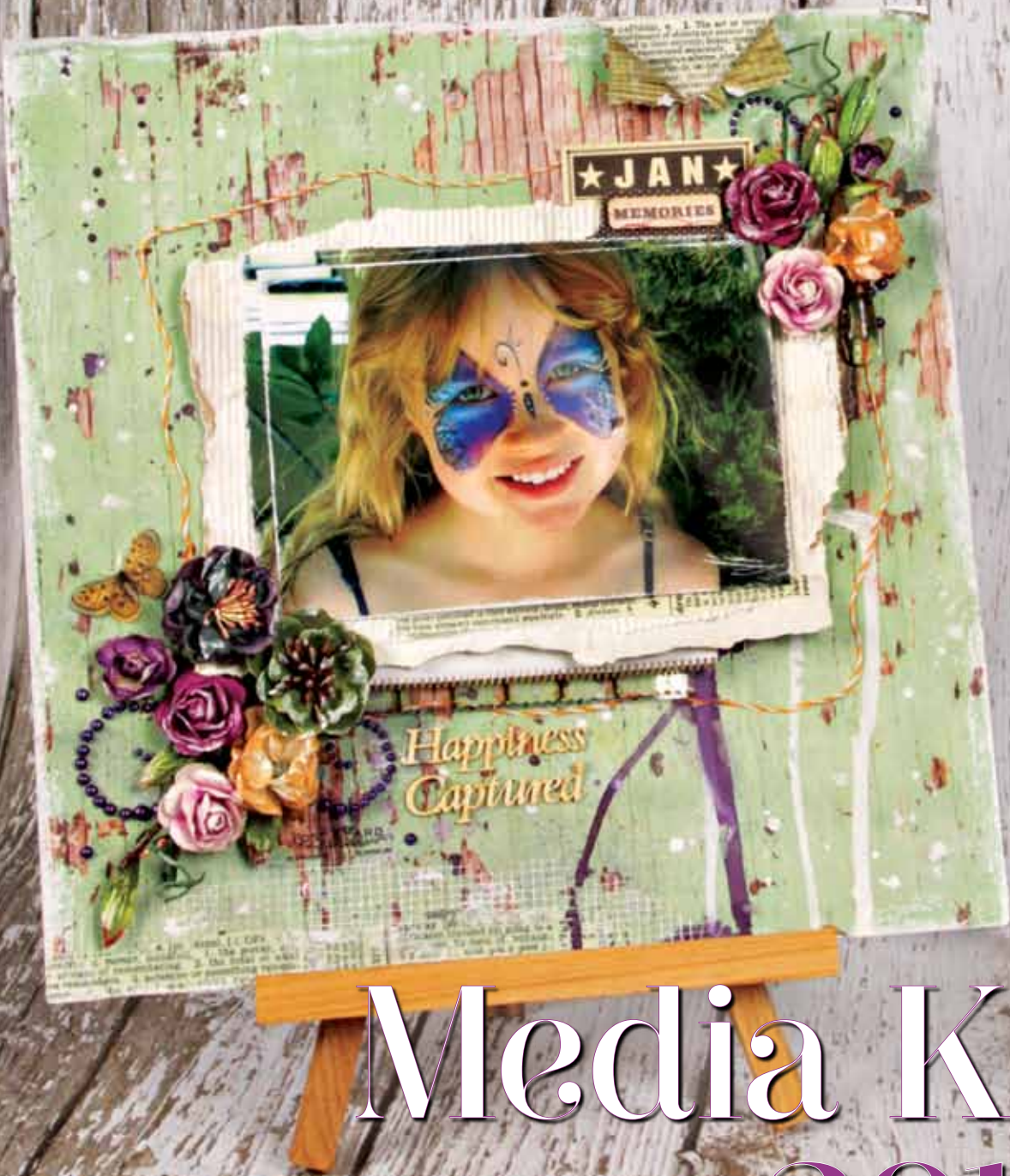


AUSTRALIAN

SCRAPBOOK CREATIONS

Bringing scrapbooking, stamping & cardmaking together



Media Kit
2014

Meet the editor of the most popular scrapbooking magazine in the country!

Without further ado, it is our pleasure to introduce to you Ellen Harvey — smart, creative and passionate about scrapbooking.



...it is the creative outlet and personal touch of papercraft projects that keeps Ellen inspired...

Scrapbook Creations

is Australia's most comprehensive scrapbooking publication. Each time a reader opens up our beautiful magazine, they will experience a magazine that is like no other currently available to the Australian market.

Readers will learn different paper craft techniques, with our regular section on stamping and card making.

Readers will be inspired by stunning layouts displayed in a large format with step-by-step techniques.

Readers will interact with the Scrapbook Creations website, an online portal to extend their magazine experience from the page to the internet.

On top of all that, readers will experience the very best in scrapbooking, delivered by the finest scrapbooking artisans worldwide, teaching a variety of techniques and showcasing the latest products and trends

Ellen comes from a background in book publishing where she worked on highly-designed, photography-intensive coffee table books. As Editor of Scrapbook Creations, she can now combine these skills with her love of papercraft. She has always admired all types of crafts, but papercraft was the one that Ellen kept coming back to over the years. Ellen's passion for publishing and paper makes this the perfect magazine to work with. Ellen looks forward to continuing the magazine's success, while trying to further establish the magazine's digital presence.

CONTACT:

Ellen Harvey
Editor Scrapbook Creations
Universal Magazines Pty Ltd
Unit 5, 6-8 Byfield Street,
North Ryde NSW 2113

Fax: 02 9805 0714

Email: eharvey@universalmagazines.com.au

Web: www.universalmagazines.com.au

SCRAPBOOK CREATIONS

Print Run: 30,000

Frequency: Bi-monthly

Cost: \$9.95

Web: scrapbookcreationsmag.wordpress.com

Distribution Channels: Newsagents, Woolworths, craft shows and events, sponsored dedicated scrapbooking groups and sponsored charity organisations.



Who is our reader?

- 37% of our readers get their craft ideas from Magazines
- 83% of our readers keep their craft magazine for more than 2 years
- 36% of our readers craft every day and 35% say they craft 3-5 times a week
- 58% of our readers spend between 1-2 hours per day doing craft
- 69% of our readers say they decide what project to start base on the image
- 41% of our readers purchase their craft material from dedicated craft stores
- 52% of our readers generally spend \$50-\$100 on craft material per month

*2013 Great Australian Craft Survey



SCHEDULE 2014

Issue Number	Ad Booking Close	Ad Copy Close	Complete Material Due	On Sale
#106	April 25	May 9	May 23	July 1
#107	June 27	July 11	July 25	October 2
#108	August 29	September 12	September 26	December 4

*Please note that dates are subject to change

ADVERTISING RATES

	Casual	X3	X6	X12
Double-page spread	\$4320	\$3300	\$2950	\$2500
Full page	\$1800	\$1500	\$1200	\$900
Half page	\$1200	\$1000	\$800	\$600
Quarter page	\$650	\$550	\$450	\$400
Eighth page	NA	NA	\$265	\$225

*Please note that the above rates do not include GST

PLEASE CONTACT:

Rob Jordan

Advertising Manager

P: (02) 9887 0359

E: rjordan@universalmagazines.com.au