

selvedge THE FABRIC OF YOUR LIFE



MAKE OUR STORIES PART OF YOUR STORY

FUTURE ISSUE

RETHINK

March/April 2020

This issue is a celebration of those who maintain textiles and the processes they use. We salute the hidden work of repair, and rekindle a love for mending and patching. With the environmental impact of the textile industry creating headlines, it is clear that extending the life of our textiles is as important as innovation. Our pages are devoted to this end; the new, innovative and beautiful ways in which artists and designers are rethinking, repairing and recycling cloth. We look at the work of Christina Kim, artist Derick Melander, the darning of Hikaru Noguchi, as well as an in-depth look at the kimono - the ultimate 'no waste' garment.



EARTH

May/June 2020

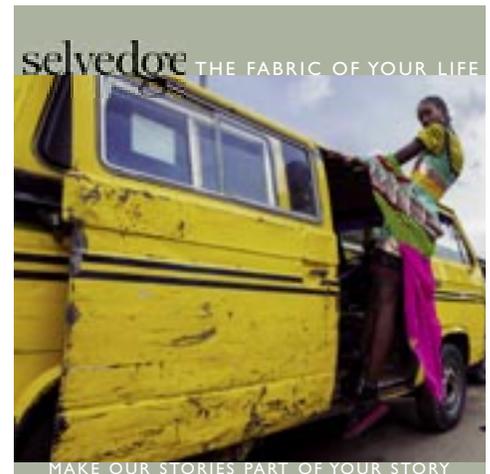
The verdant landscapes of late spring inspire us to look to the earth for inspiration, exploring textiles that are in harmony with nature, and produced with respect for our environment. We find the reflective and the radical; from the pigments of Heidi Gustafson, incredible weaver bird nests in South Africa, natural dying at Tintoria di Guarana, sculptural hats, bags and baskets woven from natural fibres, and Diana Scherer's high-tech cloth grown from plants. We catch up with Nathalie Seiller Dejean to talk about the history and rare craftsmanship behind her extraordinary accessories, and travel to Ghana to explore how textiles inform identity.



HERITAGE

July/August 2020

Many textile craft traditions are under threat as a result of local and global, social and cultural changes. This issue explores those changes, looking at textile crafts traditions and practices that as well as being beautiful, allow a glimpse of intangible cultural heritage. We explore perceptions of heritage through traditional textiles and think about what the future may hold, as well as weighing up the tension between preserving, sustaining and developing tradition. We meet makers for whom traditional textiles are part of living, thriving and changing traditions, and salute the Heritage Crafts Association, who protect skills and knowledge for the future.



FUTURE ISSUES

NORDIC

September/October 2020

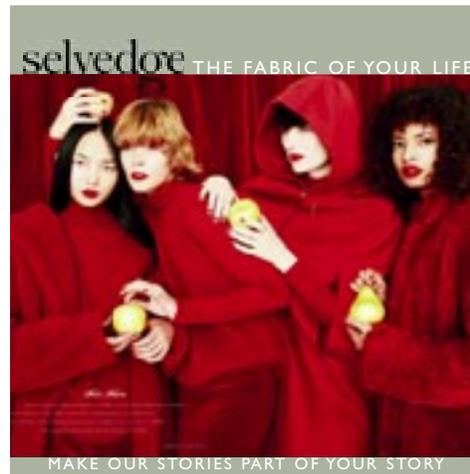
This issue we are inspired by the Nordic aesthetic, one that is shaped by nature and natural materials, practicality, economy, and the endurance of folk traditions. Within a landscape of deep blue water, wide-open spaces, cold mountains and long, dark winter days, natural materials like linen and wool - the central textile fibre in Nordic history which is still important to farmers, textile manufacturing, retailing and fashion - are brought together with Nordic ideals of minimalism, simplicity and functionality. The region shares a unique design heritage and craftsmanship tradition which is revealed as we investigate the textiles and cultural currents of the Nordic countries.



RED

November/December 2020

The colour of power, love, good fortune and good health, red suffuses textile history and culture. Cochineal - the insect the dye was made from - became the New World's major export to Europe. Dye made from cochineal was expensive, and such was the desire to preserve the exclusivity of red that in some countries such as Japan and Italy, it was forbidden for ordinary citizens to wear it, but the draw of red meant that non-nobles often broke the rules and kimonos were secretly lined with the forbidden colour. This issue takes a look at the many faces of red, from the sacred to the profane, as well as the dyer who searched for years for the perfect red.



TRADE

January/February 2020

Textiles transmit wealth and status and wars. So much so that wars have been fought over their trade. No other industry can match textiles significance to the history of trade, which has caused calico, pajama, gingham, dungaree, chintz, and khaki to become embedded in the English language. By the eleventh century in Europe traditions associated with weaving textiles became firmly established in both east and west. They were a great symbol of status and influence. While this demand made fortunes, the global trade in textiles also created a blend of traditional designs, skills, and tastes of all the cultures that produced them, creating fabrics both beautiful and fascinating.



SELVEDGE MEDIA AGENCY

Connecting cloth, culture and creativity to community

From small features to in-depth photo stories there is something to match all budgets.

Editorial Collaboration

Articles in Selvedge range from pithy one-page pieces to generous eight-page spreads with a full photo-essay. As part of a collaborative feature the Selvedge team will arrange photography and text to match the editorial voice and aesthetics of the magazine, and will work closely with you to share your story with our readers. We feature travel, interiors, designer profiles, how-to projects, and shop features. Articles contain a minimum of 250 words of text per page and at least one image.

Fee £2,000 per page

Round Up Collaboration

Aimed at partners working within a smaller budget, in a 'round up' we select a group of our favourite companies, curated on a particular theme, and include three per page. We have created a textile-lovers guide to South Africa, the best shops in Mexico, and a guide to all things wool.

Round up participation fee £800

News Feature

On a similar scale to the 'round up' we offer you the chance to share your latest news with our readers in a small nib - a single-paragraph news story - of around 100-200 words, accompanied by an image.

News collaboration fee £800

Lead news collaboration fee £1200

Sponsor an Article

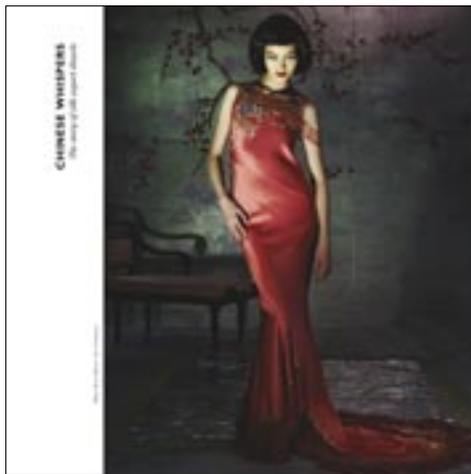
If we have commissioned a forthcoming feature that is relevant to your company we offer the opportunity for you, or your event, to be featured at the end of the piece. This is a section of bold text of up to twenty words and your company's website.

Article sponsor fee £300

How To Project

Our 'how to' craft projects always prove popular with our readers and website visitors. We feature a project in almost every issue. The same project is featured on the website, where free downloadable instructions are available.

How to project fee from £1000



SELVEDGE MEDIA AGENCY

Connecting cloth, culture and creativity to community

Selvedge Blog Feature

The Selvedge blog has 1500 daily visitors. With regularly updated content the blog is a source of inspiration to our readers and our international audience of makers and textile enthusiasts. The stories we feature form our weekly email newsletter, which has a wide reach beyond print and digital subscribers.

Blog collaboration fee £500

Instagram Takeover

With over 57,000 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.

Fee £5 per 100 followers = £285

Selvedge Podcast

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

**Podcast collaboration fee £250,
Sponsorship from £1000**

Selvedge Socials

Meet our readers in person 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 publicised on our social media and on our website.

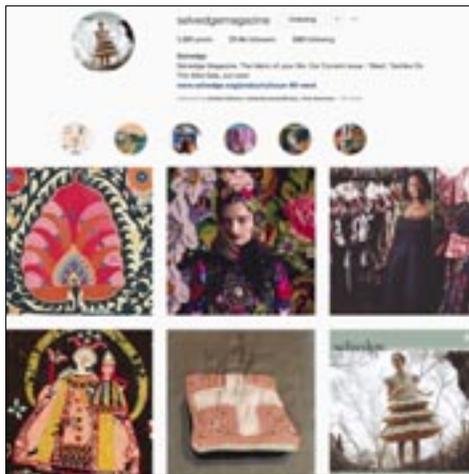
Be involved, from £250

Catalogues

Selvedge offers a content creation service in the form of catalogues and promotional brochures. We commission bespoke editorial content, images, and offer a translation services are available. Brochures are delivered in print-ready digital format, and print procurement services are available.

SOCIAL MEDIA REACH AS OF 31/10/2019

Instagram 58,000 K
Facebook 68,100 K
Pinterest 498 K monthly unique viewers
twitter 21.6 K
Linked In 3,217 K



SELVEDGE MEDIA AGENCY

The Mission and The Product

THE MISSION Selvedge has now been celebrating textiles, old and new, for fifteen years. It remains the only magazine to cover every facet of fine textiles in an intelligent, stylish and contemporary manner. Within each issue Selvedge covers the most inspiring textiles within each of the following categories:

- Fine art
- Craft
- Fashion
- Design
- Interiors
- Travel
- Shopping
- Industry

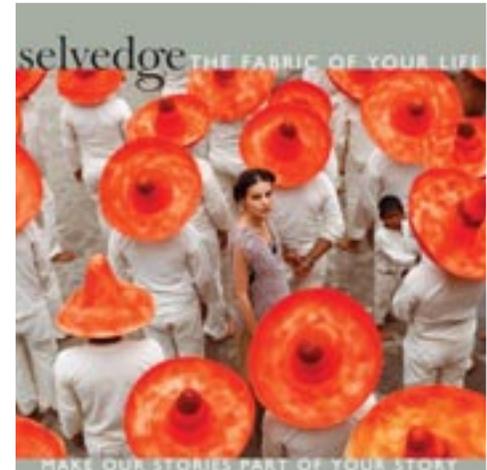
Selvedge is an indispensable guide to the world of textiles. At the heart of the magazine is a cerebral and sensual addiction to cloth and with that an appreciation of the beautifully made and carefully considered. The trend for the handmade and crafted continues unabated and coverage of a new generation of companies, designers, artists and craftspeople remains the focus of the editorial content of the magazine. While historical and anecdotal features provide a thoughtful and inspiring editorial context.

THE PRODUCT Selvedge is published six times a year, as a traditional paper magazine as well as in a digital format. Each issue offers the most interesting and evocative textiles through the best photography, original analysis, peerless writing and high production values. The subtle, well-known design puts textiles, as art-

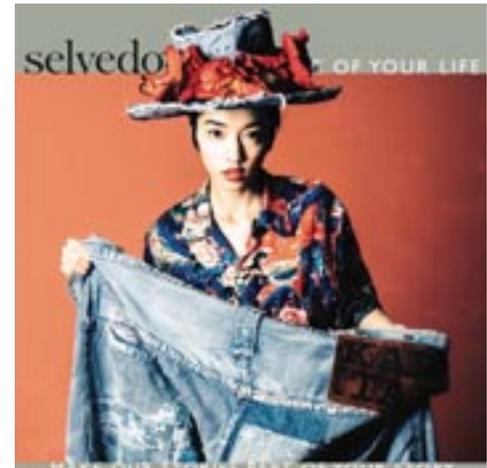
writing and high production values. The subtle, well-known design puts textiles, as artworks, crafted products, fashion or historic objects centre stage. Selvedge not only presents textiles but provides a visual and cerebral appreciation of where they come from and why they matter.

Selvedge is not disposable. Readers pore over every page and a recent survey showed that 89% of our readers keep every issue as they would a book for future inspiration. This extends the life of advertising far beyond the sale period. 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. 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 something different and indispensable. It is the only publication for individuals who delight in the diversity textiles offer. The magazine is on sale in museums, galleries, shops and boutiques in every major city in the world, including London, Paris, New York, Tokyo, Sydney and many more. Selvedge is trusted by its readers and relied upon when making purchases, deciding which exhibitions to attend or planning trips.



No. 68 THE CARNIVAL ISSUE



No. 81 THE JAPAN BLUE ISSUE

SELVEDGE MEDIA AGENCY

Our Community

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 50 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 they cherish the most in their wardrobes and homes.

Overall our readers find the magazine inspiring and demonstrate a high degree of loyalty to the publication. Many owning the complete collection, keeping each copy for reference.

DEMOGRAPHICS

Circulation 25,000
Readership 75,000
Subscriber base: 12,500
UK 52%
USA: 31%
Rest of Europe: 7%
ROW: 10%
Within the UK:
London & Home Counties 51%
Scotland, N West & N East 20%
South West & Wales 19%
Midlands 10%

GENERAL READERS' PROFILE

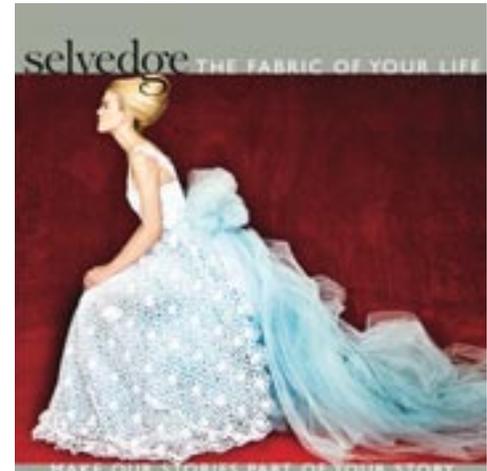
Selvedge readers are aged between 20 – 65+
64% have an annual household income of between 60-180K GBP pa
98% are women
75% have a degree
86% have purchased an item advertised after seeing it in the magazine
92% have visited the Selvedge website
85% visit 5–15 exhibitions per year

EMAIL CONTACT DATABASE

Contacts 55,000+

SOCIAL MEDIA STATISTICS

Facebook likes 68,300+
Instagram followers 47,000+
Twitter followers 21,700+



No. 82 THE LACE ISSUE



No. 84 THE COTTON ISSUE

SELVEDGE MEDIA AGENCY

Advertising

ADVERTISING CAMPAIGNS

We want to create a campaign tailored to your needs. We have many platforms through which to reach our audience. You can pick and choose from our 'menu' and we will be happy to create a bespoke package. If you are looking for inspiration we have created some suggested packages.

PRINT AND DIGITAL ADVERTISING

Advertising is limited to a maximum of 25% of the publication and is woven into the body of the editorial content. We aim to ensure individuals read and consider Selvedge advertising as an integral part of the publication.

DISPLAY ADVERTISING RATES (WxH mm)

Double page - 476 x 238 £2,500
Full Page - 238 x 238 £1,500
2/3 Page - 218 x 148 £1,200
1/3 Page - 218 x 72 £700
2/3 Page - 144 x 224 £1,200
1/2 Page - 144 x 148 £900
1/3 Page - 70 x 224 £700
1/4 Page - 70 x 148 £500
1/4 Page - 144 x 72 £500
1/9 Page - 70 x 72 £300
1/27 Page - * 70 x 20 £200

Inside front cover, size 1 £5,000
Back cover, size 2 £4,000
Inside back cover size 2 £2,500

E-NEWSLETTER

Selvedge E-newsletters are sent out to 55,000 readers. Our website, containing a link to our newsletter archive, also receives approximately 500 visitors per day. Adverts in this format have the potential to reach more than 66,000 people in the textiles, visual art and design community

CUSTOM CONTENT EDITORIAL

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

E-NEWSLETTER STATISTICS

Clicked / Opened 42%
Banner Ad clicked: 13%

BANNER ADVERTISEMENT

600px x 70px, incl. hyperlink £250

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

RATES FOR INSERTS

Rates below are based on inserts up to 10g in weight.

LOOSE INSERTS

£75 per 1000 in full print run
£95 per 1000 in subscription copies



SELVEDGE MEDIA AGENCY

Packages

COTTON PACKAGE £395

- 1/9 page advert in print and digital issue
- Banner advert e-newsletter

Package value £550

LINEN PACKAGE £595

- 1/4 page advert in print and digital issue
- Banner advert e-newsletter
- Editorial blog post
- Featured post on the Selvedge Newsletter
- Event/Calendar listing (if appropriate)

Package value £1000

SILK PACKAGE £995

- 1/2 page advert in print and digital issue
- Banner advert e-newsletter
- Editorial blog post
- Featured post on the Selvedge Newsletter
- Event/Calendar listing (if appropriate)
- Instagram Post
- Facebook Post

Package value £1750

CASHMERE PACKAGE £1495

- Full page advert in print and digital issue
- Banner advert e-newsletter
- Editorial blog post
- Featured post on the Selvedge Newsletter
- Event/Calendar listing (if appropriate)
- Instagram Post
- Facebook Post
- Tweet
- Inserts (subscriber copies)
- Competition for Selvedge readers (£300 value)

Package value £2350

VICUNA PACKAGE £2795

- Double page spread advert in print and digital issue
- Banner advert e-newsletter
- Editorial blog post
- Featured post on the Selvedge Newsletter
- Event/Calendar listing (if appropriate)
- Instagram Post
- Facebook Post
- Tweet
- Inserts (subscriber copies)
- Competition for Selvedge readers (gift must be of a value of £200 minimum)
- Subscriber giveaway

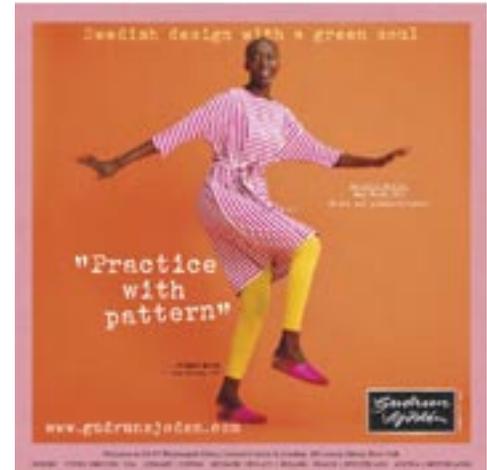
Package value £4650

REGULAR ADVERTISING

We also offer to extend the print and digital advertising after this initial package and reduced rate: For two more issues we can offer a discount of 15% from the rates listed on the previous page. For six more issues we can offer a discount of 25% from the rates listed on the previous page.

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



SELVEDGE MEDIA AGENCY

Previous clients and reviews

'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**

'I read it cover to cover several times.'
Sarah McGlyn, 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**

'If and when I'm ever stranded on a deserted island, my truck of supplies would include Selvedge along with tequila, sunscreen and knitting and weaving supplies I'd need to maintain my sanity!' **Sandy Gillie, subscriber**

'I LOVE the magazine and google every shop advertised' **Maggie Beischer, subscriber**

'An enchanting publication – with a cult following'
The Sunday Times

'Dispelling the cosy image of textiles'
The Independent Magazine

'Being featured on the Selvedge blog helped me to reach a new audience and resulted in new sales of my work.' **Alexandra Drent**

'I just wanted to say how much Selvedge endlessly nourishes my soul.' **Ellie H, subscriber**

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 customerservice@selvedge.org

