

2026/2027 MEDIA GUIDE

WEFT

THE MAGAZINE FOR HANDWEAVERS

Weavers have
been asking for
it for years...

Here
it is!

WEFT
MAGAZINE

The Magazine for Weavers

The weaving community let us know they were behind, in support of, and wildly excited about this magazine by meeting our financial Kickstarter goal in less than 7 days. In the next 3 weeks they went on to double that goal, taking us well over 100k, and excitement and support has been growing since.

WEFT is the magazine for the intermediate and above multi-shaft weaver!

As a primary source for weaving knowledge, technique, experiments, and opinion, we promise *WEFT* will:

- **support, reflect, inspire**, and respond to the **worldwide** weaving community
- provide **in-depth material** for the **intermediate to more advanced weaver**
- **inspire** new weavers
- **question and experiment** with things we know and things we think we know
- celebrate the **diversity** of weaving and weavers
- give a **voice** to weavers everywhere
- embrace and celebrate the **function and the art**
- record the rich history, report on the vibrant present, and inspire the hopeful future of weaving by creating a themed, archive-worthy magazine
- **support indie businesses and craftspeople** via affordable advertising, fair compensation, and return of intellectual property

WEFT Magazine's purpose is to serve as a kind of **encyclopedia of weaving knowledge** – a stamp of the current moment in weaving time, a record of the evolving line of knowledge stretching out behind us, and an inquiring look toward the future. Each issue will be printed on quality paper with a printable spine so that, well into the future, you'll be able to easily access the information within. Issues are themed so we can **dig deep into a topic**, get to its core, explore different viewpoints and issues, experiment, and learn all we can about it. In the interest of diversity and a never-ending quest for knowledge, we go out of our way to **find new and interesting things, historic and important things, and delve into things we take for granted**. How it works, why it works, where it comes from, who's doing it: these are the things we're interested in — the things we'll ask writers to explore.

Weaving is an ongoing journey; we aren't looking for an ultimate answer. In weaving, there's often no such thing. To that end, you'll find *WEFT* Magazine exploring various approaches to the same concept, technique, or project, and **encouraging weavers everywhere to find themselves in their weaving**. It will not be uncommon to find divergent opinions in a single issue of *WEFT*, because that's how the (weaving) world really is. We'll do our best to carefully present the available facts and opinions, so weavers can find among them the truth that works for their own weaving hands.

FOCUS ON

Passion, Community, and Craft

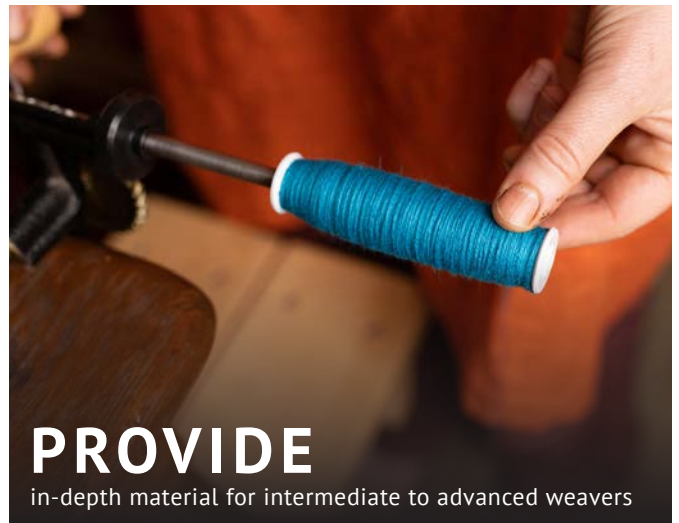
Like you, we are passionate about this craft. We want to support our amazing and diverse weaving community (weavers, fiber producers, indie weavers and fiber artists, writers, designers, and others who love weaving as much as we do), gather and share the information we all need and want, and also reflect the community in a real way.

WEFT's MISSION

as a primary source for weaving knowledge, technique, and opinion is to –

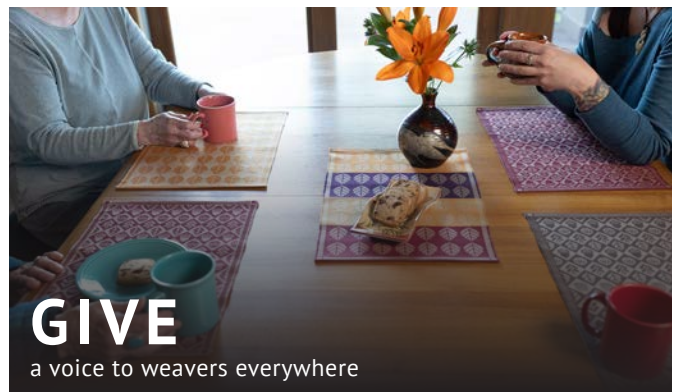


INSPIRE new weavers



PROVIDE

in-depth material for intermediate to advanced weavers



GIVE

a voice to weavers everywhere



CELEBRATE

the diversity of weaving and handweavers



REFLECT

and support the worldwide weaving community

PRINT advertising

RATES and DATES

Here at WEFT Magazine, we feel strongly about supporting indie businesses

Low ad ratio

We are dedicated to maintaining a low ad-to-content ratio. *WEFT* averages a very low 15-20% ad ratio. This means your ad is sure to get noticed.

Limited ad spaces

We offer a limited number of advertising spaces with a discounted rate for continuing advertisers.

WEFT Print Advertising Rates

	1x	2x/3x	4x
2 page spread	US\$3500	US\$3200	US\$3000
Inside Front/Back Page	US\$2500	US\$2300	US\$2000
Full page	US\$2200	US\$2000	US\$1800
Half page	US\$1000	US\$950	US\$900
Quarter page	US\$600	US\$550	US\$500
Marketplace (single)	US\$250	US\$225	US\$200
Marketplace (double)	US\$450	US\$400	US\$350

WEFT Print Schedule 2026 - 2027

Year	No.	Season	Theme	Ad sales close	Ad material due	Issue Mails
2026	6	Autumn	Cotton	04/15/26	May/15/26	07/20/26
2026	7	Winter	No Waste	07/15/26	08/15/26	10/20/26
2027	8	Spring	Blocks & Profiles	10/15/26	11/15/26	01/20/27
2027	9	Summer	Overshot	01/15/27	02/15/27	04/20/27
2027	10	Autumn	Finishing	04/15/27	05/15/27	07/20/27
2027	11	Winter	Floor	07/15/27	08/15/27	10/20/27

Single-theme issues

Each issue of *WEFT* will feature a unique single-theme supported by a seasonal general focus. We have found that this editorial approach ensures nobody wants to miss an issue, as each one becomes part of a weaving library.

	General Focus	2026 Theme	2027 Theme
Spring	Structure		Blocks & Profiles
Summer	Fundamentals and Fiber		Overshot
Autumn	End Use	Cotton	Finishing
Winter	Design	No Waste	Floor

Worldwide distribution

Not only will your ad not get lost in a sea of advertisements in each issue but it will be seen by people on every continent on Earth.

Quality on every page

Each issue is printed on quality paper with a printable spine so that, well into the future, readers will be able to easily access the information within.

12,000+
READER CIRCULATION

PRINT advertising

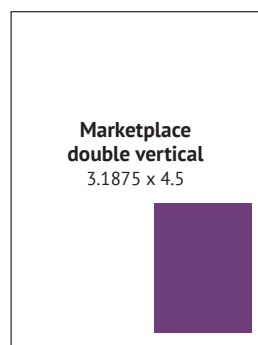
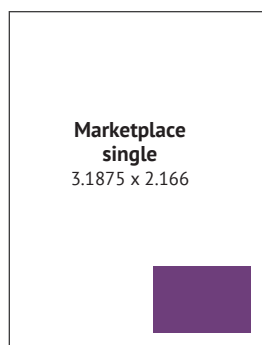
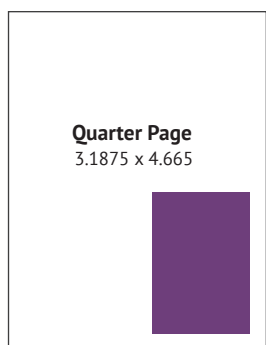
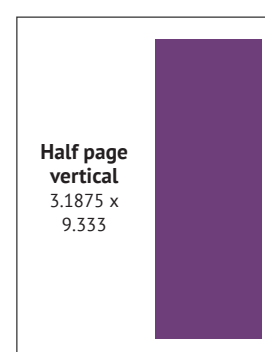
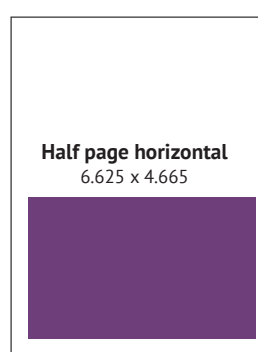
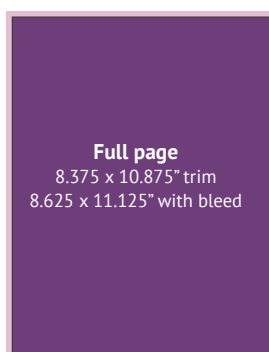
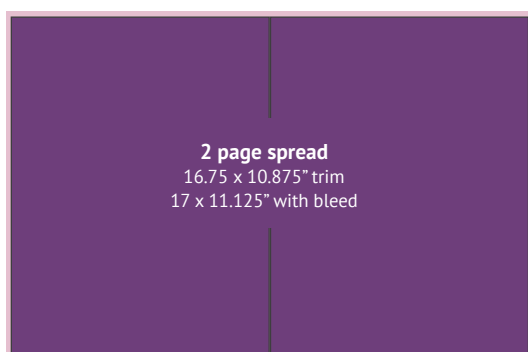
AD SPECIFICATIONS

WEFT Print Ad Sizes

Ad Space	Centimeters		Inches		Pixels	
	Width	Height	Width	Height	Width	Height
2 page spread (trim)	42.545	27.623	16.75	10.875	5025	3263
Full page (trim)	21.273	27.623	8.375	10.875	2513	3263
Bleed*	add .32 to above dimensions		add .125 to above dimensions		add 38 to above dimensions	

* Add the bleed measurement all round to insure your ad image extends past trim

1/2 page horizontal	16.827	11.853	6.625	4.665	1988	1400
1/2 page vertical	8.096	23.706	3.1875	9.333	956	2800
1/4 page	8.096	11.853	3.1875	4.665	956	1400
Marketplace single	8.096	5.503	3.1875	2.166	956	650
Marketplace double vertical	8.096	11.429	3.1875	4.5	956	1350
Marketplace double horizontal	16.827	5.503	6.625	2.166	1988	650



Advertising in WEFT Magazine

We carefully review each ad with the following in mind:

- Your ad promotes products and services of direct interest to the fiber world
- Your ad helps connect readers to things they're looking for and/or discover things they'll be glad they found
- Your ad generally contributes to a positive WEFT Magazine reading experience
- Your ad supplements WEFT's content without detracting from its look

If revisions are needed for any reason, we'll do our best to help point to resources that will help your ad(s) succeed. We reserve the right to refuse advertisements for any reason.

Acceptable File Types (all images must be 300dpi, CMYK)

- Adobe Acrobat PDF - press optimized, 300dpi binary CMYK, all fonts embedded
- Flattened CMYK, .TIFF files, 300dpi at actual size
- Adobe Illustrator - embedded images, fonts outlined
- Adobe Photoshop - 300dpi, CMYK, flattened

Material submission

- Send material and queries to our Advertising Department: ad.dept@weftmagazine.com

WEFT

MAGAZINE

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CONTACT US

If you've got questions, suggestions,
or words of encouragement, we'd love to hear from you!

weftmagazine.com

eMail

ad.dept@weftmagazine.com