

Page Size:

8.5" x 11" is final trim size.

<u>Ad Size</u>	<u>Width</u>	<u>Height</u>
Full page bleed	8.75"	11.25"
Full page non-bleed	7.5"	10"
1/2 page horizontal	7.5"	4.875"
1/4 page	3.5"	4.875"
1/8 page	3.5"	2"

Print Advertising Rates

Four Color	1x	2x	4x
Full Page	\$2,290	\$1,875	\$1,685
1/2 Page	1,120	1,035	810
1/4 Page	675	590	450

Cover Rates	
Cover 2	\$2,150
Cover 3	2,400
Cover 4	2,750

Black & White	1x	2x	4x
Full Page	900	875	800
1/2 Page	560	530	405
1/4 Page	345	310	250
1/8 Page	250	225	200

Inserts/Wraps/Overprints	
Preprinted Insert	Call for Quote
Overprints	Call for Quote
Magazine Wrap	Call for Quote

Terms

All invoices to be paid upon delivery.

First-time Advertisers

Payment is due in advance for first-time advertisers. Visa, Mastercard, & American Express accepted.

All Advertising Invoices can be paid by credit card.



Send all insertion orders/materials to:

RUG INSIDER Magazine & www.ruginsider.com

Address production questions to:

Peter Woodaman, Advertising Dept.

4 Fortsalong Road • Meredith, NH 03253

Cell (603) 387-6477 (preferred) • T (603) 279-4938

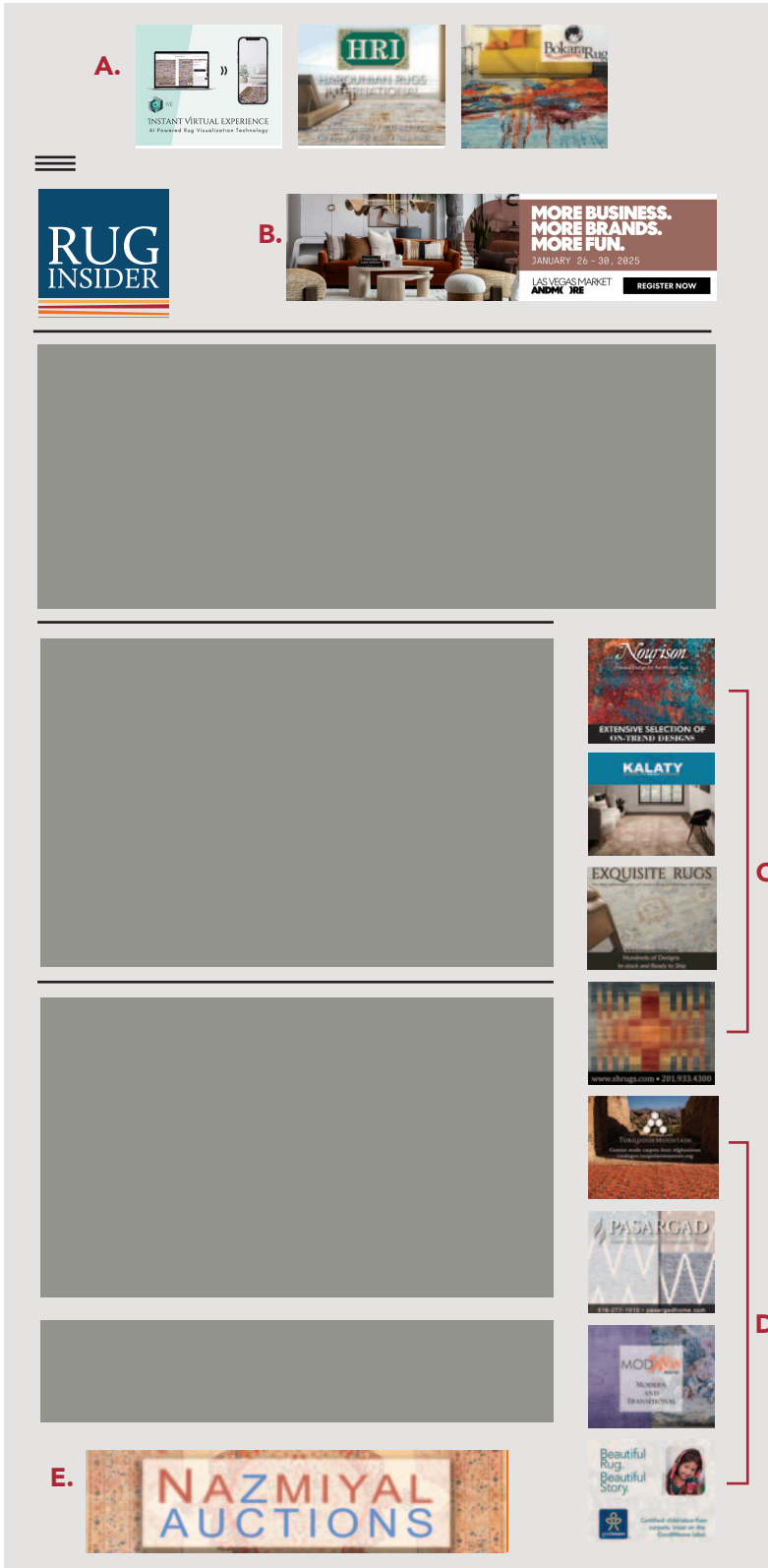
peter@ruginsider.com

ruginsider.com Banner Specs/Advertising Rate Card 2025

*Sizes noted are for file submission only.

All ads scale in responsive mode according to devices and screen resolution. Accepted file formats: jpg, png, gif. GIF animation limited to 3 frames, max file size 250k.

email: peter@ruginsider.com or call (603) 387-6477; see page 6 for Advertising Insertion Order.



A. Logo Spotlight Banner: 300 x 250 px*

\$400.00/month - 12 month run

- 3 positions available
- Shows on **ALL** pages
- May rotate on new pageload with up to 3 ads total

B. Premium Logoboard Banner: 800 x 200 px*

\$500.00/month - 12 month run

- Shows at top of **ALL** pages
- May rotate on new pageload with up to 3 ads total

C. Sidebar Showcase Banner: 500 x 417 px*

\$300.00/month - 12 month run

- 4 positions available on **home page**
- Right column desktop view
- Mobile collapses beneath main content
- Single Advertiser
- Ad displays in grid beneath content on **content pages**

D. Sidebar Banner: 500 x 417 px*

\$200.00/month - 12 month run

- 4 positions available on **home page**
- Right column desktop view
- Mobile collapses beneath main content
- May rotate on new pageload with up to 3 ads total
- Ad displays in grid beneath content on all **content pages**

E. Premium Baseboard Banner: 800 x 200 px*

\$500.00/month - 12 month run

- Shows at bottom of **ALL** pages
- May rotate on new pageload with up to 3 ads total

Classified Ads

\$100.00/month

Text-only with one static graphic (logo) and email or weblink. Appears on separate content page in grid format.

Custom Positions

Ask about custom banner positions & bundles.

What's Inside

In every issue of award-winning **RUG INSIDER** Magazine, you'll enjoy:

- Insightful and Informative Articles
- Timely and Relevant Commentary
- Innovative Designs and Designers
- All That's Fresh and Modern
- Top Trends
- New Products
- Important Industry News
- Trade Show Highlights
- Perspectives on Top Importers and Retailers
- Plus so much more...



Editorial & Advertising Deadlines

Winter 2025 (mailed early December)
Atlanta Intl. Area Rug Market, NY Home Textiles,
Las Vegas Market, Cover Connect Las Vegas,
Surfaces & Domotex

Editorial Deadline: November 7, 2025
Ad Materials Deadline: November 12, 2025

Spring 2025 (mailed early April)
High Point, ICFF

Editorial Deadline: February 21, 2025
Ad Materials Deadline: March 3, 2025

Summer 2025 (mailed mid June)
Atlanta Intl. Area Rug Market, Las Vegas Market,

Editorial Deadline: May 20, 2025
Ad Materials Deadline: May 26, 2025

Fall 2025 (mailed early September)
High Point Market, The Rug Show,
Cover Connect, NY Home Textiles

Editorial Deadline: August 1, 2025
Ad Materials Deadline: August 4, 2025

We cannot guarantee placement of releases and artwork received after our deadlines. Only superior-quality artwork will be considered for editorial coverage. Call Peter Woodaman directly if you have questions about digital media at: (603) 279-4938.

Demographics

RUG INSIDER Magazine reaches up to **6,000 top area rug buyers** at: Interior Design firms; furniture stores; carpet/ flooring specialty stores; Oriental rug retail stores; high-end home furnishings boutiques; the design trade; mass merchants; department stores; and mail-order catalogs.

Bonus Distribution

RUG INSIDER Magazine enjoys bonus distribution at the following key industry trade shows:

- HIGH POINT MARKET
- LAS VEGAS MARKET
- ATLANTA MARKET
- SURFACES
- DOMOTEX
- NEW YORK MARKETS
- COVER CONNECT NY/LV

Contact us

E-mail all press releases to:
Peter Woodaman, Publisher – peter@ruginsider.com

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Our readers retain their print copies of RUG INSIDER for reference well beyond initial publication, giving your print ad staying power. Advertisers also receive **BONUS exposure** in our complimentary **Digital Archives available on ruginsider.com**. Each issue is faithfully reproduced in entirety for online/mobile browsing 24/7. Advertiser pages are linked to their respective websites. For even more reach, RUG INSIDER aggressively promotes our advertising partners via social media on our **Facebook and Instagram** feeds.



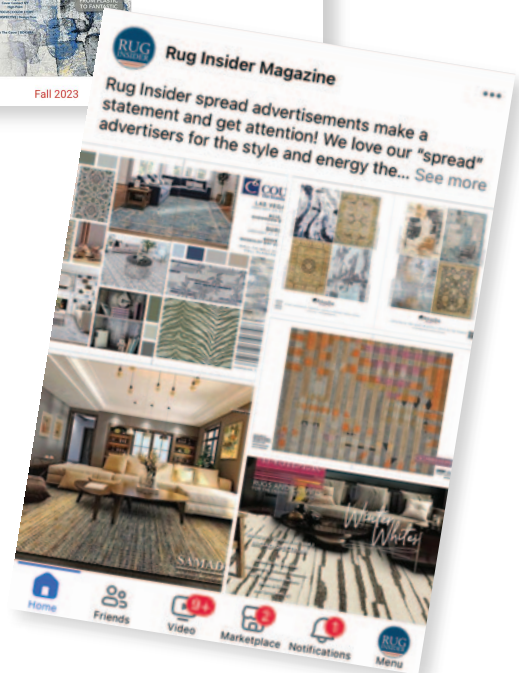
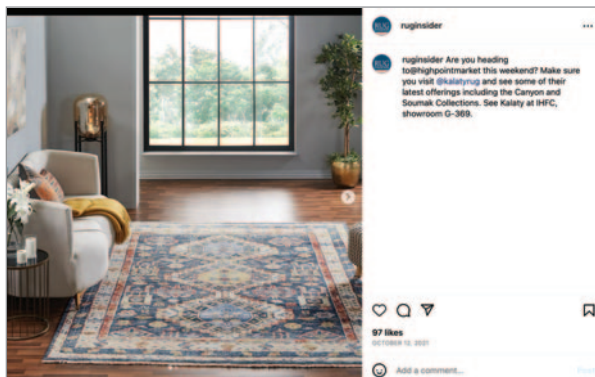
RUG INSIDER

EXCLUSIVES ▾ RUG INDUSTRY NEWS ▾ CLASSIFIEDS

RI Digital Issue Archives

Rug Insider magazine is the go-to journal for those serious about rugs and carpets. First published in 1997, Rug Insider has chronicled and commented on the ever-changing state of the area rug industry for nearly three decades. Today Rug Insider maintains an independent and authoritative spirit while reporting on the latest styles, trends, issues, and developments shaping the state of rugs today and into the future. *Select a cover or text link below to view our publication in flip format.*

 Winter 2024 Ring in the New	 Spring 2024 Enduring Stories	 Summer 2024 Vivid Imagination	 Fall 2024 Triple Play
 Winter 2023	 Spring 2023	 Summer 2023	 Fall 2023



From *InDEPTH* feature stories to our *InFOCUS* trend review, RUG INSIDER Magazine editorial serves as your guide for navigating the future of floor fashion. Our *InSTYLE* Market Preview & *MM InSTYLE* Gallery deliver your first look at the offerings to debut at upcoming trade venues throughout the year. *In the SPOTLIGHT* walks the cutting edge of creativity, while *InPERSPECTIVE* takes a reflective look at various aspects of our industry. Each issue highlights the newest styles and the style makers who will help move your business forward.



From Recycled Plastic Fiber To Functional Fashionable Flooring

AREA RUG COMPANIES EXPAND AND ELEVATE OFFERINGS OF SUSTAINABLY-MADE STYLES

BY CECILE CORNAL, CONTRIBUTING EDITOR

Recycled plastics-made fibers are not new to the world of area rugs. For a while now, suppliers have been developing and promoting these products to promote not just for their sustainability attributes but also their inherent performance benefits—namely, extra softness and resistance to fading and staining—all of which are highly conducive to today's family- and pet-friendly lifestyles. What is new to this category of goods is the increasing relevance and role of area rugs crafted of recycled content and how more and more companies are working to expand their marketability, produce them more efficiently to be able to hit a more affordable price point at retail, and design them in a broader spectrum of colors and designs for more ubiquitous use.

Recognizing—and reveling—in this positive trend is the Sustainable Furnishings Council, which "has noted the encouragement of more ocean plastics organization's executive director. She continued: "These polluting is innovative design pieces. Not only nishings, but it can also be spun in Joining the recycled plastics fiber Saddle Brook, NJ-based **Nourison** component of a collection crafted for planning its release for later this year want to share more details in adva

Fab Habmat Big Sur in Teal Onlay is made from premium recycled plastic. This outdoor rug is waterproof, fade resistant and ozone-free as well as Goodweave certified.

InDEPTH | NOTABLE WOMEN MAKING WAVES



BY JENNIFER SAMAD | CONTRIBUTING EDITOR

As the daughter of a rug wholesaler, I have vivid childhood memories visiting customers with my father, sitting on a stack of rugs while the men attended to business. These were rarely women present in these spaces—but it wasn't until I joined the industry years later that this struck me as odd.

Aside from traditional artisan jobs such as carding, spinning, and weaving, men have historically assumed most roles within the rug industry. From manufacturing and importing to wholesale and retail, it's safe to say that this is still the case today. Nonetheless, from my experience attending trade shows and working with rug dealers around the country, I've had the privilege of meeting many strong and interesting women who work hard and care deeply about rugs. Their vision, creativity and drive have spurred a refreshing shift towards creating a more dynamic and inclusive environment.

Thus, we're celebrating notable women who are making their mark on the rug industry, while inspiring the next generation in the process. From business owners to directors of sales and operations, each of these women share an affinity for exceptional rugs and offer their unique perspectives and struggles navigating a primarily male-dominated landscape.

Notable Women Making Waves in the Rug Industry

Bonnie Sutton
OWNER AND MANAGING DIRECTOR
KNOTS RUGS - LONDON, UK

What has been your experience as a female leader in a predominantly male industry?

It's been a challenging but rewarding journey making beautiful hand-knotted rugs in a predominantly male industry. It took some time for us to establish the brand and to be taken seriously as a female-led rug company. While showing at Domotex, we have had many occasions when rug buyers would visit our stand asking for the man that owned the company. They couldn't believe that a woman could be capable of owning and running her own rug company. They seemed to think that women only bought rugs, not made them. Thankfully, this has changed over the years as more women have come into the industry, but those attitudes are still out there. Juggling a young family while traveling and developing the business has also presented its own challenges but has made the success we have had all the more rewarding.

While showing at Domotex, we have had many occasions when buyers would ask for the man that owned the company! They couldn't believe that a woman could be capable of owning and running her own rug company!

BONNIE SUTTON

What aspect of your job gives you the most satisfaction?

The most satisfaction I have is when we see our new collections arrive for the first time and witness how the meticulous attention to detail, we have put into the designs is reflected in the amazing execution by our production teams in Nepal and India. We are so lucky to have such talented artisans that interpret our work and with whom we've developed such strong relationships over the years. It's also very rewarding knowing that we are contributing to keeping this ancient art of weaving alive.

What do you find most challenging about your job?

As we are a small company, juggling all the aspects of the business is a challenge while trying to stay ahead of the game in terms of innovation and design. You must wear many hats. Getting across the message that hand-knotted rugs are the best choice regarding sustainability in an even-competitive market. We are a fair-trade company and as partners of Label Step, we adhere to the standards they set. The market is somewhat saturated by lower priced products. Communicating that real sustainability lies in the longevity of the product, and the investment that involves, is central to what we are about as a company.

Who do you draw inspiration from?

We draw inspiration from everything around us—from fine art, nature and our organic environment to sights seen in our daily life and glimpses of patterns on a wall. Based in London, we are surrounded by visual information and inspiration. It's not unusual for the paint brushes to come out on a Saturday as we process what we have seen through the week. We collaborate with artists and designers and specialize in interpreting and recreating abstract art into high end rugs. We also work a lot with texture and materials to create interesting finishes full of rustic charm.

What career advice would you share with the next generation of women entering the industry?

Just go for it, don't hold back, always follow your dreams, and show the rug industry what you can do.

Email Marketing is the easy, effective, and affordable way to communicate with your customers. Our attractive, professional email communications, ecards, announcements and newsletters deliver your message and help build strong customer relationships.

- **Targeted area rug industry subscriber list**
We can also deliver to your supplied, permission-based email list.
- **Promote your social media accounts**
We can link to your Facebook, Twitter, YouTube, Instagram, LinkedIn pages, and more.
- **Social Media Management/Social Media Advertising & Advertorial**

PRODUCTION

Our in-house advertising agency can handle your advertising production needs. Costs vary depending on the complexity. All production costs will be billed and are to be paid before campaign is run.

Email Marketing Rates

Call for special email marketing opportunities and rates.



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peter@ruginsider.com
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Advertising Insertion Order

I agree to participate in the following 2025 RUG INSIDER issues:

Winter 2025 Spring 2025 Summer 2025 Fall 2025

Print Ad size: Full Page 4/C B/W
 1/2 Page Horiz. 4/C B/W
 1/4 Page 4/C B/W
 1/8 Page

I agree to participate in RugInsider.com Web site advertising:

12 Months Web Banner size:
 Logo Spotlight (A)
 Prem. Leaderboard (B)
 Sidebar Showcase (C)
 Sidebar (D)
 Premium Baseboard (E)

Classified (Text/Image)

Closing Dates and Circulation

Issue Dates Ad Materials Due*	Market Focus
WINTER 2025 Nov. 12, 2025	Atlanta Market, Domotex, Las Vegas Market Cover Connect LV
SPRING 2025 March 3, 2025	High Point, ICFF
SUMMER 2025 May 26, 2025	Atlanta Market, Las Vegas Market
FALL 2025 August 4, 2025	High Point Cover Connect NY

*Subject to Change

We will comply with the rates, mechanical requirements and closing dates as stated.

Advertiser: _____

Contact: _____ Tel: _____

Address: _____

Ad Rate: (see rate card) \$ _____

Signature: _____ Date: _____

Electronic Files: Enclosed To Follow

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Please follow these guidelines when submitting print ads. Failure to do so may result in additional charges or incorrect reproduction of your ad. Please contact us if you have any questions regarding these requirements.

Design Services: Our in-house advertising agency can handle your advertising production needs. Costs vary depending on the complexity and size of ad. All production costs will be billed and are to be paid before the ad is run.

Digital File Formats: Press-ready PDF/x-1a with embedded fonts, CMYK colorspace; compression set to automatic/maximum; 300 dpi. Build pages to trim size with .125" (1/8") bleeds and crop marks. Spreads should be submitted as separate pdf files.

Applications: Our production department is Mac based. Supported applications **in order of preference:** Quark Xpress, Adobe Creative Cloud InDesign, Illustrator and PhotoShop, with support files/fonts included. Additional charges will apply to prepare or recreate ads for proper reproduction.

Preflight Files: We highly recommend preflighting to catch problems with files prior to submission. If you are using Quark Xpress, the built-in "Collect for Output" command assists in gathering your files.

Bleeds: Please adjust any bleeds to .125" (1/8") on all 4 sides.

Safety: All live matter must be 1/4" from trim on all sides.

Gutter Safety: 3/16" on each side (total 3/8").

Colorspace & Resolution: All colors/images should be in CMYK colorspace. Minimum resolution is 300 dpi at 100% of reproduction size. Other colorspace (i.e. RGB, indexed, etc) are acceptable but additional charges apply to convert to CMYK. Resulting color may need corrections, and is discouraged if color match is critical.

Image Formats/Compression: Contone images should be TIFF or EPS. LZW compression is recommended. JPEG compression is not acceptable. **Fonts:** Include ALL fonts (screen AND printer versions for Postscript Type 1) used in your document, including fonts used in placed EPS files or convert to outlines. Type 1 Postscript fonts are preferred.

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Linking: NEVER embed images; always link them. This allows us to inspect & correct them if necessary. Please provide all linked images.

Trapping: Please **DO NOT** attempt to trap your files. Do not set any element to overprint.

Rich Blacks: Rich or bump blacks should not exceed 60% cyan, 40% magenta, 30% yellow, 100% Black.

Proofs: For 4-color ads please submit a contract proof with files. An additional charge of \$95 per page applies to 4-color ads with no contract proof. For single color ads please submit a hard copy printout or at very least a PDF file.

Film Ads: RUG INSIDER Magazine is produced using direct-to-plate technology. All ads should be submitted as files and not film. Ads supplied in film format are subject to additional charges of \$275 to convert them to a digital format.

File Submission: Electronic file submission is preferred.

Electronic File Submission: Email files of up to 10MB to: peter@ruginsider.com.

Files greater than 10MB should be submitted via file transfer using your preferred file sharing service or APP.

Include complete file description and email peter@ruginsider.com after file transfer to ensure receipt and proper file identification.

Files ideally should be compressed into a single file using Stuffit or Zip formats and named by company. Please contact peter@ruginsider.com with questions.