



Handweavers Guild of America Inc.'s Magazine



Shuttle Spindle & Dyepot (SS&D) is published four times per year and distributed to members of the Handweavers Guild of America, Inc. (HGA) which includes guilds, art and craft schools, universities, colleges and public libraries. Offering a variety of advertising opportunities to meet your needs, SS&D reaches a targeted demographic with a strong interest in the fiber arts and who are seeking sources for professional equipment, materials, education and information about upcoming events.

Special Sections and Editions

Professional Member Directory and Fiber Art Resource Guide



Spring Issue

Featuring the profiles of artists and organization professional members specializing in the fiber arts, the guide is a popular resource for local guilds selecting their programs and workshops.

Travel and Workshop



Summer Issue

Advertise your workshop, class, conference or tour in the Travel and Workshop section. This issue is published in April, just in time for our readers to plan their upcoming fiber events.

Convergence®



Fall/Winter Issues

Our most popular issues, the conference registration book is included in the Fall issue (odd-number years) & the conference recap is featured in the Winter issue (even-number years).

Publication Dates

Issue	Publication Date	Space Reservation	Artwork Deadline
Summer	May 25	April 1	April 15
Fall	August 25	July 1	July 15
Winter	November 25	October 1	October 15
Spring	February 25	January 2	January 15





ABOUT OUR READERSHIP

Weavers • Spinners • Dyers • Basketmakers

Shuttle Spindle & Dyepot (SS&D) reaches a targeted audience of fiber artists from across the United States and around the world. Our circulation is a combination of controlled and paid readership. *Shuttle Spindle & Dyepot* is also circulated at major conferences and events targeted to fiber artists. HGA and the magazine have a frequent presence at these events.

Circulation: Frequency: 4x/year, Readership: 6,000 per issue

Readers may choose to receive our print publication, the digital version, or both. The digital edition offers expanded opportunities for our advertisers to reach a global market with their products and services by providing direct links to the advertiser's website.

Who reads *Shuttle Spindle & Dyepot*?

(source: Reader Survey January 2025)

Our readers are educated women, mostly in their 60s (37%) and 70s (44%), who have retired and are now focusing their time on creating fiber art. A growing number of young fiber artists in their 20s and 30s also read *Shuttle Spindle & Dyepot* and benefit from the editorial content of each issue.

Woman: 95%

Education: 88% have a Bachelors degree or higher

Work Status: 74% are Retired and 21% work Full or Part-time

Married: 74%

Household Income:

15%	\$50,000 to \$74,999
20%	\$75,000 to \$99,999
24%	\$100,000 to \$149,999
26%	\$150,000 or more

About our Readers

- 71% Learn about new fiber/textile art businesses from ads in magazines
- 59% Keep their copies of SS&D indefinitely
- 55% Are interested or very interested in reading the ads in SS&D
- 62% Visited an advertiser's website as a result of reading SS&D
- 29% Purchased something they saw advertised in SS&D
- 52% Attended an event, exhibit or a conference they saw in SS&D

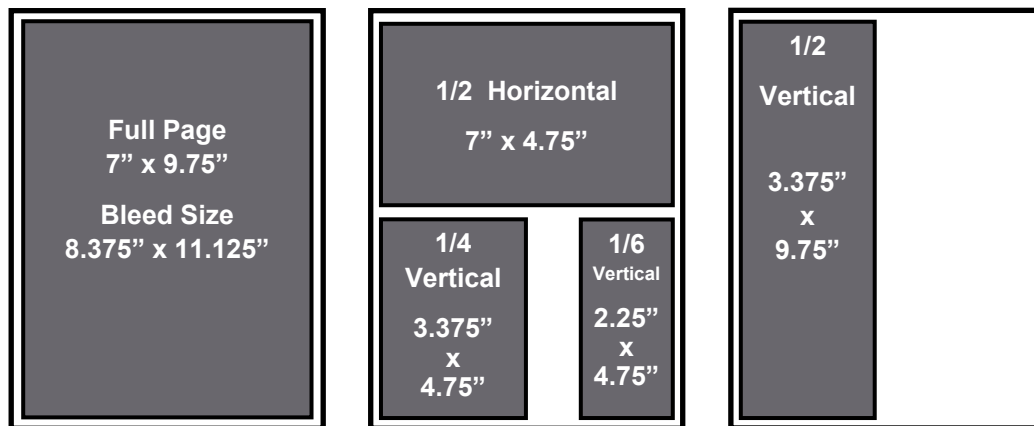
They practice a variety of fiber artforms

47%	Basket Making	79%	Knitting	93%	Sewing
27%	Batik	58%	Kumihimo	63%	Spinning
64%	Crocheting	37%	Macrame	57%	Surface Design
80%	Dyeing	8%	Nalbinding	58%	Tapestry
74%	Embroidery	43%	Quilting	98%	Weaving
58%	Felting	67%	Rug Weaving		



RATE CARD

DISPLAY & CLASSIFIED ADVERTISING



Professional Member

AD SIZE & LOCATION	4X	1X	4X	1X
Full Page (Back Cover)	\$1,366	\$1,607	\$1,229	\$1,446
Full Page (Inside Front or Back Cover)	\$1,309	\$1,540	\$1,178	\$1,386
Full Page	\$1,189	\$1,399	\$1,070	\$1,259
1/2 Page	\$850	\$1,000	\$765	\$900
1/4 Page	\$531	\$625	\$478	\$563
1/6 Page	\$409	\$481	\$368	\$433
Classified	\$105	\$124	\$95	\$111

Contract Rates

Contract rates require written contract. 4x must run consecutively.

Professional Member Discount

HGA Professional Members receive a 10% discount (rounded to the dollar) on their advertising in SS&D provided their membership is current and active when reserving the ad space and their membership does not expire before the Artwork Deadline.

Classified Advertising

Classified ads appear on the index page. The ad size starts at 2 inches deep and 2.25 inches wide. These ads may have logos, images as well as text. Additional inches may be added for an additional rate of \$45 per depth inch. Ads cannot be increased in width.

Mechanical Information

Magazine format is 8.125" x 10.875", Full Color, and No Bleeds except Full Page. Ads must be supplied as digital files: 300 DPI and TIFF format. Convert all instances of RGB, Pantone and spot colors to process CMYK. Ads should not be compressed.

Submission

All advertising materials are to be uploaded to <https://bit.ly/SSDAAd>

TERMS & CONDITIONS

All contracts are subject to acceptance by the Handweavers Guild of America, Inc. ("HGA" and "Publisher"). HGA requires that all Terms and Conditions contained in this agreement legally bound the Advertiser and Agent to all contract Terms and Conditions.

VOLUME DISCOUNT/BREACH

The undersigned purchaser understands all rates are stated on a cost per issue. HGA offers a volume discount according to the frequency and ad size the advertisement is scheduled to run in accordance with this contract. **PURCHASER WILL BE BACK CHARGED CANCELLATION RATES PER ISSUE IF CONTRACT IS NOT COMPLETELY FULFILLED OR CANCELLED DUE TO NONPAYMENT OF AD BILLING. A FORMAL WRITTEN NOTICE OF CANCELLATION IS REQUIRED NO LATER THAN 30 DAYS PRIOR TO THE NEXT SPACE CLOSING DATE. NO VERBAL CANCELLATIONS WILL BE ACCEPTED.**

PLACEMENT

HGA reserves the right to display advertising in any order. Format and position of advertisement is at the discretion of the publisher. **THE POSITION OF ADVERTISEMENT IS NOT GUARANTEED NOR WILL A DISPUTE OF PLACEMENT DISSOLVE CONTRACT OBLIGATIONS.**

MATERIALS DEADLINE

ALL ISSUE SPACE CLOSING DATES ARE THE 1ST OF THE MONTH PRIOR TO THE ISSUE MONTH. Purchaser shall provide all advertisement materials (artwork, photos, text, logos, clipart, background copy, etc.) to permit HGA the authority to publish all materials. Advertisement shall be returned to advertiser in a final ad proof form via e-mail for approval. **IF BY SPACE CLOSING DATE, PUBLISHER HAS NOT RECEIVED COPY OR APPROVAL THAT HE DEEMS ACCEPTABLE, HE MAY EITHER REPEAT THE ADVERTISER'S MOST RECENT AD, OR PRINT NOTHING. CHARGES WILL BE MADE FOR SPACE RESERVED BY THE ADVERTISER VIA INSERTION AGREEMENT COST. FAILURE TO ACKNOWLEDGE OR RETURN AD PROOF AND/OR ADVERTORIAL PROOF WILL NOT ALTER CONTRACT PAYMENT TERMS, PLACEMENT, OR AGREEMENT OBLIGATIONS.** Final printed color ads may not accurately reflect the original proof sheet.

PAYMENT

PURCHASER AGREES TO MAKE FULL PAYMENT BY THE SPACE CLOSING DATE (SEE ABOVE) ON ALL INSERTIONS SCHEDULED UNDER THIS CONTRACT AGREEMENT. ALL ADVERTISING MUST BE PAID DURING THE PRODUCTION MONTH. Failure to make payment by the scheduled date, Publisher reserves the right to cancel at any time without notice to advertiser the contract and back charge cancellation rates per issue for ads published. Advertiser and Agent (if any) each agree to be jointly and severally responsible for all payment thereof. In any action brought upon this agreement, venue shall be proper in Atlanta, Georgia and advertiser and agent expressly waive any objections to venue or personal jurisdiction there in. In the event that payment is not made by advertiser, in accordance with terms and conditions of this contract, advertiser agrees to pay all legal fees incurred by publisher to obtain collection.

CANCELLATION

NO CANCELLATION TO THE CONTRACT AGREEMENT WILL BE ACCEPTED INSIDE A 30 DAY PERIOD OF THE NEXT SCHEDULED EDITION'S SPACE CLOSING DATE. This agreement may be cancelled by advertiser (excluding Covers) by written notice to HGA sent certified mail return receipt requested or e-mail to HGA sent confirm receipt of message and received by HGA no later than 30 days prior to the next space closing date. Advertiser agrees to pay for any advertisement actually published by HGA. In addition, advertiser agrees to pay any and all cancellation fees applicable, including the difference between contract rate and cancellation rate for all advertisements published. **THIS CONTRACT IS WITH THE NAMED FIRM (PURCHASER) AND CHANGE OF OWNERSHIP, MANAGEMENT, OR AGENCY WILL NOT DISSOLVE CONTRACT OBLIGATIONS.** No verbal cancellations will be accepted.

COPY ACCEPTANCE

Any loss or expense claims or suits based upon the subject matter and/or advertisement content is at the expense of the advertiser. HGA is held harmless and all indemnification policies apply. HGA reserves the right to place the word "advertisement" on any ad that could be mistaken as part of Shuttle Spindle & Dyepot's Magazine's editorial department. Advertiser assumes liability for all content of advertisement printed and the responsibility for any and all claims arising therefore. In no event shall publisher's liability to advertiser for all claims of any kind for loss or damage arising out of or resulting from any error or omission exceed the total charges payable for the advertising. **PUBLISHER RESERVES THE RIGHT AT ANY TIME TO REJECT ADVERTISING MATERIAL, WHICH MAY BE DEEMED OBJECTIONABLE OR COMPROMISES A CURRENT RELATIONSHIP WITH AN EXISTING CLIENT.**

COPYRIGHT AND TRADEMARKS

Advertiser assumes sole responsibility for the protection of its copyright in any writing, pictorial illustration, maps, etc. included in its advertisement. Advertiser warrants that he/she has the authority to use any trademark, trade name, service mark, name, portrait, picture, or illustration in the manner and in accordance with the ad material submitted. Advertiser agrees to defend, indemnify, and hold HGA harmless from and against any and all liability, claims, demands, suits, or causes of action, including attorney fees incurred by HGA in the defense thereof, arising out of the publication of any copyright and trademark infractions in accordance with this contract agreement.

MODIFICATION

This contract agreement constitutes the sole understanding between the parties hereto as to the subject matter herein. No modification or change to this agreement or any oral understanding will be binding unless in writing signed by both parties hereto. **PUBLISHER SHALL NOT BE BOUND BY ANY PROMISES OR AGREEMENTS NOT CONTAINED HEREIN AND ACCEPTED, NOR SHALL ANY SUCH RELIEVE ADVERTISER OR AGENT (IF ANY) OF THEIR OBLIGATIONS HEREUNDER.**

ADDITIONAL CONDITIONS

HGA reserves the right to terminate this agreement in part or in its entirety at any time with or without cause. Publisher reserves the right to adjust coverage based on market conditions. **CIRCULATION MAY VARY BASED UPON POSTAL ROUTES, ROUTE CHANGES, ROUTE UPDATES, AND RESIDENTIAL DEMOGRAPHICS.** Advertiser understands that the magazine may not be delivered to targeted homes for up to ten days after HGA's Shuttle Spindle & Dyepot Magazine's projected mail drop off date due to U.S. Postal Service's regulations and systems of delivery. This contract agreement is valid for HGA's *Shuttle Spindle & Dyepot* Magazine insertion order for one or more of its editions. **PURCHASER ACKNOWLEDGES THAT HE/SHE HAS READ AND ADVERTISER AGREES TO BE LEGALLY BOUND BY ALL CONTRACT TERMS AND CONDITIONS CONTAINED IN THE AGREEMENT.**



ADVERTISING AGREEMENT

ADVERTISER INFORMATION

Business Name: _____

Authorized Representative: _____ Title: _____

Mailing Address: _____

Phone: _____ Email: _____

SHUTTLE SPINDLE & DYEPOT Insertion Order

Ad Size	*Special Positioning	Issue(s)	Professional Member?
<input type="checkbox"/> Full Page	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> ALL 4 Issues	<input type="checkbox"/> Yes <input type="checkbox"/> No
<input type="checkbox"/> 1/2 Page Horizontal	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Summer (Apr) _____	<div>AD RATE (See Rate Card)</div> <div>Ad Rate \$ _____</div> <div>X (# Issues) _____</div> <div>Total = \$ _____</div> <div><input type="checkbox"/> Charge Credit Card</div> <div><input type="checkbox"/> Check will be Mailed</div>

PAYMENT INFORMATION

Credit Card # _____ Charge: ☐ Quarterly ☐ In Full (All Issues)

Expiration Date _____ Card Verification Value Code _____

Name on Card _____

Billing Address (If different from above) _____

Sign below to verify that you have read and agree to the advertising Terms and Conditions for Handweavers Guild of America, Inc.'s *Shuttle Spindle & Dyepot* magazine. Unsigned contracts will not be accepted.

Signature_____
Date