

“the only magazine in the world with a quest to find possibilities... Thank you for spreading the joy of textiles beyond the usual boundaries.”

Makiko Minagawa, Creative Director
Haat, Issey Miyake.

THE MISSION

Four years after its launch Selvedge remains the only magazine to cover every facet of fine textiles – fashion, interiors, art, travel and shopping – in an intelligent, stylish and contemporary way.

Selvedge has carved a niche in the consumer market and become an indispensable guide to the world of textiles. The trend for the handmade and crafted continues unabated and coverage of a new generation of artists and craftspeople remains a focus for the editorial content of the magazine.

Open a copy of Selvedge and you sense there is something else on offer besides the subtle design, peerless writing and unparalleled photography; there's a philosophy that Selvedge readers subscribe to. A belief system based on a cerebral and sensual addiction to textiles in all forms. Our readers value their material surroundings and have a passion for the beautiful and beautifully made.



“An enchanting publication – it already has a cult following”
Sunday Times.

“Dispelling the cosy image of textiles”
The Independent magazine,
September.

“Selvedge’s depth and intelligence appeal to me. It goes beyond the gloss of design without losing any points in the magazine style stakes. Selvedge takes textiles seriously.”

Neisha Crosland, Textile Designer.

THE MARKET

The magazine publishing industry has never been stronger and specialist magazines continue to benefit from consistent sales. Evidence suggests people are watching less TV and reading fewer newspapers but they are buying more magazines.†

By combining elements of both specialist and lifestyle titles Selvedge represents something entirely new and indispensable. It is the only publication for individuals who delight in the diversity textiles offer.

In 2007 Selvedge was launched in W H Smiths. The magazine is also on sale in museums, galleries and boutiques in every major city in the UK. In the United States – a country where over 20 million people are involved in textiles as a recreational activity – Selvedge is stocked in branches of Barnes & Noble, and Borders book stores.

Selvedge is trusted by its readers and relied upon when making purchases, deciding which exhibitions to attend or planning trips.



Did you know?

48% of consumers agreed that ‘advertising adds to the enjoyment of reading magazines’.* This is a higher percentage than any other medium and the reason is magazines, particularly specialist consumer magazines like Selvedge, can target readers making the advertising more relevant and appealing.**

*2005 survey Roper Public Affairs, **Erwin Ephron 2006. † PPA chairman, Nicholas Coleridge, May 2005

“Selvedge is by far the most chic textiles magazine around!”

Cath Kidston, Textile Designer.

THE PRODUCT

Selvedge is published 6 times a year. Each issue offers the world's best textile photography, peerless writing and high production values. The design creates a subtle, timeless look that makes textiles, as artworks, crafted products or historic objects the focus.

Selvedge is not a disposable magazine, Readers pour over every page and keep each issue as they would a book. This extends the life of advertising far beyond the onsale period. For international readers or those concerned about the environmental impact of magazine publishing an online magazine is available with live links to advertisers' websites.

The Selvedge brand has been extended by the launch of two retail concerns; a book and an object range. In our online bookshop we have over 500 carefully selected textile titles including rare catalogues and artists' portfolios. The Selvedge object range is closely linked to the content of the magazine. In every issue we feature makers whose objects fulfill our criteria of intelligent design, beautiful raw materials and integrity in production practices. Readers welcomed the chance to own these



things and a select group of items is now available direct from Selvedge.

Selvedge is more informed, accurate and influential than any other magazine in its field. Selvedge is the resource consumers turn to when making a textile based purchase. The magazine is required reading for anyone with a passion for textiles and the perfect vehicle for targeted advertising campaigns.

DEMOGRAPHICS

Circulation	25,000
Readership	75,000
Subscriber base:	12,000

UK	52%
USA:	30%
Rest of Europe:	8%
ROW:	10%

Within the UK	
London and Home counties	50%
Scotland, N West, N East	20%
South West, Wales	20%
Midlands	10%

GENERAL READERS' PROFILE

Selvedge readers are aged between 16-80
 48% have an annual household income of between 60-120K GBP pa
 98% are women
 72% have a degree
 96% have purchased an item featured in the magazine
 69% have visited the Selvedge website
 85% visit between 5-15 exhibitions per year
 * readers' survey summer 2007

THE READERS

Selvedge readers were described as "strikingly obedient" by one retailer who doubled the number of visitors to her website through advertising in Selvedge.

Our readership is composed of 75,000 people in over 40 countries. As a group they are affluent, educated and discerning. They travel extensively, viewing on average 5-15 exhibitions each year*

A survey showed our readers are a diverse group that includes practitioners, curators, dealers, architects, gallery owners, academics, designers and retailers. Selvedge also attracts a younger demographic and is popular with those studying fashion, textiles and other art based courses.

Our remit goes beyond catering to an audience with an established interest in textiles. The highest production standards make Selvedge a desirable 'coffee table' publication that appeals to consumers who surround themselves with fine objects. The magazine's advertising offers a guide and aid to consumers in their search for specialist products. Intelligent and curious, these



readers use Selvedge to learn about the history, techniques, artists and designers that make the items which furnish their homes.

Overall our readers find the magazine inspiring and demonstrate a high degree of loyalty to the publication. "Selvedge is an exciting and visually stimulating magazine that addresses beautifully all the things I love: textiles, art, craft and beautiful objects!" Zandra Rhodes, 2005.

ADVERTISING

Viewed as a service, advertising is carefully selected to complement the Selvedge philosophy. Advertising is limited to just 25% of the publication and is woven into the body of the magazine. Selvedge advertising is a tool for the value-based consumers that make up our readership.

Our readers rely on Selvedge for guidance and information when making purchases for themselves and their home, when deciding which exhibitions to view and where to take their holiday. We aim to ensure individuals read and consider Selvedge advertising as an integral part of the publication. With this in mind Selvedge operates within certain guidelines when inviting advertisers.

NEW FEATURES

Advertisers are entitled to a free link from the Advertisers Directory on the Selvedge website. To view this feature please go to www.selvedge.org and click on **ADVERTISERS IN THIS ISSUE** on the side index. Additionally, advertisers who book space at size 9 (1/9 of a page) or above are entitled to a free exhibition listing in the same issue, valued at £40.

OTHER BENEFITS

As an advertiser in Selvedge we can offer you a discount on a subscription if you don't already subscribe. You can also purchase voucher copies of the magazine at a discounted rate. To find out more please email: advertising@selvedge.org



SPECIAL PROMOTION PAGE

£200 per advertorial - A short editorial style piece written in-house by our editorial team plus an image

DISPLAY ADVERTISING RATES (W x H mm)

Size 1	476 x 238	£3,000
Size 2	238 x 238	£1,500
Size 3	218 x 148	£1000
Size 4	218 x 72	£450
Size 5	160 x 238	£1000
Size 6	70 x 224	£450
Size 7	70 x 148	£300
Size 8	144 x 72	£300
Size 9	70 x 72	£150
Size 10	70 x 20	£75

Listing	£45
Listing Box	£150



MECHANICAL DATA

Please send complete artwork via email to advertising@selvedge.org if file size is under 5MB: larger files should be copied onto a CD and sent to our postal address, Selvedge P.O. BOX 40038, London, N6 5UW.

GENERAL

All files are to be supplied in Mac format. Please supply file with company name clearly marked on folders. A hard copy or cross-referencing digital file must be supplied for checking purposes, same size where possible and in colour. Artworks should be made in high resolution (minimum of 350dpi) in CMYK colours with all fonts embedded. Please make sure to allow 3mm bleed on your artwork. All advertisements are full colour.

Please do not supply files in RGB, Index colour or DCS format. Avoid enlarging images over 140 percent. Supply all images and font folders placed within the file in case alterations are required. Please also make sure you flatten your artwork if worked in Photoshop layers.

TERMS AND CONDITIONS

All quotes unless otherwise agreed are based on jobs being supplied complete and requiring no operator intervention. Any additional work or requested changes will incur an additional charge calculated at an extra 10% of the agreed advertising rate. Digital proofs will be provided to all advertisers for approval before going to press. Please note that we can only accept a maximum of two amendments during proofing stage.



COPY DEADLINES*	ISSUE	PUB DATE*
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1 Jan	Mar/Apr	Mid. Feb
1 Mar	May/June	Mid. Apr
1 May	Jul/Aug	Mid. Jun
1 Jul	Sep/Oct	Mid. Aug
1 Sep	Nov/Dec	Mid. Oct
1 Nov	Jan/Feb	Mid. Dec

*Dates may vary

To find out more about advertising opportunities, please call: 020 8341 9721 or email: advertising@selvedge.org

EDITORIAL CALENDAR

November / December '08 (Issue 26)

THE SPIRITUALITY ISSUE

Heavenly textiles

All that glitters Cloth of gold

Flash outfit Red carpet dresses

Shop front The art of window dressing

Delicate harvest Unravelling silkworm farming

Habit of a lifetime Ecclesiastical textiles

A toast to tradition Gainsborough silk weaving

Plus: Sula, Iran, Jim Thompson

March / April '09 (Issue 27)

THE FRUGAL ISSUE

Taking care of your textiles

Animal magic Tamar Mogendorff's

Natural high Jurgen Lehl's

Task master Homemade gift ideas for Mother's Day

Country life Textile crafts in rural Britain

If something's worth doing

Plain folk art The structure of Amish quilts

Plus: Sula, Teresa Green, Suffolk smocks

May / June '09 (Issue 28)

THE LITERARY ISSUE

Spin a yarn weave a tale and embroider the facts

Blooming marvelous Bloomsbury textiles

The Lady and the Unicorn Tapestries in print

Pens and needles Textiles and fashion in literature

Lucy Boston The patchworks of Green Knowe

Brilliant women Blue stockings and diamonds

Dead stylish The sorrows of Young Werther

Plus: Barbie, John Rocha, Missoni

July / August '09 (Issue 30)

LE ISSUE FRANÇAIS

Joy de vivre

French markets

Gingham and Polka Dots

Sonia Delaunay

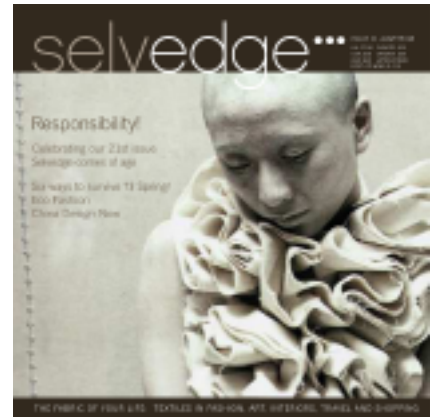
Toile de jout

Riviera style

Raoul Dufy

Courtesans

*Contents and dates are subject to change



"I have 10 visitors directed from Selvedge website in a week, what a fantastic online tool for advertisers!"

May 2008, Kim Thittichai, Advertiser.

ONLINE ADVERTISING RATES (W X H PIXELS)

E-NEWSLETTER

Advertorial 181 x 298 £300
 (Box and Image) A short editorial style piece written in-house by our editorial team plus an image and hyperlink

Banner Advertisement 621 x 74 £250
 Banner and hyperlink

BLOG PAGE

Badge 140 x 280 £150
 Sky Scraper 140 x 420 £300

ONLINE ADVERTISING

Selvedge E-newsletter is now sent out to 16,500 readers per month. Our website, containing a link to our newsletter on our homepage, also receives approximately 500 visitors a day so advertisers have the potential to reach more than 30,000 people in the textiles, visual art and design community.

E-NEWSLETTER

Key Performance Indicators:
 Clicked / Opened 40%
 Advertorial clicked: 13 %
 Banner Ad clicked: 10%

WEBSITE

Key Performance Indicators:
 Avg. Time on Site 3.5 Mins
 Avg. New Visits 73%
 Avg. Page views per month 68,000
 Avg. Pages/Visit 3.5
 22% online traffic click on ADVERTISERS IN THIS ISSUE



ADVERTISING AGREEMENT

CLIENT DETAILS

Company name: _____

Name of Contact: _____

Job title: _____

Telephone: _____

Fax: _____

Email: _____

Billing Address:

Postcode: _____

Country: _____

AD OR MEDIA AGENCY DETAILS (Agency discount is 10% off the rate card price)

Contact: _____

Telephone: _____

Fax: _____

Email: _____

ADVERTISEMENT DETAILS (10% discount on a run of 3 ads and 20% on a run of 6 when booked together)

Size and Type of Advertisement: _____

Online

Magazine

Please place my advertisement in the issues: _____

I require design service charged at an additional 10%

I would like to request special page position charged at an additional 10% on inside pages, 15% on cover pages.

PAYMENT INFORMATION (VAT is payable on all advertisements @ 15% unless provided with proof of exemption)

Agreed rate: _____

Payment method: _____

Please invoice me at the above address Please charge my credit card

Visa Mastercard Debit

Card No: Valid from: / Exp end: /

CVV Code. 3-digit code at the end of the signature panel on the reverse of the card

- An insertion order form is available from our advertising representative.
- Please send orders, correspondence and artwork to advertising@servedge.org.

Terms and Conditions: Cancellations must be notified in writing at least 30 days prior to publication. The amount of your refund is determined by the date we receive your notification.

Authorised signature: _____

Date: _____