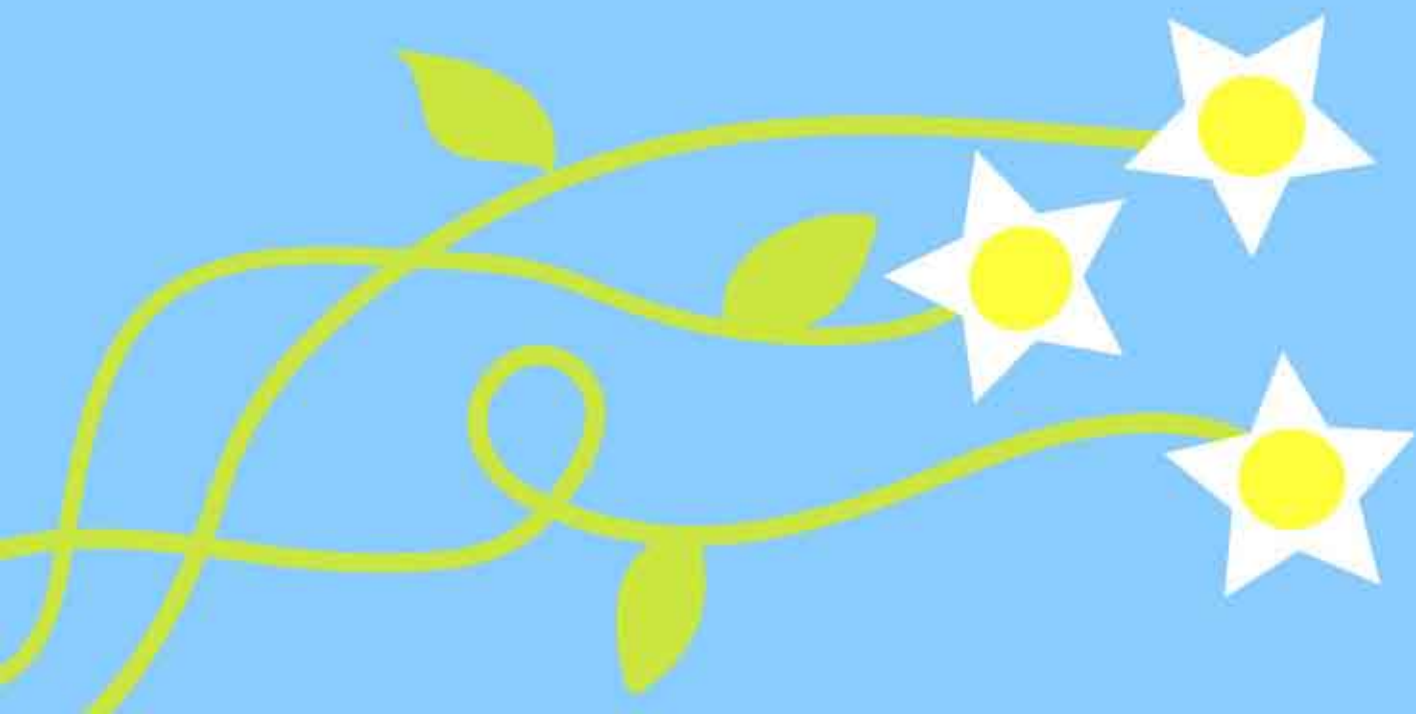


modern
handmade child

MEDIA KIT



about us

Modern Handmade Child is a seasonal online publication celebrating handmade living in a new way. Our mission is to provide a fun and valuable resource helping families to embrace the handmade way of life by intertwining the skills and values of days gone by with the trends and technologies of today.

Our editors and contributors come together from around the world including Europe, Australia, Canada, and many parts of the United States. Modern Handmade Child is published quarterly and available for free at <http://www.modernhandmadechild.com>

contact

Editors

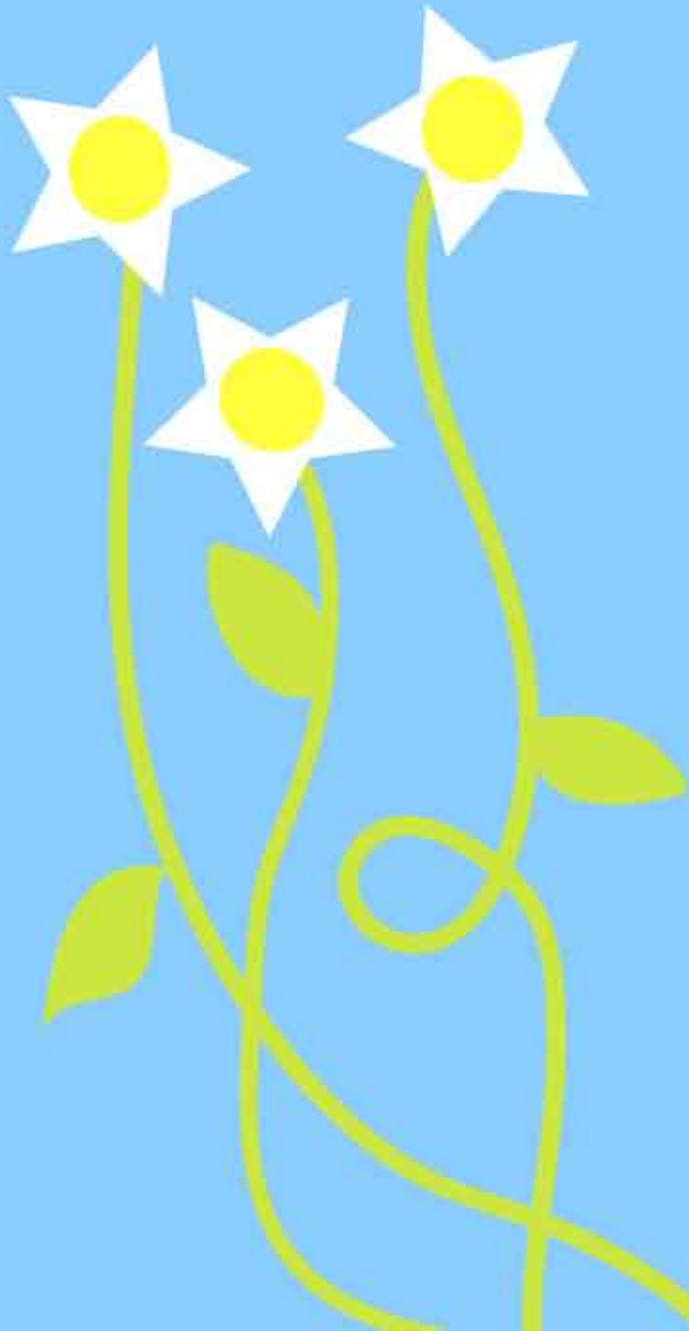
editor@modernhandmadechild.com

General Inquiries

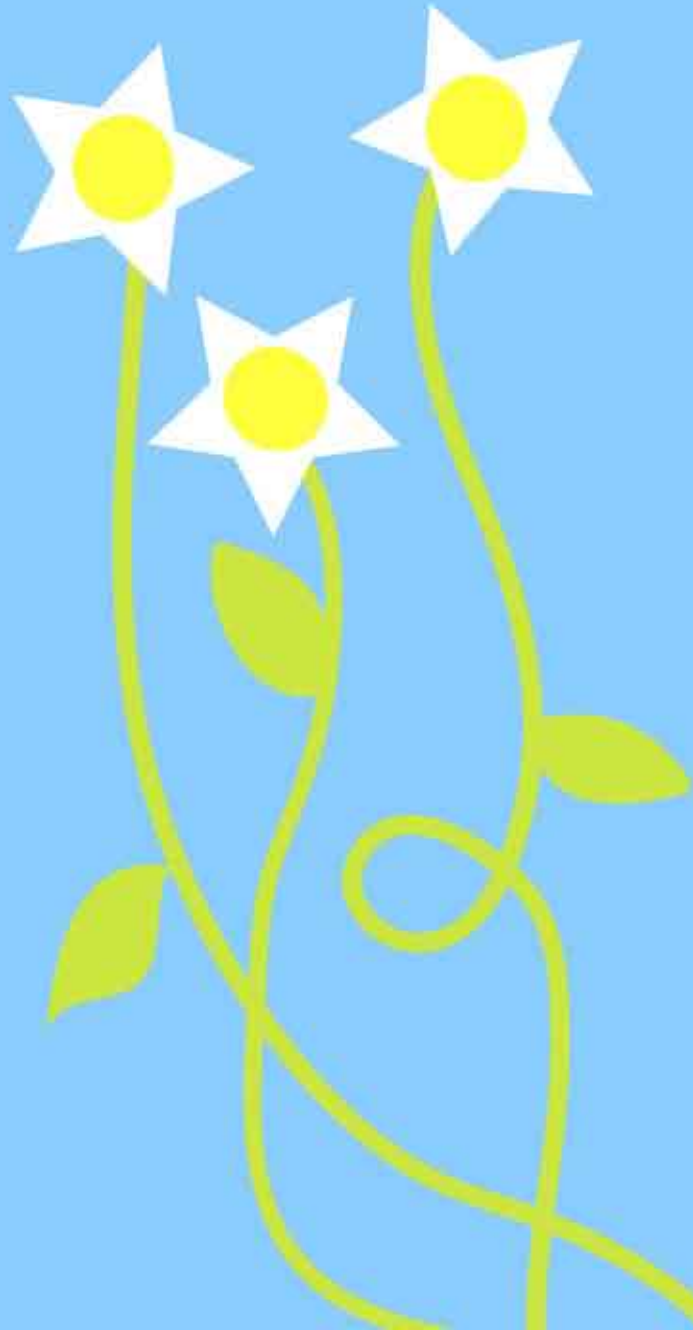
info@modernhandmadechild.com

Advertising

advertising@modernhandmadechild.com



readership



Each issue of Modern Handmade Child is “live” on our website for three months before being archived. All issues, past and present, are available for free.

As of April 2011, we release the following readership statistics:

2,041 Magazine Subscribers
13,000 Average Website Visits per issue
2800 Unique Visitors per month

Modern Handmade Child is also active on social networking sites such as Facebook and Twitter.

1300 Facebook fans
800 Twitter followers (@mhc_magazine)

Our readers come from various backgrounds and countries. We cater to parents, families, and independent business owners.

Modern Handmade Child is published using Issuu. Readers and visitors may interact with magazine pages by zooming in and out and clicking through to any advertiser’s website or Etsy shop.

magazine rates

As previously mentioned, Modern Handmade Child is published on a quarterly basis. The magazine is published in Spring (February), Summer (May), Fall (August), and Winter (November).

For the best perspective on ad sizes, please view our current issue online.

Full Page

Price: \$90

Size: 2400x2400 pixels

1/2 Page

Price: \$50

Horizontal Size: 1200x2400 pixels

or Vertical Size 2400x1200 pixels

1/4 Page

Price: \$25

Size: 1200x1200 pixels

1/8 Page

Price: \$15

Horizontal Size: 600x1200 pixels

or Vertical Size: 1200x600 pixels

All ads must be formatted as JPG with a resolution of 300DPI. Images and text must be family appropriate. Advertisements must be paid in full prior to publication.



blog rates

In January 2011, Modern Handmade Child launched our blog to foster a daily interactive community.

We offer three advertisement options based on the length of time you would like to run your ad.

One Month

Price: \$25

Two Months

Price: \$45

Three Months

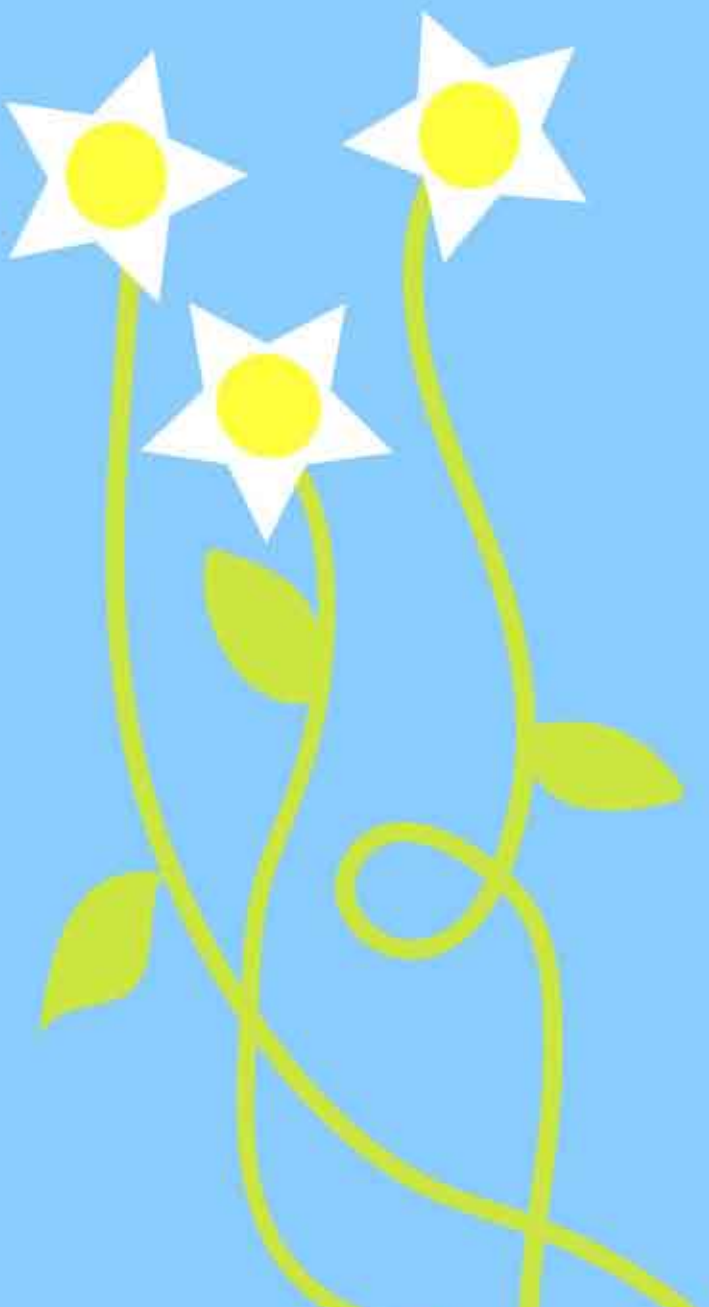
Price: \$60

All ads must measure 150x150 pixels. Files can be formatted as JPG, GIF, or animated GIF. Images and text must be family appropriate. Advertisements must be paid in full prior to publication.

Blog advertisements “run” at the beginning of a month until your desired time span is up.



sponsorship packages



For business owners who are interested in running Modern Handmade Child magazine and blog advertisements, we are pleased to offer three levels of sponsorship to meet your needs.

Gold

Price: \$150

Package Details: Full Page ad in magazine, Three Month ad on blog, One in-post mention on blog

Silver

Price: \$110

Package Details: 1/2 Page ad in magazine, Three Month ad on blog, One in-post mention on blog

Bronze

Price: \$85

Package Details: 1/4 Page ad in magazine, Three Month ad on blog, One in-post mention on blog

All ads must be formatted to MHC size and resolution requirements.

Note: The magazine is published quarterly. Sponsorship blog ads start at the beginning of a month and run for three months.

discounts

Modern Handmade Child occasionally offers discounts to returning customers and members of the Etsy Kids team. We may also run limited promotions for the general public.

A discount coupon is valid until its specified expiration date. We reserve the right to cancel a discount if the buyer does not meet eligibility requirements.

Discounts may not be combined under any circumstances. We provide discounts as a means of thanking our loyal community.

thank you

Editors

editor@modernhandmadechild.com

General Inquiries

info@modernhandmadechild.com

Advertising

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