

ukhandmade



Media Pack

UK Handmade: Media Pack

Our Objectives

UK Handmade is a design led online magazine and community committed to showcasing and promoting the best of creative talent the UK has to offer. Artists and designers from across all the artistic disciplines have a place here including photography, felt-making, toy-making, jewellery, stationery, fashion and art.

In a time when people are realising the importance of spending quality time with the family, small businesses are starting up from the kitchen table and becoming an integral part of our overall lifestyle. We want to bring back the skills of our grandparents, grow vegetables with our children, to make do and mend and return to an ideology that previous generations took for granted.

An increasing number of online selling venues are allowing makers and designers to sell their goods with very little set up costs and, as a result, handmade items are currently experiencing a renaissance.

The term 'handmade' is now an indicator of quality, care and professionalism that is second to none and we at UK Handmade have set out to encourage and celebrate this as well as try to bring it to a larger audience.

What we are

UK Handmade is made up of a number of parts.

The quarterly magazine is the combined efforts of a growing number of like-minded professional artists and designers who see their

craft as an integral part of their day to day existence. The magazine is packed full of features, business advice, interviews, articles and tutorials, covering all aspects of arts, crafts, life and business. It is completely different to any other magazine you will see.

The showcases are our way to promote the best of handmade at key points throughout the year. Every month we showcase the best selection of items available from talented UK designers.

The website is designed to bridge the gap and keep our readers going between magazine issues. It is updated daily with posts on various topics split into the following categories:

- FINDS – The best of handmade and where to find it
- MEET – Interviews with UK artists and designers
- MAKE – Tutorials
- STUDIO – A sneaky peek at the work spaces of the creative people in our community.
- BUSINESS – Business tips and tricks
- SCENE – What is happening right now in the UK including craft fairs, shows, galleries and how to get involved.
- REVIEW – Books, Magazines, Selling Forums
- LIFESTYLE – Health, Recipes, Gardening.
- INSPIRE – Take a look at what inspires the designers in the community.

The website also host the UK's first

directory of bricks and mortar shops selling and promoting handmade goods.

The community is our greatest asset. With over 3590 members to date, we have the greatest pool of UK artistic talent available anywhere. The community shares techniques, recommendations, their new creations as well as new craft resources that they find indispensable.

Who we reach

All statistics are as of 07/01/2012

Our community

Our community consists of 3590 members which is growing daily. We attract on average 26 new members per week.

When a member joins us, we ask them how they describe themselves and the community is made up of artists, crafters, designers, jewellers, illustrators, suppliers, photographers and others.

Our Magazine

Our Magazine is our flagship promotional tool. In the week of launch it receives over 7,000 hits. Our community is vitally important to promoting this as they pass it on to their friends, family and customers.

We also produce showcases throughout the year; both are sent to a mailing list of approx. 5500 which include press, readers and forum members.

Other

We have over 7860 Facebook fans and 8220 Twitter followers, many of whom regularly share our posts.

Magazine Rates

Per quarterly issue

Full Page - 210 x 210 mm - £360

Half Page - 210 x 105 mm - £180

Quarter Page - 105 x 105 mm - £90

Standard Box - 140 x 70 mm - £60

Square Box - 70 x 70 mm - £25

Small Banner - 70 x 35mm - £12.50

Website Rates

The website offers a number of sponsorship opportunities.

1. Showcase listing - £10 per item per showcase

2. Sponsor listing on frontpage - 210 x 100 mm - £25 per month or £200 a year

For any further information and details on advertising with us please email:

advertising@ukhandmade.co.uk

Technical Information

All completed artwork must be submitted by email to **advertising@ukhandmade.co.uk** or can be sent on CD (enquire for details).

Remember to clearly label all files with your business name. Completed art-work / images must be in CMYK format at 350 dpi minimum resolution. Please allow 3mm bleed around your artwork.

Accepted file types

Images - jpg or png

We offer a full design service at extra cost. Please enquire for details.

Statistics

2011 Total Page Views

January 2011 - 22,238

February 2011 - 29,101

March 2011 - 38,601

April 2011 - 41,230

May 2011 - 39,764

June 2011 - 36,916

July 2011 - 37,373

August 2011 - 47,254

September 2011 - 45,602

October 2011 - 54,739

November 2011 - 68,201

December 2011 - 44,160

For more information visit

<http://ukhandmade.co.uk/faq>