

CRAFTS ON THE NET

Craftsonthenet.com is the new-look craft community website from Practical Publishing. It's packed full of inspiration and ideas, with project galleries, blogs, news, product reviews, and even a forum where like-minded crafty friends can exchange hints and tips. In addition, there are regular competitions, giveaways and brand-new projects updated daily – so there's something for everyone crafty, all on one site.

SPECIAL FEATURES INCLUDE:

- Project gallery
- Beginners' craft glossary
- Giveaways
- Competitions
- Craft challenges
- Forum
- Blogs
- News & reviews
- Hints & tips
- Downloads
- Newsletters
- Special members-only competitions & discounts

With the new and improved site being heavily led by editorial sections, the quality content attracts large volumes of daily users, making it an ideal platform for advertisers to target genuine craft enthusiasts with no wastage.



HEADLINE BANNER

Appears on the home page (maximum of 3 advertisements in rotation)

SPONSORSHIP BANNER

Appears on every page (maximum of 5 advertisements in rotation)



RETAILER OF THE MONTH

1 store featured per month

SECONDARY AD BANNER

Appears on the homepage (maximum of 1 advert showcased)

BUTTON ADVERTS

Appear on every page (10 buttons visible per page, maximum of 30 advertisements in rotation)

CRAFT STORE LISTING WITH CLICK-THRU

DIGITAL NEWSLETTER

Reaching over 22,000 subscribers twice a month

Crafts on the net

WEBSITE RATE CARD COSTS

- Sponsorship Banner** £200 per month
- Headline Banner** £300 per month
- Secondary Banner** £200 per month
- Retailer of the Month** £250 per month
- Button Adverts** £75 per month
- Directory Listing** £25 per month
- Directory Listing with Click-Thru** £30 per month

NEWSLETTER RATE CARD COSTS

NEWSLETTER SPONSORSHIP	Single booking	2-4 bookings (5% discount)	5-8 bookings (10% discount)	9-11 bookings (15% discount)	Year series (20% discount)
Crafts on the net	200	190	180	170	160
Creative Cardmaking	200	190	180	170	160
Both	160	152	144	136	128

NEWSLETTER DISCOUNT ADVERT	Single booking	2-4 bookings (5% discount)	5-8 bookings (10% discount)	9-11 bookings (15% discount)	Year series (20% discount)
Crafts on the net	100	95	90	85	80
Creative Cardmaking	100	95	90	85	80
Both	80	76	72	68	64

MECHANICAL DATA

- Sponsorship Banner** 468 x 60 pixels
- Headline Banner** 960 x 100 pixels
- Secondary Banner** 780 x 100 pixels
- Button Adverts** 150 x 75 pixels
- Newsletter Sponsorship** ... 650 x 75 pixels
- Newsletter Discount Adverts** 200 x 200 pixels

CONTACT

WEBSITE ADVERTISING

Kevin Edwards

Tel: 01625 855019

kevin.edwards@practicalpublishing.co.uk

NEWSLETTER ADVERTISING

Louisa McLean

Tel: 01625 855010

louisa.mclean@practicalpublishing.co.uk