

For immediate release

AUSTRALIAN HOMESPUN PATCHWORK • QUILTING • STITCHERY

No tin for ten years at Homespun

While the team that is a part of *Homespun* magazine won't be celebrating their ten-year anniversary with the traditional gift of tin, they will be partying in style! This November, *Homespun* magazine will complete its tenth year of publishing – and celebrating in conjunction with an industry function at the trade only Australian Quilt Market. This cocktail party is certainly well-deserved; after all, ten years in the ruthless magazine industry is a benchmark; in particular for a publication in a niche industry such as craft.

“Our craft magazine group is something we are very proud of,” Associate Publisher Denis Ford says. “For *Homespun* to have reached its ten-year anniversary is certainly nothing to be sniffed at, after having seen many members of this competitive industry fall by the wayside in recent years.”

However *Homespun* magazine has certainly not declined as some of its competitors have, reaching new heights and sales growth. For an industry supposedly pressed with depression, this may perhaps seem a little surprising – however, as Associate Publisher Denis Ford says, the craft market is alive and well.

“When the economic crisis occurred, people were worried that craft would suffer. However, just in the way that sales of beer and lipstick go up in a depression, so did our craft titles! At the end of the day, *Homespun* is something that the craft market Australia-wide can turn to. It only costs them a little money, yet it takes them to a place where they can forget about their daily troubles,” Ford says.

Homespun magazine certainly has done that! Since the economic crisis hit, *Homespun* has not only provided craft fans Australia-wide with a variety of quality projects by Australian and international designers of the highest pedigree, but also introduced many new and successful initiatives, including the Block Of the Month program, Search For A CraftStar competition and the online Stitch-A-Long.

In addition to this, *Homespun* is the largest monthly craft magazine in Australia, and does not accept advertising from outside the Australia and New Zealand regions, ensuring that no overseas warehouse can promote their cut price deals in our publication and drive business away from the local craft retailers and wholesalers. *Homespun* has won industry awards such as the Magazine That Most Inspired Retailers in 2008 and constantly supports charities and smaller quilting organisations. It's quite clear that not only has *Homespun* survived for ten years – *Homespun* has thrived.

“It's certainly been an exciting ten years,” Ford says. “Here's to the next ten!”

For media enquiries, contact Lauren McKellar on (02) 9887 0631 or email at lmckellar@universalmagazines.com.au.