

selvedge



The Fabric of Your Life



FUTURE ISSUES

Connecting cloth, culture and creativity to community

HAND IN HAND

May/June 2024

Successful collaboration is far more than people working together. To make a truly effective partnership, businesses need a culture that directly fosters trust and mutual respect. We look at designers working with artisans across the globe, where each has a valued contribution and the power is equally balanced. The results of successful collaborations are often greater than the sum of their parts. The design duo Harriet Wallace Jones and Emma Sewell have been designing together for thirty years. We see this true teamwork at the Royal School of Needlework where no one embroiderer's work can be distinguished from another. In medieval tapestry workshops artisans worked in harmony side by side for long periods

SAVOIR FAIRE

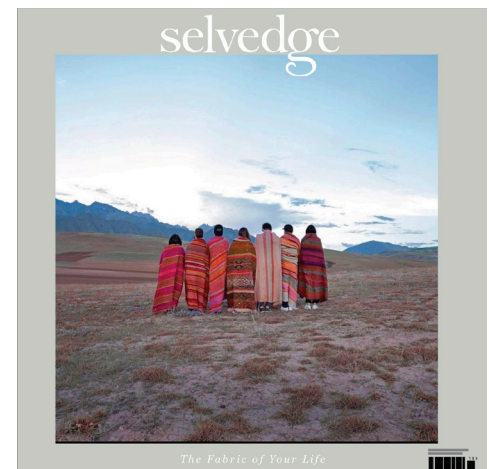
July/August 2024

To coincide with the Olympics this summer, our attention turns to France. Traditional French textiles are renowned for their elegance, craftsmanship, and enduring charm. France has a rich history of textile production, with regions such as Lyon, Normandy, and Alsace contributing to its diverse heritage. The luxurious silk fabrics of Lyon, known as "soie de Lyon," have adorned the fashion world for centuries with their exquisite patterns and sumptuous drape. Normandy is celebrated for its delicate lace, while Alsace is renowned for its intricate and colourful printed fabrics. These traditional textiles showcase a harmonious blend of tradition and innovation that continues to captivate worldwide.

UNDER FOOT

September/October 2024

For this issue, we are staying close to home refreshing our domestic environment and cleaning our space. We take a deep dive into carpets, curtains and cushions and look at what brings us joy. From upholstered sofas stuffed with horsehair, colourful Indian Charpais to South American hammocks woven from sisal. The textiles we keep close at hand speak of daily rituals and bring comfort to our lives. We are welcomed into the homes of makers and see first-hand the products of their labour as they return to the land. The appetite amongst consumers for farm-to-fabric enterprises shows no signs of abating.



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WHITE

November/December 2024

Inspired by the subtle beauty of light and shade, we explore white on white and devote this issue to textiles that whisper rather than shout. In this issue, we explore; Chikankari and Jamdani from India In Europe, numerous styles of white embroidery on a white ground has evolved, Whitework techniques include counted, drawn and pulled thread work, shadow work and cutwork. The terms Ayrshire, Mountmellick, Richelieu, Dresden, Schwalm, Hardanger, Helm, Hebedo, and Appenzell will be explored—regional styles that have developed in precise and intricate local combinations of basic techniques and stitches.

SPICE

January/February 2025

Southeast Asia is composed of eleven countries with impressive diversity in religion, culture, history, and, of course, textiles. In this issue, we explore techniques indigenous to Brunei, Myanmar, Cambodia, Timor-Leste, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam. Textiles have always been at the forefront of Southeast Asian cultural identity, and each country boasts a particular fabric unique to them and their sensibilities. Behind the design, the colour and patterns lay the intention and arduous labour to make one think twice about calling it just fabric.

ADORABLE

March/April 2025

Kawaii, the Japanese culture of cuteness, is a significant influence across social-driven trends, and coquette, another aesthetic in the cute family tree, has established itself as one of the year's biggest trends. This reach even rivals that of cottagecore. In this issue, we identify some of the cute elements from a textile perspective. We look at the pink, fluffy pile textures, ribbons and bows, small scale textile toys, dolls, and children's clothing. Kawaii is evolving, influencing Korean culture, its current torchbearer. We can detect it in playful, street-style subcultures, all of which we unpick in this issue.

section



COLLABORATE WITH US

Selvedge Blog Feature Enjoying 2400 daily visitors the blog is a source of inspiration. The stories we feature form our weekly email newsletter, which has a reach of almost 100K (only available as part of an advertising package)

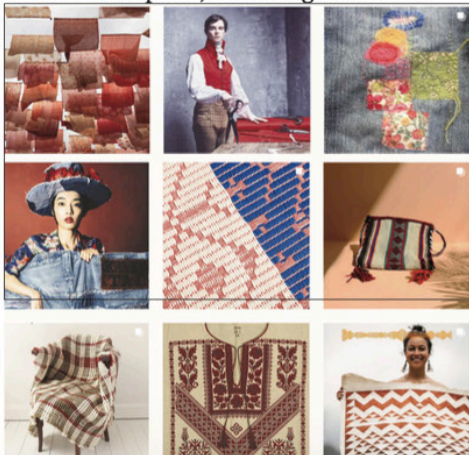


Over The Rainbow

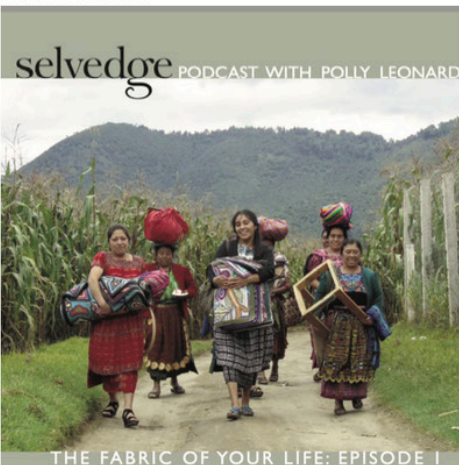
FEBRUARY 9, 2022

We're celebrating LGBT+ History month here at Selvedge, an annual month-long observance

Instagram Takeover With over 96K followers, Selvedge's Instagram is a popular source of daily inspiration. It connects the magazine and online content. Friday takeovers include three posts, with images and text.



Selvedge Podcast The Selvedge podcast features interviews with the designers, authors and companies we admire. You can collaborate as an interviewee or sponsor the podcast and enjoy the benefits of a Selvedge endorsement



Selvedge Socials Meet our readers at one of our regular socials. You may like to take part as a speaker, or use the event to launch a product. Selvedge Socials are well attended regular events.



DEMOGRAPHICS

Circulation: 25,000
Readership: 75,000
Subscriber base: 12,500
UK: 30%
USA: 30%
Europe: 10%
ROW: 30%

READERS' PROFILE

Selvedge readers are aged 20 – 65+
64% have a household income of 60 to 180K GBP pa
98% are women
75% have a degree
86% have purchased an item advertised or after seeing it featured in the magazine
92% have visited the Selvedge website
85% visit 5–15 exhibitions per year

EMAIL CONTACT DATABASE

Contacts 97 K

SOCIAL MEDIA REACH 01/02/2023

Instagram 103 K
Facebook 75 K
Pinterest 1M monthly views
Linked In 3 K
Twitter 20 K

PUBLISHING INFORMATION

COPY DUE*	ISSUE	PUB DATE
15 Jan	Mar/Apr	15 Feb
15 Mar	May/Jun	15 Apr
15 May	Jul/Aug	15 Jun
15 Jul	Sep/Oct	15 Aug
15 Sep	Nov/Dec	15 Oct
15 Nov	Jan/Feb	15 Dec

OUR MISSION Selvedge has been celebrating textiles for twenty years. It remains the only magazine to cover every facet of fine textiles in an intelligent, stylish and contemporary way. Within each issue, we cover; Fine Art, Craft, Fashion, Design, Interiors, Travel, Shopping and the Industry

At the heart of the magazine is a cerebral and sensual addiction to cloth and with that an appreciation of the beautifully made and carefully considered. The trend for the handmade and crafted continues unabated and coverage of a new generation of: brands, designers, artists and artisans remains the focus of the magazine. While historic and anecdotal features provide a thoughtful and inspiring context.

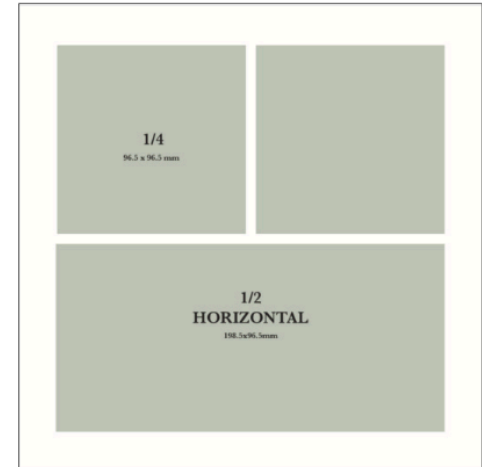
OUR PRODUCT Selvedge is published six times a year, as a traditional paper magazine as well as in digital format. Each issue presents interesting and evocative textiles through memorable photography, original analysis, peerless writing and high production values. The subtle design puts textiles, as artworks, crafted products, fashion or historic objects centre stage. Selvedge not only presents textiles but provides a visual and cerebral appreciation of where they come from and why they matter.

Selvedge is not a disposable publication. Readers pore over every single page and a recent survey showed that 89% keep every issue as they would an indispensable reference book. This extends the life of advertising far beyond the on-sale period. Selvedge is trusted by its readers and relied upon when making purchases, deciding which exhibitions to visit or planning trips. Selvedge

readers were described as 'strikingly obedient' by one retailer who doubled the number of visitors to her website through advertising in Selvedge, it is therefore the perfect vehicle for your targeted advertising campaigns. The magazine publishing industry has never been stronger and specialist magazines continue to benefit from consistent sales. Evidence suggests people are watching less television and reading fewer newspapers but they are buying more magazines.

By combining elements of both specialist and lifestyle titles Selvedge represents an original vision. It is the only publication for individuals who delight in the diversity textiles offer and is on sale in museums, galleries, shops and boutiques in every major city in the world. Our readership are affluent, educated, discerning, and well travelled. 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. Intelligent and curious, these readers use Selvedge to learn about the stories behind the objects they cherish the most. Overall our readers find the magazine inspiring and demonstrate a high degree of loyalty to the publication. Many owning the complete collection, 77% of the visitors to our website are return customers.



ADVERTISING CAMPAIGNS We want to create a campaign tailored to your needs. We have many platforms through which to reach our audience. You can select from our 'menu' and we will be happy to create a bespoke package.

PRINT AND DIGITAL ADVERTISING Advertising is limited to a maximum of 10% of the publication and is woven into the body of the editorial content. We ensure our readers consider advertising as an integral part of the publication.

E-NEWSLETTER Selvedge E-newsletters are sent out to 87K readers. Our website, containing a link to our newsletter archive, also receives approximately 2000 visitors per day. Advertisements in this format have the potential to reach more than 87K people in the textiles, visual art and design community

SPONSORED CONTENT Your website placed at the end of an article commissioned by Selvedge

E-NEWSLETTER STATISTICS

Opened 26% Clicked 5%
Banner Ad clicked: 13%

INSERTS Inserting a leaflet about your company is an ideal way to reach our audience. We will accept relevant inserts only and as a general rule include just one insert per issue so your promotional material will have greater prominence and impact than in many other magazines. Insert must not be larger than 230 x 230mm

'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.**

'I love everything about the magazine, from the paper it's printed on to the features and advertising!' **Debra Hepbur, subscriber**

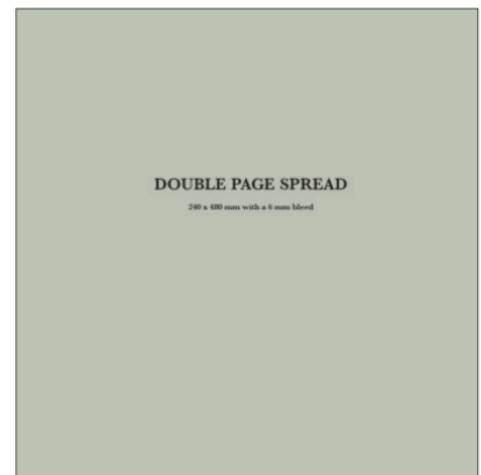
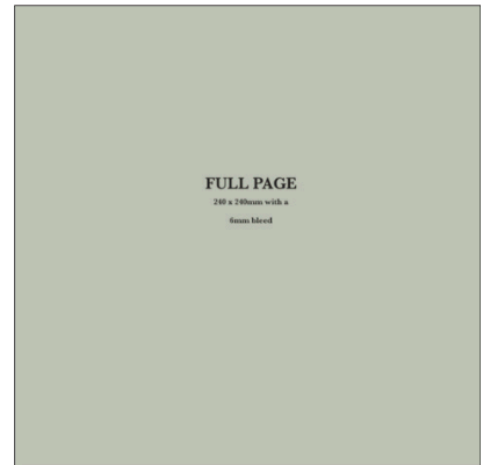
'Selvedge is an exciting and visually stimulating magazine that addresses beautifully all the things I love: textiles, art, craft and beautiful objects!' **Zandra Rhodes, designer**

'Love the magazine and google every shop advertised!' **Maggie Beischer, subscriber**

'... I also like the advertising. It provides something that is unique in the magazine world and makes a great reference book. It provides for a niche market.' **Beryl Wilson, subscriber**

'A beautifully-produced small treasure that never fails to interest and excite, combining popular appeal with serious content. Even the adverts are interesting!' **Vivienne Richmon, subscriber**

'From the first time I picked it up, I enjoyed the feel of the magazine. The photography was great and the articles were very interesting... I love the advertising. I go online and lookup many of the web sites. I come to England two times a year. I so look forward to spending time there. My Selvedge issues take me there when I'm at home in Minnesota.' **Alice Roe, subscriber**



SELVEDGE MEDIA AGENCY

Previous Clients



SELVEDGE is a voice of authority on textiles. We invite you to collaborate and reach our loyal readers who look to Selvedge for inspiration and compelling stories. To find out more about bespoke and contra marketing opportunities please contact editorial@selvedge.org