
creating
Keepsakes

PAPER&CRAFTS

digital
SCRAPBOOKING

Creative
MACHINE
EMBROIDERY

SEW
NEWS

sew simple

CK Media

2009 Online Media Kit

Quiltmaker

MCQB
QUILTING

QuickQuilts

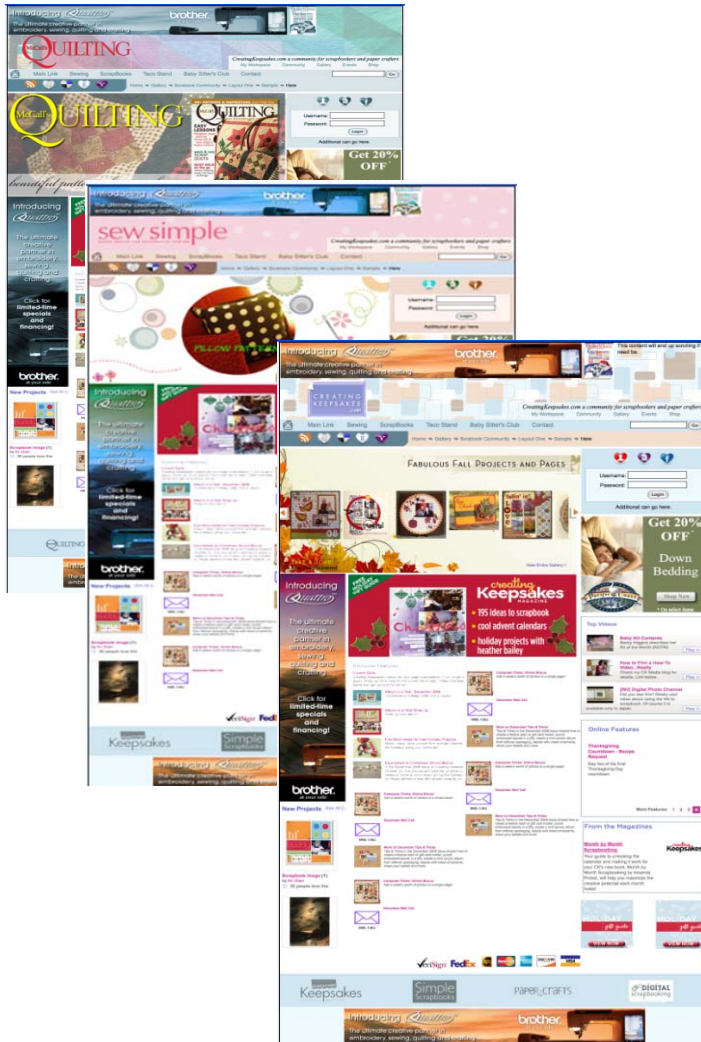
Quilter's Home

QUILTERS
NEWSLETTER

Quilter's
Village

CK MEDIA

CK Media's New web offerings for Quilting, Sewing and Scrapbooking



Benefits of New Site Design...

- Fresh, updated look!
- More real time dialogue and meaningful interactivity!
- High quality multi-media content!
- Social networking capability with Facebook, Myspace, etc.!

Network Demographics

Social Network of interactive, passionate scrapbooking, quilting and sewing enthusiasts!

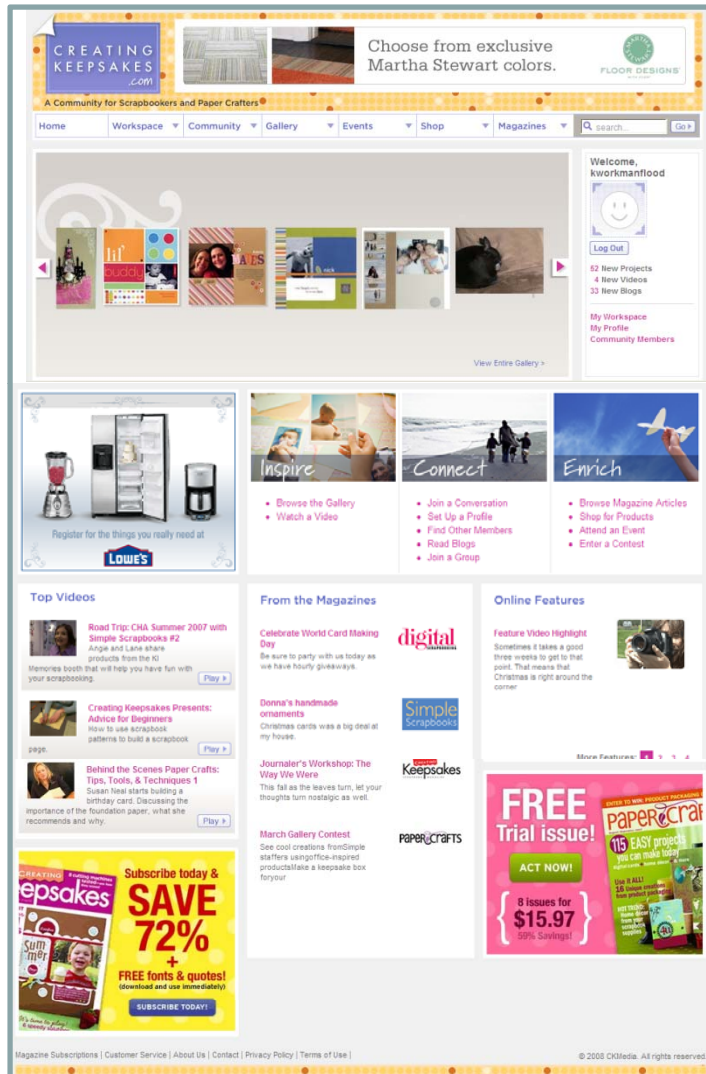
99% Women

Age: 62%	30-49	Income: 65%	50k - 150k
34%	30-39	24%	\$50,000– \$74,999
28%	40-49	20%	\$75,000 - \$99,999
19%	50-59	21%	\$100,000 - \$149,999
8%	60+	6%	\$150,000 - \$199,999
		4%	200,000+

Education: 55%	have college degree
33%	Graduated from college
8%	Post Graduate Study
14%	Post Graduate Degree

Lifestyle Activities:

35%	Travel	70%	Photography
74%	Reading for pleasure	20%	Camping
42%	Home Decorating	31%	Gardening



Web Statistics

The new CK Media websites house all of our magazine titles, as well as a community portal for Scrapbooking, Quilting and Sewing which provides a social media aspect to the sites! Our new sites promote higher user engagement, and provide an active and lively place to develop and create a rich online community for forums, user-generated blogs, user-generated galleries, and other content channels.

Our online users are a social network of interactive, passionate, educated, and affluent women!

Website	Average Monthly Page Views	Average Monthly Unique Visitors
Combined Network	9,205,000	717,000
Creating Keepsakes	4,755,000	211,000
Paper Crafts	1,690,000	90,000
Simple Scrapbooks	755,000	78,000
Digital Scrapbooking	60,000	15,000
McCall's Quilting	650,000	95,000
Quick Quilts	450,000	75,000
Quiltmaker	290,000	50,000
Quilters Newsletter	225,000	30,000
Quilter's Village	65,000	15,000
Quilter's Home	20,000	5,000
Creative Machine Embroidery	75,000	14,000
Sew News	170,000	39,000
Sew Simple *	TBD	TBD

* Sew Simple launching February 2009

Banners Ads

The screenshot shows the homepage of the quilting website. At the top, there are several small banner ads for quilting patterns and materials. Below the navigation bar, there is a large banner for McCall's Quilting magazine. To the right of the magazine banner is a login form. Below the login form is a Weight Watchers Online 7-day free trial ad. In the center, there is a section for 'Home Page Vertical Content' with three articles: 'Experience Qwest fiber-optic fast Internet.', 'Champagne and Burgundy Pattern', and 'Trendy Totes (McCall's Collector's Series)'. To the right of this section is a 'SAVE 44% + FREE GIFT!' ad for quilting patterns. At the bottom, there is a footer with logos for quilting-related brands and a search bar.

Leaderboard (728x90)

Rectangle (300x250)

Tile Ad (125x125)

Skyscraper (160x600)

Blogs

McCall's QUILTING

BLOG

CURRENT ISSUE

Just a simple blog post
by acabrera

This is what a blog post can look like.

[Share / Save](#)

January 14, 2009 [No Comments](#)

CATEGORIES

tips and techniques
Uncategorized

35% Off
The 2009 Entertainment® Book
Celebrate the savings!
[BUY NOW!](#)
Exp. 01/31/09

SEARCH THIS SITE

To search, type and hit enter

Ad Spot 125x125

Ad Spot 125x125

ADVERTISE HERE

HELLO WORLD!
by admin

Welcome to [CK Media Blog](#). This is your first post. Edit or delete it, then start blogging!

[Share / Save](#)

January 12, 2009 [1 Comment](#)

LATEST BLOG ENTRIES

[Just a simple blog post](#)
[Hello world!](#)

BLOGROLL

[WordPress.com](#)
[WordPress.org](#)

Each site will have its own editor's blog

125x125 ad tile spaces only available advertising unit on editor's blog - \$6 CPM

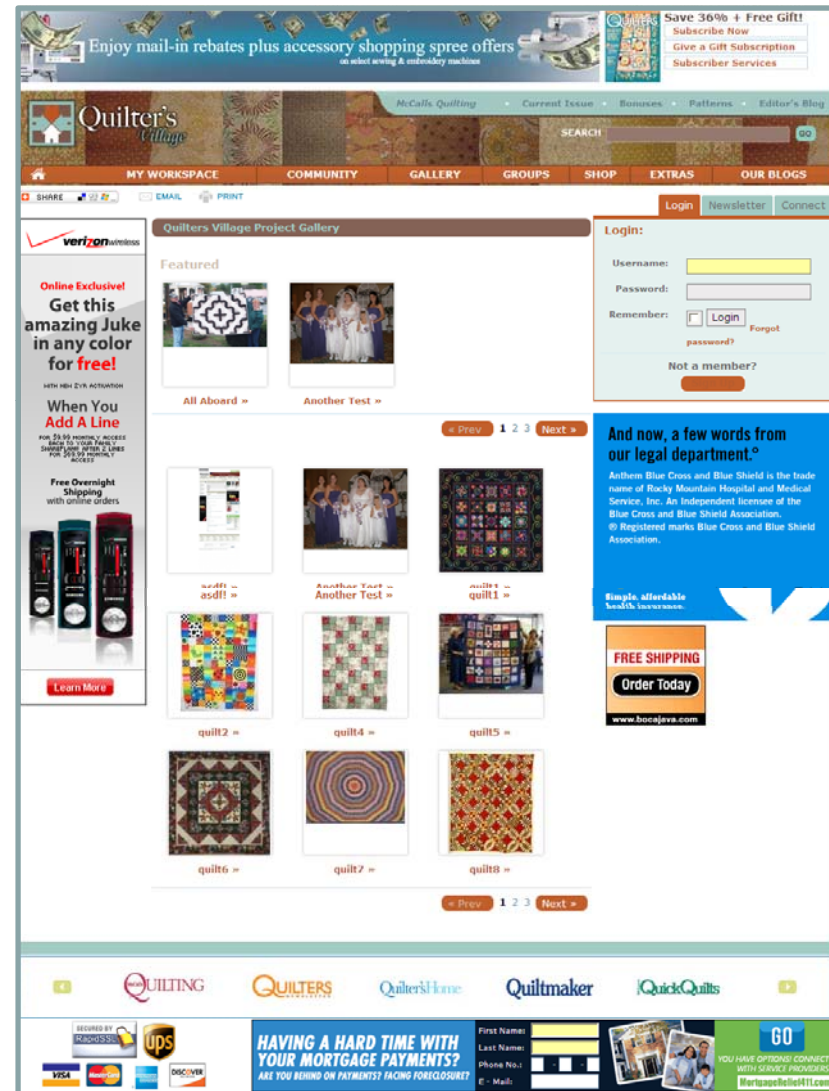
Community

Community Tab houses the following areas for all scrapbooking, quilting and sewing titles:

- Workspace
- Community
- Gallery
- Groups
- Shops
- Blogs

Available ad units:

- Leaderboard
- Rectangle
- Skyscraper
- Tile ad



E-newsletters

Leaderboard (728x90)



Jenni's Letter



Happy New Year from all of us at Digital Scrapbooking! To kickstart your memory-keeping creativity in 2009, this issue is packed with easy and fun ideas to use digital brushes & built-ins, take self portraits, and use those hot-ticket holiday gift items (smart phones, digital photo frames and HDTVs) to display your digital creations. We're always looking for new ideas for future issues. If you have a tip, technique or tutorial to share, email it to us and it could be featured in an upcoming issue. Happy creating!

Jennafer Martin
Editor-in-Chief

Rectangle (300x250)

Advertisement

Skyscraper (160x600)

Sure Shot: Artistic Self Portraits

by Molly Newman

What do Rembrandt, Van Gogh and you all have in common? You're famous for your artistic self-portraits, of course! What's that? You don't "do" self-portraits?? You're missing from nearly 100% of your family photos because you're always the one behind the camera? Not this year, sister! Starting now, you can start including a valuable piece of your family's life that's too often missing from your scrapbook: yourself. Read on to get started today.




Tile (125x125)

Advertisement

Approximately 70 Words of Text

101: Digital Brush Basics by Pamela Kline

When you start digital scrapbooking, it's easy to get puzzled by those mysterious .abr files that accompany many digital kits. Take heart! We'll show you the basics of digital brushes to not only clear up any confusion but help you use them with ease on your pages and projects. Read on to learn how.



Tile (125x125)

Advertisement

Special Offer: More Ideas for Your Digi Skills & Stash

Riching to use your digital kits on more than scrapbook pages? From impressive greeting cards and favors to fun gifts and gift wrap, each issue of Paper Crafts magazine gives you more than 100 project ideas to show off your digi designs.

Subscribe to Paper Crafts today and save 45%! Plus, you'll get a FREE GIFT to download instantly -- just for ordering! Click here for details.



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Scrapbooking Newsletters

- CK Newsflash:	205,000 subscribers	(Bi Monthly)
	Leaderboard \$1,000	
	Rectangle \$1,500	
	Skyscraper \$950	
	Tile Ad \$400	
- Paper Crafts :	83,000 subscribers	(Bi Monthly)
	Leaderboard \$425	
	Rectangle \$625	
	Skyscraper \$400	
	Tile Ad \$175	
- Digital :	11,000 subscribers	(Bi Monthly)
	Leaderboard \$300	
	Rectangle \$450	
	Skyscraper \$275	
	Tile Ad \$100	

Quilting Newsletters

- Quilter's Village: 52,000 subscribers		(Bi Monthly)
	Leaderboard \$950	
	Rectangle \$1,000	
	Skyscraper \$850	
	Tile Ad \$400	

Sewing Newsletters

- Sew News	48,000 subscribers	(Monthly)
	Leaderboard \$1,250	
	Rectangle \$1,350	
	Skyscraper \$1,200	
	Tile Ad \$450	
- Create Machine Embroidery	9,500 subscribers	(Monthly)
	Leaderboard \$350	
	Rectangle \$400	
	Skyscraper \$325	
	Tile Ad \$150	

Frequency Discounts available:

2 -3 times = 5%, 4-5 times = 10%, 6 plus times = 15%

Please check schedule & availability with your sales person

CK MEDIA

Email Opportunities – Dedicated Email Blasts

\$100 CPM

Looking for a more personal and exclusive, but far-reaching opportunity to connect with our online users?

Try a Custom Email Blast to over 393,000 Scrapbooking, Quilting and Sewing and paper craft enthusiasts.

This dedicated, opt-in audience is fast growing and looking for all of the latest information including sales promotions, new products, and events.



Rich Media Ad Sizes/Rates/Specs

Peel Back

\$45.00 CPM

The Peel Back ad unit gives the sponsor the opportunity to create a flash based ad-unit attracting top of the page attention on select pages of the CK Media network. As visitors come to the site, the animated button draws attention to the Peel Back ad unit – when a visitor rolls over the button, the page “Peels Back” displaying the full 400x350 pixels ad unit.

Peel Back Ad Technical Specifications

- Creative dimensions: 100 pixels wide x 80 pixels tall.
- GIF or rich media accepted (see RichMedia Guidelines for details).
- Maximum initial load file size: 20KB.
- Target URL
- Creative should be triangular

AND

- Creative dimensions: 550 pixels wide x 500 pixels tall.
- GIF or rich media accepted (see Rich Media Guidelines for details).
- Maximum initial load file size: 50KB.
- Target URL
- Creative should be triangular
- Only the top right corner of a page is shown in a peel down.



Pop unders and other Rich Media advertising are also available. Please contact your account executive for more information.

Online Packages

\$2,500 Level

200,000 leaderboard impressions

\$5,000 Level

200,000 leaderboard impressions and 172,414 rectangle impressions

\$10,000 Level

200,000 leaderboard impressions, 303,030 home page rectangle impressions, and (2) 125x125 tiles in newsletter of advertiser's choice.

\$20,000 Level

400,000 leaderboard impressions, 303,030 home page rectangle impressions, (2) 728x90 ads and (2) 160x600 sponsor in in newsletter of advertiser's choice.



Banner Ad Sizes/Rates/Specs

- **Leader Board (728 x 90) - \$12.50 CPM**
- More real estate for your message! The leader board gives you more room to capture the reader's attention with multiple links, rich media, embedded forms, and more.
- **Skyscraper (160 x 600) - \$13.50 CPM**
- Skyscraper real estate is a dynamic, highly visible, and targeted way to place ads adjacent to editorial content. A unique advantage of skyscrapers is that your message stays with the reader as they scroll down the page. The large ad format allows you to place multiple links, fully utilize rich media, and achieve your marketing objectives effectively.
- **Rectangle (300 x 250) - \$14.50 CPM**
- This unique position is placed within the actual articles with editorial content wrapping around your creative unit. The generous ad space allows for a commanding presence and interactive message. Your message stays juxtaposed with the content as the user scrolls through each article.
- **Tile (125x125) - \$6.00 CPM**
- Cost effective means for keeping your name in front of our audience on a more frequent basis!
- **Home Page - \$18.00 CPM**
- These ads are on the homepage (front page) of each site and are the first advertising a visitor sees when they type in the URL or click on a link to the site.

Banner Ad Technical Specifications (Based on IAB standards)

- Maximum initial load file size: 25KB
- File types: .gif, .jpeg, .swf, HTML (in.txt format with absolute image & link references) or rich media accepted (see Rich Media Guidelines for details)
- Target URL
- Animation: Looping/flashing can continue upon load for a period of 15 seconds maximum.
- Audio: Audio must be initiated by User Click. Audio must end either simultaneously or before the ad finishes playing.

For more information contact:

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