

2024/2025 MEDIA GUIDE

PLY

MAGAZINE

THE MAGAZINE FOR HANDSPINNERS



PLY MAGAZINE

THE MAGAZINE FOR HANDSPINNERS



Started in 2013 by Jacey Boggs Faulkner, its 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 handspunners the world over with the intent to **inform, reflect, and inspire** and to stretch skills.

We amplify the chorus of skills and knowledge.

In spinning, there are often many ways to do one 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 is not 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 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.

Photo by Julio Agosto

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

PRINT advertising

RATES and DATES

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

Low ad ratio

We are dedicated to maintaining a low ad-to-content ratio. *PLY* averages a very low 15-20% ad ratio. This means your ad is sure to get noticed.

Limited ad spaces

We offer a limited number of advertising spaces with a discounted rate for continuing advertisers.

PLY Print Advertising Rates

	1x	2x/3x	4x
2 page spread	\$3200	\$2800	\$2400
Inside Front/Back Page	\$2200	\$2000	\$1800
Full page	\$1800	\$1600	\$1400
Half page	\$825	\$775	\$725
Quarter page	\$400	\$375	\$325
Marketplace (single)	\$150	\$125	\$100
Marketplace (double)	\$300	\$250	\$200

PLY Print Schedule 2024-2025

Issue	Focus	Ad sales open	Ad sales close	Ad material due	Issue Mails
Winter	Care	6/1/24	9/1/24	10/1/24	12/10/24
Spring	Hue	9/1/24	12/1/24	1/1/25	3/10/25
Summer	Tension	12/1/24	3/1/25	4/1/25	6/10/25
Autumn	Plant	3/1/25	6/1/25	7/1/25	9/10/25

Worldwide distribution

Not only will your ad not get lost in a sea of advertisements in each issue but it will be 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

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

8,000+
DIGITAL SUBSCRIBERS

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

PRINT advertising

AD SPECIFICATIONS

PLY Print Ad Sizes

Ad Space	Centimeters		Inches		Pixels	
	Width	Height	Width	Height	Width	Height
2 page spread (trim)	42.545	27.623	16.75	10.875	5025	3263
Full page (trim)	21.273	27.623	8.375	10.875	2513	3263
Bleed*	add .32 to above dimensions		add .125 to above dimensions		add 38 to above dimensions	
* Add the bleed measurement all round to insure your ad image extends past trim						
1/2 page horizontal	16.827	11.853	6.625	4.665	1988	1400
1/2 page vertical	8.096	23.706	3.1875	9.333	956	2800
1/4 page	8.096	11.853	3.1875	4.665	956	1400
Marketplace single	8.096	5.503	3.1875	2.166	956	650
Marketplace double vertical	8.096	11.429	3.1875	4.5	956	1350
Marketplace double horizontal	16.827	5.503	6.625	2.166	1988	650



Advertising in PLY Magazine

We carefully review each ad with the following in mind:

- Your ad promotes products and services of direct 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.

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

- Send material and queries to our Advertising Department: ad.dept@plymagazine.com

DIGITAL advertising

E-NEWSLETTER + Social Media

Expand your advertising reach online with PLY

PLY's loyal online followers and subscribers love to hear about news and products from the spinning and fiber communities. They want to support companies that support PLY. Consistent advertising is the most effective way to reach your customer base. Combining print + digital advertising will help you grow your customer base, increase sales, and drive traffic to your website.

PLY eNewsletter Sponsorship Banner Ad

	1x	2-4x
Banner ad	\$400	\$300

Every month, PLY sends a newsletter filled with information; new products; interesting articles and stories that just didn't fit in the magazine; demonstrations of fiber tips and tricks; profiles on and specials from fiber businesses in our community; and updates on what's happening at PLY and beyond.

10,000+

E-NEWS SUBSCRIBERS

60% open rate

Mails 15th of every month
One sponsorship per month

PLY Social Media Post

	1x	3-4x
Post	\$400	\$350



PLY will use your fiber/tool/wheel in a social media post on Instagram and Facebook.. Let us know the vibe and message you'd like to get across to our followers and we'll create something organic and natural that we can get behind and people can get excited about. Limit: 2 posts/month.

PLY Instagram Reel

Instagram reel	\$600 per reel
----------------	----------------



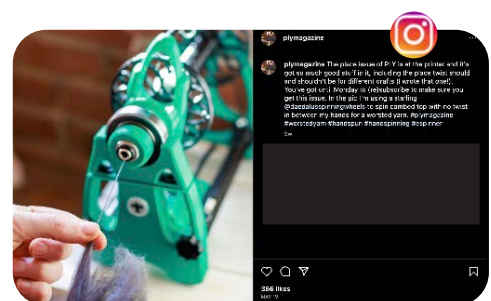
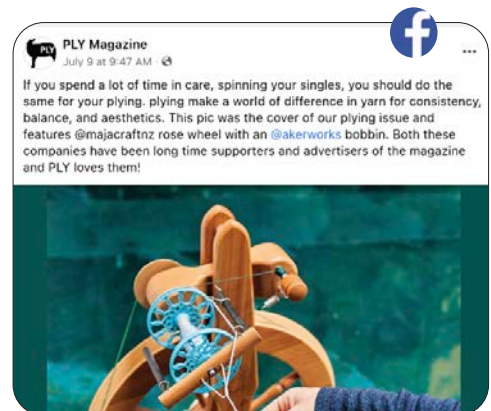
PLY publisher Jacey Boggs Faulkner will use your fiber/tool/wheel in an instructional Instagram reel. These instructional/how-to reels get anywhere from 10k to 150k views. She'll make sure and tag you in the reel and share it in Stories (with a direct link to your product) so you can reshare it on your own profile. This is an organic way to normalize and popularize your product that quickly results in more clicks, follows, and sales. Limit: 1 reel/month

24,500+

INSTAGRAM FOLLOWERS

14,000+

FACEBOOK FOLLOWERS



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, so we try to feature as many different wheels as we can in each issue. Each wheel we have will not appear in every issue but we do 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 in house. 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, email address, and URL so that if/when we do use it, we can mention where our readers can find it. 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 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 giveaway so that one reader has the exact fiber to spin for the project.

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

Our monthly eNewsletter 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!

Send your product 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 and we'll do our best to help!

*PLY Magazine will try its best to include items that are sent but is under no obligation to do so. 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 (we will, however, promote the source when we do so).

PLY

MAGAZINE

THE MAGAZINE FOR HANDSPINNERS

CONTACT US

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

plymagazine.com

eMail

ad.dept@plymagazine.com

Mail

PLY Magazine
61153 Ridgewater Loop, Bend OR 97702