



### **Why should I advertise with Creative Times?**

**Reason 1 : We are the original craft magazine of it's kind.**

Many others have followed our lead but we remain number one as far as readership and quality content.

**Reason 2 : A target audience for your ad.**

Our demographics/readership is made up of mostly women who are involved or interested in crafting. Many craft as a hobby, do craft shows, purchase patterns or sell their finished crafts online.

**Reason 3 : Your ad won't get lost in content clutter.**

We strive to create a magazine full of relevant crafting content without all the clutter you will find in some other magazines. Our belief is that too much can be overwhelming and leave readers on content overload. So our issues remain long enough that readers can enjoy them and soak up the information, but short enough that they don't feel overwhelmed. This is a huge benefit to advertisers! You want your ad to be seen, not buried among pages and pages of visually "busy" looking content.

**Reason 4 : Our statistics speak volumn.**

Our reader statistics are reliable and accurate. We are not simply saying to potential advertisers "come advertise with us, we have thousands of readers a month". As a advertiser you need more proof than that, it's simply good business sense. You can view our readership stats by going to the Archives page and looking at the number under each issue thumbnail. Those are live stats and we have no control over those numbers as it's a built in feature to our site. What you see there is how many readers have read that issue. We are also always happy to provide web site statistics upon request.

**Reason 5 : Your ad will remain in the archives.**

Once you place your ad, it will remain in our archive issue, so you get a lot more bang for your hard earned dollar this way. Readers who view the archives a month from now, a year from now, etc., will see your ad. Many of our advertisers consistently advertise in each issue knowing that they will be seen in each of the archives as well.

**Reason 6 : Our marketing track record.**

With access to mailing lists of over 5,000 opt in subscribers who receive notice of new issues, you are reaching a large number of potential readers of your ad. We also spend a great deal of time marketing each new issue online and in publications like Create & Decorate Magazine.

**Reason 7 : It allows us to keep doing what we are doing.**

In order to continue to promote Creative Times through paid marketing, paying layout publishers and server costs it requires us to seek revenue in other ways. Since CT is free for readers we offer a limited number of advertising opportunities on the website, in the issues and exclusive ads on our newsletter. The advertising revenue covers our costs and allows us to continue to create great new issues. Not to mention we love creating them for the readers (:

Anytime you spend your hard earned money on advertising it's important to make sure the advertising opportunity provides you with the following:

- **The targeted readership that will be most interested in what your business offers.**
- **The magazine content is visually appealing and easy to read.**
- **The publications main focus is NOT on advertising and limits the amount of advertisers.**
- **Offers you statistics so you can get a good idea on how many readers your ad is reaching.**

We are confident that we can offer your business all of the above and more. Our demographics are women who are interested in crafting and looking for inspiration on various forms of crafting techniques such as doll making, primitives, altered art, scrapbooking, knitting, sewing, painting, sculpting, more. Our focus is on a broader crafting audience due to the variety of crafting styles we cover. We also offer a quality advertising options on our web site with options for 1, 3, 6 or 12 month advertising packages. **With discounts given with the 3, 6, or 12 month packages.** We offer advertising options starting at only \$3 per month. We are always happy to provide web site statistics as requested.