

# Le Lien créatif

## Media Kit – Publicity Prices

### **Editions 2016**

N° 15 : March

N° 16 : June

N° 17 : September

N° 18 : December

Every 3 months, 64 pages + 4 cover page, of practical information and original ideas:

- Dossiers about a technique, a region, a weaving material.
- Step by step explanations.
- Reports (portraits of weavers, museum visits, companies, salons, festivals, etc.).
- Sections on “culture and history”.
- News : Calendar of upcoming events (festivals, lessons, courses, meetings, etc.)
- An address book to help you go further, to find the right materials, tools.
- Innovations and trends in weaving (land-art, eco-weaving).
- The section “You’ve got talent” for our readers.
- Small ads.
- And lots, lots more...

All illustrated by quality photographs and articles by professional and amateur authors...

### **Conclusions**

- A rich past and a vibrant today, but menaced by a modern world which leaves little place for manual activities... But these timeless skills and techniques still have a bright future in front of them.
- To date there is no magazine dedicated to this area of creative investigation.
- There are many amateurs and professionals who are ready to share their precious know-how.
- Multiple disciplines close to and around natural fibres, wild or cultivated, bought or collected and also recycled and recuperated.
- The majority of weaving “amateurs” are not aware of the wide range of events (festivals, lessons, courses, meetings, etc.) due to the lack of a widely diffused appropriate publication.
- The weaving professional: storekeepers, craftsmen and women, teachers and other lovers of natural fibres, lack the communication tools worthy of their name.

### **The target public**

- Professional and amateur weavers and similar activities, searching for information on this subject, for contacts and communication support.
- For the amateur weaver looking for the right place to buy tools, books, materials, etc.
- Collectors and members of the public seeking to learn more about weaving from festivals, lessons and courses.
- Professionals which use lots of woven accessories, such as bakers, florists, decorators, window dressers etc.

### **Objectifs**

- To create a magazine which is dynamic and resolutely modern and contemporary.
- To support the renewal of the discipline, make known individual and group initiatives in

the field, build on the past history and culture to help create a realistic future for all types of weaving and weavings.

- To be open to innovations in weaving such as, land art, eco-weaving, living and monumental weaving.
- To encourage and make known contemporary creations.
- To create links and dynamics between often isolated practitioners.
- To make known the true value of manual labour which must receive its just payment.
- To promote and encourage the activities of all the participants in this area.

### Our strengths

- A thorough knowledge of the subject.
- The use of "category chiefs" selected because of their experience (rattan, wicker, Land Art, wild basketry, living basketry, etc.).
- Rapid implementation of a network of resellers (fifty by the end of January 2013).
- Prospecting: address file listing a large number of participants with an interest in basketry.
- Participation in a large number of weaving festivals since 2012.
- Participation in a large number of thematic events.

### Editions

- N° 0, special edition, 8 pages : circulation 25,000 copies, in 2012 and 2013.
- Objectives : print 6,000 examples, for 3 to 5,000 subscribers (over 2,200 subscribers by January 2013), estimated 15,000 readers.
- Distribution at events, fairs, festivals and through resellers etc.

### Publicity prices

Applicable from 01/01/2014. Prices are ex-VAT, per edition, artwork supplied:

	<b>Pleine page (PP)</b> l : 208 x h : 290 mm	<b>½ page</b> 200 x 145 mm	<b>¼ de page</b> 104 x 145 mm	<b>1/8 de page</b> 52 x 72,5 mm	<b>1/16 de page</b> 50 x 75 mm
4° de couverture	1 500 €	-	-	-	-
2° de couverture	1 300 €	500 €	-	-	-
3° de couverture	1 100 €	450 €	-	-	-
Page intérieure	900 €	650 €	280 €	200 €	200 €
Publi-reportage Réalisé : par vos soins par nos soins	800 € sur devis	550 € sur devis			

### Prices are degressive for multiple editions :

- 2 editions in 12 months = – 15 %
- over 3 editions = – 30 %

**If artwork is not supplied**, but iconography supplied (photos, logos, etc.), fabrication and page layout

cost: Full Page = 60 euros ; ½ page = 40 euros ; ¼ de page = 25 euros.

No artwork or iconographic element provided: request a quote.

You can download the rates here: [KitMédia2015](#)

### Valuation of an ad or placement on the site

- 1 photo : 10 €
- 1 photo + a page dedicated to the advertisement or course ([exemple](#)) : 20 €