selvedoe



The Fabric of Your Life

FUTURE ISSUES

Connecting cloth, culture and creativity to community

REGENERATION

PIONEERS

UNCUT CLOTH

September/October 2023

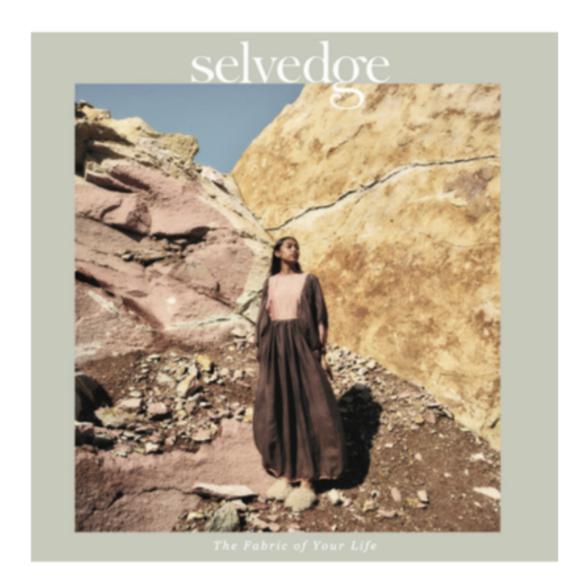
November/December 2023

January/February 2024

The industrial revolution transformed rural Lancashire into an engine of textile production at the epicentre of a web that stretched across the globe; annexing environmental and human resources in an unsustainable cycle of consumption and manufacture. Both people and places have been shaped by the industry that grew over two centuries and has now all but disappeared. In collaboration with the British Textile Biannial we investigating pre-industrial methods of production using wool from the animals farmed on the Lancashire moors, propose contemporary alternatives; from cotton plantations in Benin to recycled garments in Dhaka. With the industrial revolution as a back drop we ask, can textile making be a regenerative act?

The textile word is peppered with Pioneers who's vision and tenacity has changed the world for the better. In this issue we shine the spotlight on these unsung heros: From the founder of a Moroccan NGO who has developed a computer system based on pictograms to enable illiterate artisans to have agency over selling their own work to a global audience. The teacher in India who is training artisans in design so they can pivot their traditional skills to meet the needs of a discerning international audience. Artists who through their work broaden our perspectives and encourage us to question our past and find new ways to advance society.

Jean-Charles de Castelbajac talks about the three rectangles of cloth that connect all of humanity; the flag, the rug and the blanket. In this issue, we take a deep dive into the blanket. As the temperature outside dips, the simplest of textiles comes into its own, whether that is a Welsh double cloth, pieced quilt, crocheted granny squares or jacquard figured coverlet. As well as warmth blankets also offer comfort or "give courage, comfort, joy" as described by the Danish and Norwegian word Hygge. We look at big brands; Woolrich, Pendleton and Hudson's Bay as well as artisan production around the world.

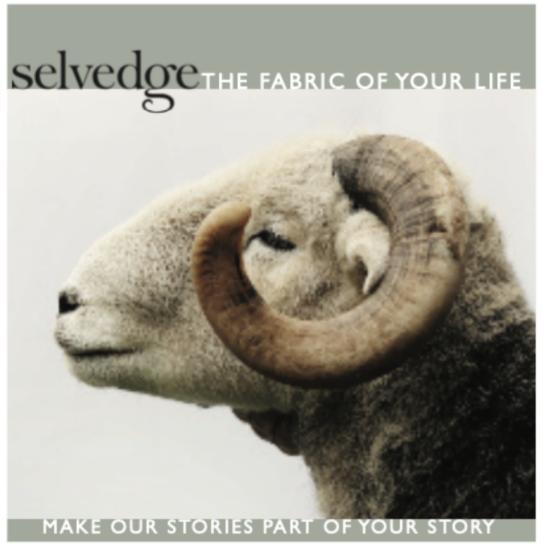






COLLABORATE WITH US

Catalogues and supplements Selvedge offers a content creation services. We commission editorial content, images, and offer a translation services. Brochures are delivered in print-ready digital format. Print procurement services are available.



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 and photo-essay.



Round Up Collaboration Aimed at partners working within a budget, in a 'round up' we group our favourite companies around a theme. Recent round- ups have included a guide to South Africa, best shops in Mexico, and a guide to all things wool.



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 single-paragraph news story, accompanied by an image.



Sponsor an Article If we publish a feature that is relevant to your company we offer the opportunity for you, or your event, to be listed at the end of the piece. This is a section of bold text of up to twenty words and your website.



How To 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.



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IRRESISTABLE

HABITAT

FRANCE

March/April 2024

May/June 2024

July/August 2024

To mark the international year of batik, we are taking a deep dive into the world of resist dyeing. From the vibrant tie-dye of West Africa to the intricate batik of Indonesia, each culture has its unique approach to this captivating art form. In Japan, shibori techniques create mesmerising patterns through precise folding, stitching, and tying. India's ancient art of Bandhani employs tiny knots to form intricate dot patterns. In Nigeria, adire artisans use cassava paste or wax to create stunning indigodyed designs. The Mayans of Guatemala practice the art of ikat, creating complex patterns by tie-dyeing yarns before weaving. Rresist dyeing unites cultures through its timeless beauty and cultural significance.

For this issue, we are staying close to home refreshing our domestic environment and spring 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 to colourful Indian Charpais to South American hammocks are 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.

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 like 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.

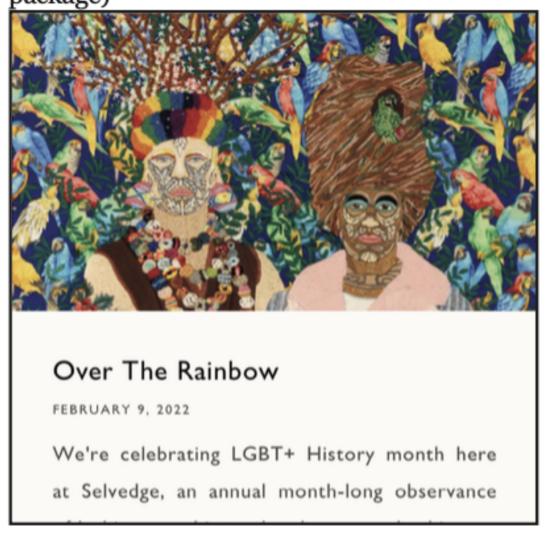




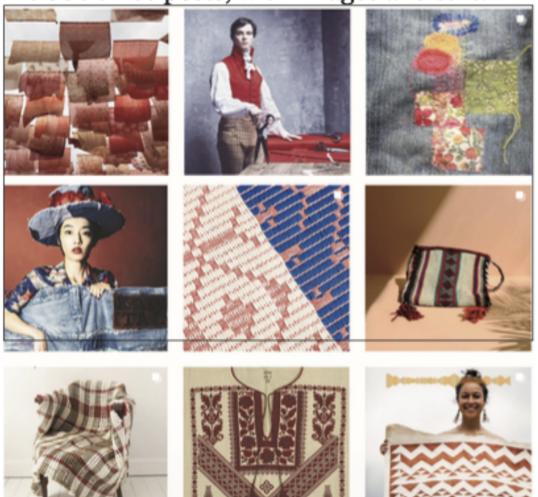


COLLABORATE WITH US

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)



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 benifits 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
Pintrest 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. Advertisments 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 comissioned 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

FULL PAGE 240 x 240mm with a

DOUBLE PAGE SPREAD

 $240 \times 480 \ \mathrm{mm}$ with a 6 mm bleed

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