



MEDIA GUIDE

# PLY

MAGAZINE

THE MAGAZINE FOR HANDSPINNERS



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Started in 2013 by Jacey Boggs Faulkner, the focus on **passion, community, and craft** has put PLY in the hands and hearts of spinners on every continent on Earth (yes, even Antarctica).

PLY Magazine fills out the spinning world with our **robust magazine full of in-depth articles**.

Focusing on the intermediate to advanced spinner, we collect and reflect technical, intuitive, historical, and theoretical knowledge from handspinning the world over with the intent to **inform, reflect, and inspire** and to stretch skills.

*We aren't looking for an ultimate answer.*

In spinning, there's often no such thing. To that end, you'll find PLY Magazine exploring various approaches to the same concept, technique, or project and encouraging spinners everywhere to find themselves in their spinning. It will not be uncommon to **find divergent opinions** in a single issue of PLY because that's how the (spinning) world really is.

On the pages of PLY, you'll see names you easily recognize, names you might have heard before, and altogether new voices as well. **We would love you to add your own voice to our efforts** — everyone has something to say; consider advertising with us or writing/designing for us!

We'll do our best to carefully present the available facts and opinions so everyone can find among them the truth that works for their own spinning hands.

**We're excited about spinning and we know you are as well** — we hope you'll join us in our exploration of everything it has to offer!



FOCUS ON

# Passion, Community, and Craft

Like you, we are passionate about this craft. We want to support our amazing and diverse spinning community (spinners, fiber producers, indie fiber artists, writers, designers, and others who love fiber as much as we do), gather and share the information we all need and want, and also reflect the community in a real way.

## PLY's MISSION

as a primary source for spinning knowledge, technique, and opinion is to —



**REFLECT,**  
support, and respond  
to the worldwide  
handspinning  
community



**PROVIDE**  
in-depth material  
for intermediate to  
advanced spinners



**INSPIRE**  
new spinners



**CELEBRATE**  
the diversity of  
spinning and  
handspinners



**GIVE**  
a voice to  
spinners  
everywhere



**RECORD**  
the rich history, report  
on the vibrant present,  
and inspire the hopeful  
future of spinning



**SUPPORT**  
indie businesses  
and craftspeople via  
affordable advertising, fair  
compensation, and return  
of intellectual property

# ADVERTISE

## RATES and DATES

*Here at PLY Magazine, we feel strongly about supporting indie businesses*

### Low ad ratio

In our magazine we are dedicated to maintaining a low ad-to-content ratio. PLY averages a very low 12-15% ad ratio. This means your ad is sure to get noticed. (Industry standard ad ratio is 50-70%!)

### Limited ad spaces

To keep our ad ratio low, we offer a limited number of non-prohibitively-priced advertising spaces with a discounted rate for continuing advertisers.

### PLY Print Schedule

Issue	Ad sales open	Ad material due/Payment due	Issue mailed
Summer	December 1	March 1	June 10
Autumn	March 1	June 1	September 10
Winter	June 1	September 1	December 10
Spring	September 1	December 1	March 10

### PLY Print Advertising Rates

	1x	Ongoing
Inside Front/Back Page	\$2000	\$1800
Full page	\$1800	\$1600
Half page	\$800	\$725
Quarter page	\$375	\$325
Bazaar	\$125	\$100

Ongoing rates apply as long as you run your ad.

### Worldwide distribution

Not only will your ad not get lost in a sea of advertisements in each issue but it will get seen by people on every continent on Earth.

### Quality on every page

Each issue is printed on quality paper with a printable spine so that, well into the future, readers will be able to easily access the information within.

### Issue focus

Our unique single-theme ensures that nobody wants to miss a single issue and we happily reprint issues as they run out (and they do!).



**10,000+**  
PRINT SUBSCRIBERS

**8,000+**  
DIGITAL SUBSCRIBERS

**50%** Over 50% of PLY new print subscribers purchase a full set of print back issues  
PRINT BACK ISSUE PURCHASE

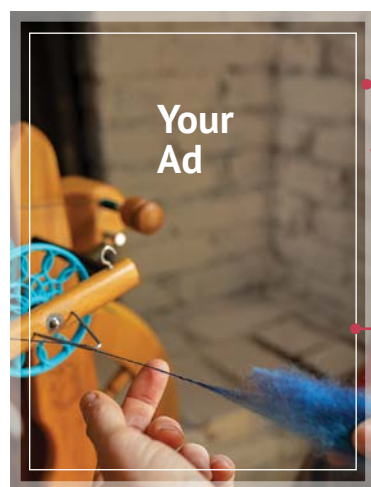
**20%** Over 20% of PLY new digital subscribers purchase a full set of digital back issues  
DIGITAL BACK ISSUE PURCHASE

# ADVERTISE

## AD SPECIFICATIONS

### PLY Print Ad Sizes

Ad Space	Centimeters		Inches		Pixels	
	Width	Height	Width	Height	Width	Height
1/8 page (Bazaar)	8.096	5.636	3.1875	2.2188	957	666
1/4 page vertical	8.096	11.906	3.1875	4.6875	957	1407
1/4 page horizontal	16.828	5.636	6.625	2.2188	1988	666
1/2 page	16.828	11.906	6.625	4.6875	1988	1407
Full page, trim	21.273	27.623	8.375	10.875	2513	3263
Full page, bleed	add .32 to above dimensions		add .125 to above dimensions		add 38 to above dimensions	



#### Full Page with bleed (in inches)

##### Trim: 8.375 x 10.875

This is the trim size of a full page ad.

##### Bleed: .125

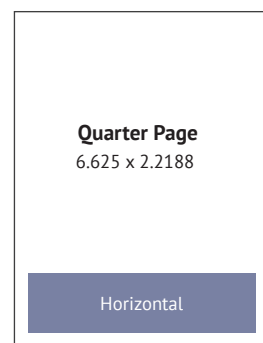
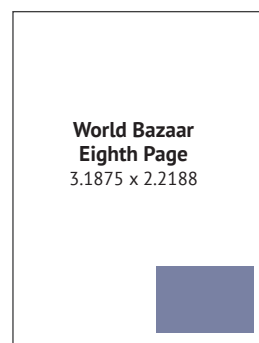
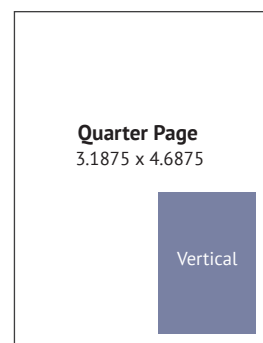
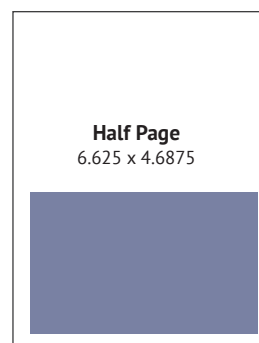
Your file must extend .125 on all sides. The bleed will get trimmed off.

##### File size: 8.625 x 11.125

The file size you submit to PLY. Trim + Bleed = File Size

##### Live area: .25

Keep all important text and graphics .25 away from the trim.



### Advertising in PLY Magazine

We carefully review each ad with the following in mind:

- Your ad promotes products and services of interest to the fiber world
- Your ad helps connect readers to things they're looking for and/or discover things they'll be glad they found
- Your ad generally contributes to a positive PLY Magazine reading experience
- Your ad supplements PLY's content without detracting from its look

If revisions are needed for any reason, we'll do our best to help point to resources that will help your ad(s) succeed. We reserve the right to refuse advertisements for any reason.

#### General requirements

- Printing process: Web offset full run
- Binding method: Perfect bound
- Colors available: Four-color process (CMYK)

#### Acceptable File Types (all images must be 300dpi, CMYK)

- Adobe Acrobat PDF - press optimized, 300dpi binary CMYK, all fonts embedded
- Flattened CMYK, .TIFF files, 300dpi at actual size
- Adobe Illustrator - embedded images, fonts outlined
- Adobe Photoshop - 300dpi, CMYK, flattened

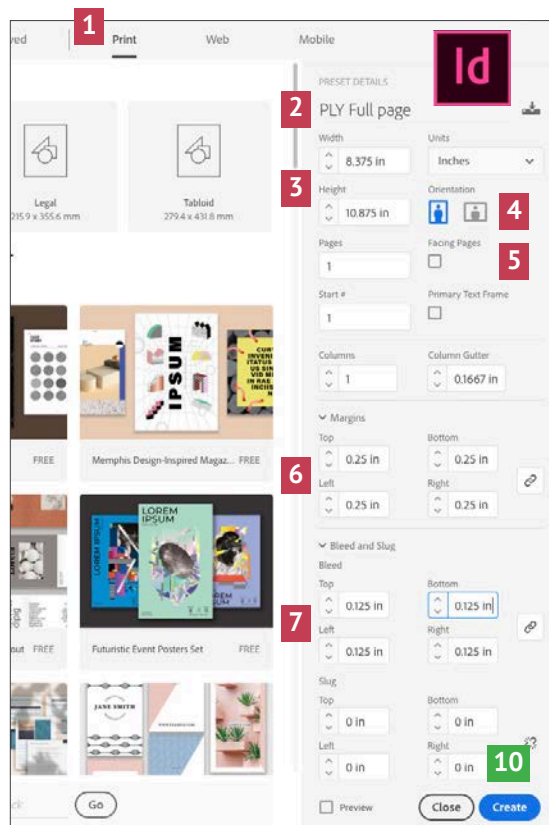
#### Material submission

- Via email - [ad.dept@plymagazine.com](mailto:ad.dept@plymagazine.com)
- For files too large for email and other ad inquiries, contact us at [ad.dept@plymagazine.com](mailto:ad.dept@plymagazine.com)



# ADVERTISE

## DOCUMENT SETUP



### Setting up your document in Adobe applications

Adobe InDesign and Illustrator have a very similar document set up panel. This is the Macintosh interface for InDesign/Illustrator CC 2020, but the Windows interface and older versions are very similar.

Follow these steps to get your document started:

Open a new document

**Id** file>new>document

**Ai** file>new

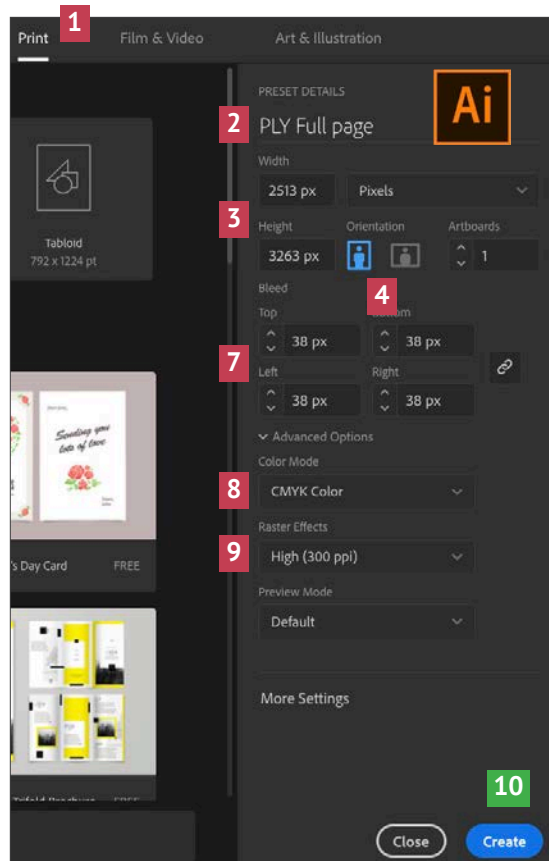
- 1 Device option** - choose the 'PRINT' option
- 2 Title** - name your document
- 3 Width/Height/Units** - enter the dimensions and units based on the ad specs you wish to work with (cm, in., or pixels)
- 4 Orientation** - Set depending on orientation of your ad
- 5 Id Facing Pages** - uncheck
- 6 Id Margins** - enter the margin specs  
**Ai** Set your margin guides in your document (stay within the equivalent of .25 in. from trim)
- 7 Bleed** - enter the bleed specs (full page only)
- 8 Ai Color Mode** - CMYK
- 9 Ai Raster Effects** - High (300dpi)
- 10 Create!**

### Important information about color, resolution, and bleeds

**Color** - All your graphics **MUST** be CMYK. CMYK is a printing acronym for cyan, magenta, yellow, and black, the colors used in 4-color process printing. If you submit an ad with an RGB color space, your file will be converted to CMYK and PLY cannot guarantee the color of your ad.

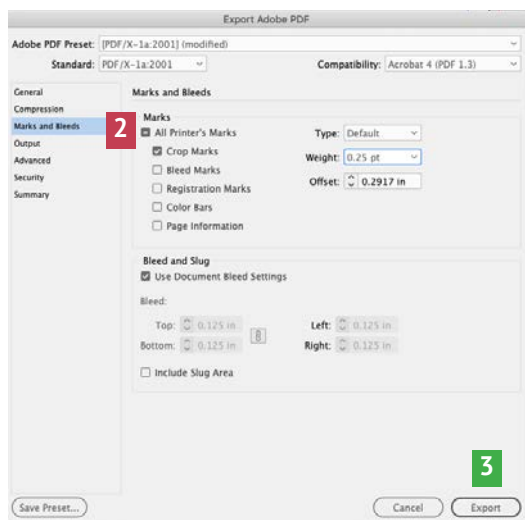
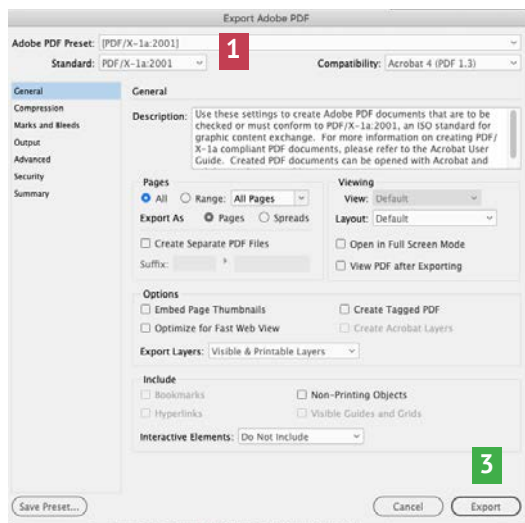
**Resolution** - All your graphics **MUST** be 300dpi. This is the standard resolution for commercial printing. For any graphics with a resolution less than 300dpi, PLY cannot guarantee the quality of the images in your ad.

**Bleeds** - This is for **FULL PAGE ads only**. If you want your image to extend to the edge of the page, your ad **MUST** have a bleed. The standard bleed is .125 in. (or unit equivalent). Extending your ad beyond the trim size ensures your graphic(s) will cover the entire page during the trimming process. Without a bleed, if the page shifts on press, your ad might have part of the white of the page show on the top, bottom, or sides.



# ADVERTISE

## PREPARE YOUR PDF



## Creating your optimized PDF

Adobe InDesign and Illustrator have a very similar PDF set up panel. This is the Macintosh interface for InDesign CC 2020, but the Windows interface and older versions are very similar.

To create a pdf:

**Id** file>export -- for “format”, choose Adobe PDF (print)

**Ai** file>save as -- for “format”, choose Adobe PDF (print)

**1** **Adobe PDF Preset:** choose [PDF/X-1a:2001]  
If your ad is NOT a full page, skip to step 3

**2** **Marks and Bleeds (for full page ads only)**

**Id** **Marks** - check “Crop Marks”

**Ai** **Marks** - check “Trim Marks”

**Weight** - 0.25

**Offset** - 0.2917

**Id** **Bleed and Slug** - check “Use Document Bleed Settings”

**Ai** **Bleeds** - check “Use Document Bleed Settings”

**3** **Id** **Export** - click “Export”

**Ai** **Save PDF** - click “Save PDF”

In Illustrator you may get a pop-up explaining the PDF/X will disable some editing features, click “OK”

## Important PDF information

**PDF/X-1a:2001** - This is the standard PDF preset for commercial printing. Choosing another preset may cause problems with transparencies and images. If you use another present, PLY cannot guarantee the quality of your ad file.

**Marks and Bleeds** - Marks and bleeds are only needed for full page ads.

# PRODUCTS

## FEATURES AND REVIEWS



### SEE YOUR STUFF IN PLY

In our continuing quest to support indie businesses, we like to feature their products in the pages of PLY. We do this in a few different ways for different types of items.

#### Wheels

We believe that each wheel can be the perfect wheel for some spinner and so we try to feature as many different wheels as we can in each issue. Each wheel we have isn't in every issue but we try to match the technique/article up with an appropriate wheel and to make sure that all the wheels we have get featured as often as possible.

#### Tools

We shoot almost all of our photography inhouse. That means that we need lots of tools and fiber-related props to fill out a photo. Whether it's a pair of hand combs, a spindle, a WPI tool, or some new storage device, we might have the perfect place for it. Feel free to send these items (though there's no guarantee if and when we'll use it) but please be sure to attach a tag to it with the shop name, e-mail address, and URL so that if/when we do use it, we can mention where our readers can find it on our Independent Spinner page. If you're making a new tool you think our readers should know about, email us and we'll see what we can do about including it in SCENE, our newsletter, or our blog.

#### Fiber

Every project in every issue needs fiber support. Sometimes we need a very specific fiber, a particular

preparation, or a precise dye job, and sometimes we just need fiber! If you'd like to be alerted to when we need fiber or spinners to spin it, email us. If you see a mood board come across that you think you'd be perfect for, let us know again; we won't be annoyed at your persistence.

When you provide fiber support for a project, we require twice as much as the project calls for: the first portion is for the project and the other for the photographs and the social media give-away so that one reader has the exact fiber to spin for the project. We also need a URL for our Independent Spinner page which is always in the first 10 pages of each issue.

#### Something new or hot or rare — fiber, tools, events

Our SCENE page in the magazine features new and exciting things on the spinning scene. Sometimes these relate to the theme, but not always. If you're making/planning something new you think people should know about, let us know! Keep in mind we might want to use it in our newsletter or blog too!

Send your product for review to:

PLY Magazine  
61153 Ridgewater Loop,  
Bend OR 97702

If you'd like to chat about any of this, email PLY at [ad.dept@plymagazine.com](mailto:ad.dept@plymagazine.com) and we'll do our best to help!

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\*PLY Magazine will try its best to include items that are sent but is under no obligation. No promises of use or time frames should be inferred. Items sent become the property of PLY Magazine and may be photographed, used in photoshoots, editorialized, and/or used as prizes or giveaways (but we promise to promote the source when we do so).





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## CONTACT US

If you've got questions, suggestions,  
or words of encouragement, we'd love to hear from you!

**[plymagazine.com](http://plymagazine.com)**

### Email

[ad.dept@plymagazine.com](mailto:ad.dept@plymagazine.com)

We'll get back to you as soon as we possibly can

### Mail

PLY Magazine

61153 Ridgewater Loop, Bend OR 97702