEAR AT THE TOP OF ALL BUYERS' GUIDE CATEGORIES
- A VIDEO ONLINE

# 2021-2022 PROMOTIONS

## EVENT PACKAGE

### LET US HELP YOU PROMOTE YOUR EVENT TO A NEW AUDIENCE

EACH ADVERTISER WILL BE ALLOWED TO SUPPLY US WITH AN EVENT THEY WOULD LIKE TO PROMOTE ON OUR FACEBOOK GROUP AS WELL AS ON OUR WEBSITE.

EVENT PACKAGES MAY INCLUDE:

- IMAGES
- CONTENT FOR BLOG POST
- CONTENT & LINK TO EVENT
- EVENT PROMOTED IN MONTHLY ENEWSLETTER

PLUS, THESE FUN ITEMS:

#1: SOCIAL MEDIA INFLUENCER POST.

#2: EVENT PROMOTED TO BEGINNER SEWING DISCORD MEMBERS

#3: YOUR MARKETING TEAM CAN RUN THE SHOW. YOU WILL HAVE ACCESS TO COMMUNICATE IN THE FACEBOOK EVEN TO CREATE HYPE AND KEEP MEMBERS INFORMED

### BUYERS' GUIDE TOPICS:

- FABRIC
- NOTIONS
- MACHINES
- MAINTENANCE
- APS
- HAND SEWING
- THREAD
- PATTERNS
- SEWING BLOG
- SEWING CLASSES
- QUILTING
- EMBROIDERY
- CROSS STITCH

# Editorial

CONTRIBUTING BLOGGERS ARE WELCOME TO CONTACT US TO DISCUSS PARTNERSHIPS AND COLLABORATIONS WITH EDITORIAL.

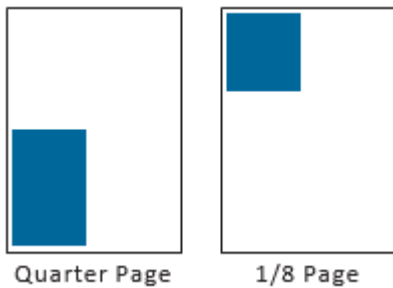
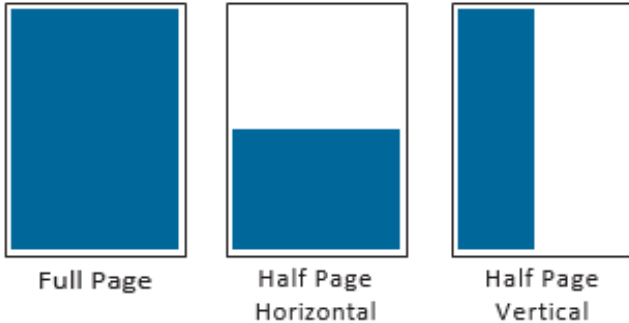
	Autumn 2021	Winter 2022	Spring 2022	Summer 2022	Autumn 2022
Ad Close/ Materials Due	September 15, 2021	December 15, 2021	March 15, 2022	May 15, 2022	September 15, 2022
Cover Story	Hand & Machine Embroidery	Sewing Tips Every Beginner Should Know	Storage tips	Are you ready to upgrade your sewing machine?	Sewing to Sell
Tutorial	Creating an "In the Hoop" notebook cover	How to use an SGV file in sewing	Pillow Pals	How to sew elastic	How to make a decorative triangle banner
Feature		Interfacing vs. Batting	Outdoor Sewing		
Fashion Forward	Taking Measurements	Tracing your patterns	A look inside a PDF pattern	Making your own simple pattern	Are apparel kits right for you?
Quilting Corridor	Sew Much Charm Quilt Block tutorial	How to make a quilted hot pad	Sewing arches and curves	Quilting pillows	How to make a quilted gift bag
Extras	Holiday Wishlist	Buyers' Guide	Editor's Recommendations	Simple Sews	Holiday Wishlist

SPONSOR A TUTORIAL OR EDITOR TOPIC WITH THE FOLLOWING:

- FULL PAGE AD NEXT TO THE TOPIC YOU ARE SPONSORING; OR
- BANNER AD STATING "SPONSORED BY" WITH YOUR COMPANY LOGO



# Ad Specs



FULL PAGE

7 7/8" x 11"

HALF PAGE  
HORIZONTAL

7" x 4 13/16"

HALF PAGE VERTICAL

3 3/8" x 9 13/16"

QUARTER PAGE

3 3/8" x 4 3/16"

1/8 PAGE

3 3/8" x 2 13/16"

## QUALITY ART SPECIFICATIONS:

SOFTWARE: ADOBE CREATIVE CLOUD (INDESIGN, PHOTOSHOP)

SUPPORTED FORMATS: PDF, TIFF, EPS AND JPG

PDF'S: WHEN PREPARING YOUR PDF, DISTILL THE PDF AT 240 DPI,  
EMBED ALL FONTS

RECOMMENDED RESOLUTIONS OF ORIGINAL SCANS

COLOR IMAGES - CMYK: 240-300 DPI BLACK & WHITE LINE ART: 900 DPI

GRAYSCALE IMAGES: 240 DPI

ALL NEW AD MATERIAL IS DUE ON OR BEFORE THE DUE DATE ON OUR DISTRIBUTION SCHEDULE. ANY ADVERTISING COPY SUBMITTED AFTER THAT TIME WILL BE PLACED IN THE FOLLOWING EDITION

A close-up photograph of a vintage sewing machine, showing the intricate metal gears and the hand crank. The machine is set against a warm, reddish-orange background. A semi-transparent teal rectangle is overlaid on the center of the image, containing the title text.

# Beginner Sewing

JOAN MANTINI  
MASTERMIND  
586.295.1888  
JOAN@BEGINNER-SEWING.COM

STEPHANIE WEINGARTZ  
PROMOTIONS & PARTNERSHIP DIRECTOR  
586.337.2605  
STEPHANIE@BEGINNER-SEWING.COM

