



# PLY

## *Holiday Guide*

Drive your year-end sales with messaging to consumers who will buy!

The PLY Holiday Guide offers you an economical, targeted platform to reach holiday shoppers looking for great gift ideas as well as fiber people struggling to direct their loved ones on how to shop for them.

**Print and Digital Distribution**

The PLY Holiday Guide will be a stand-alone piece, printed separately and mailed with the Autumn (September) issue of PLY Magazine, reaching over 10,000 in our reader circulation.

We will also create an interactive PDF that will be sent to our digital and newsletter subscribers for a total reach to 28,000 spinners, knitters, and fiber enthusiasts.

**Social Media Reels and Posts**

Show off your product to PLY's Instagram and Facebook followers. PLY Publisher Jacey Boggs Faulkner will use your product in an original Reel that will link to your website, page, or listing. The Reel will show your product in actual use, even better than a TV commercial!.

10,000+  
READER CIRCULATIONS

10,000+  
eNEWSLETTER SUBSCRIBERS

8,000+  
DIGITAL SUBSCRIBERS

Targeted views across social media

26,500+  
INSTAGRAM FOLLOWERS

17,000+  
FACEBOOK FOLLOWERS

- Important Dates*
- July 1: Listing space deadline
  - July 15: Listing materials deadline
  - September 1: PLY Autumn digital issue sent to subscribers
  - September 10: PLY Autumn print issue mails to subscribers
  - September 15: Social media material due
  - October 1 - December 15: Time frame for social media posts and reels

*Reserve your space today!*

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



## Choose your listing size!

For the print version of the PLY Holiday Guide, choose the size of your listing, send us your product information, and we'll lay out your listing. Email your material to [ad.dept@plymagazine.com](mailto:ad.dept@plymagazine.com) by July 15.

**Material to provide:**

- Product name
- Product description
- Product picture
- Company name
- Website and/or phone number.

1/8 Page:  
\$100

One product  
Up to 25 words

1/4 Page:  
\$200

One product  
Up to 80 words

1/2 Page:  
Vertical  
\$400

Up to two products  
Up to 100 words

1/2 Page:  
Horizontal  
\$400

Up to two products  
Up to 100 words

Full Page  
\$800

Cover Positions  
\$1000

**Full page listing**

If you choose a full page listing, you have a choice to **design your own ad** and send us your hi-res file **or** provide listing material and we will provide the layout.

If you would like PLY to lay out your listing, you can provide up to four products and 140 words

## Get Social!



- Shared advertiser's post: \$50 each
  - Social media post: \$200 each
  - Reel with Jacey: \$400 each
- Reel time is limited. We'll feature one reel per day up to 30 Reels. Each Reel will specifically mention that it is featuring something from the Holiday Guide. Reels begin posting on October 1 and run through December 15. **If we are already in possession of the product that you would like to use in a Reel, just let us know!**

Send social media material to [ad.dept@plymagazine.com](mailto:ad.dept@plymagazine.com) by September 15.

