

Suzy Brown

TINYSTUDIO CREATIVE LIFE

MAGAZINE

Sponsorship Kit

tiny**Studio**
creative life

TinyStudio creative life

2019|3
May



TINYSTUDIO

- A digital quarterly magazine designed for modern fiber and yarn artists who love the idea of taking a mindful and ethical approach to their crafting
- A global publication with a goal of inclusiveness, featuring artists from many cultures and countries
- Based on rich content that is followed and further enriched by fortnightly video podcasts available to subscribers
- Focussing on creativity, inspiration, exploration, and conscious crafting

TinyStudio Creative Life Magazine was developed by Suzy Brown (Woolwench) under the umbrella of her online school for fiber artists: fiberygoodness.com. The magazine had its first publication in November 2018. Each Issue is generally around 110-120 pages packed with inspiration, creativity prompts, and projects for fiber and yarn artists. The content is also expanded and enriched by the accompanying video podcasts "tinyStudio TV", presented fortnightly by Suzy and which remain in the archive available for all subscribers no matter when they join.

The magazine and accompanying video podcasts are sold using a new monthly subscription model (US\$4.95) that gives our subscribers the freedom to join at any time and gain instant access to the current issue. Since first release we have gathered a fast growing following, this growth trend continues, and our online community continues to grow alongside. tinyStudio Creative Life Magazine is currently in digital format, both as .pdf format for use on any device, and in 'epub' format to use in any Apple 'Books' app (it looks stunning on a tablet!).

With your sponsorship support I plan to go to Print next year (2021) alongside the Digital editions loved by many of our subscribers. I have already sourced a wonderful print house and distribution company in Germany to work with me to create a high end print publication that will do justice to the quality standard of design and content that I have already developed in the digital version. Moving into print will attract an even greater number of dedicated subscribers, as our particular demographic tends to be very tactile and love to have their 'fix' with print magazines even more than digital!

One of our strengths in the market is that we are offering something unique, not only a mix of inspirational crafts related to fiber and textiles, show-cased in a beautiful and modern layout, but also tutorials, 'how to' articles, and thoughtful, personal, and mindful explorations of stories and topics such as ethical sourcing of materials, individual designers processes and approaches to their work, and ideas for creating and organising a creative workspace.

This mix of practical tips and techniques mixed with personalities, stories, creative boosts and inspiration, with stylish layout and beautiful images, puts tinyStudio Creative Life magazine in a unique position to speak to a wide range of fiber artists, expanding out from our fiberygoodness.com roots in spinning and weaving, tinyStudio also encompasses the work of Indie Yarn Dyers, stitchers, felters, crocheters and knitters.

Our focus is on a 'natural' aesthetic, with a modern, polished and professional look and layout that showcases the talent and beauty of the contributors and sponsors work and products.



Raising Yarn

WORDS AND PICTURES BY **ALENA BUCKMASTER**

Alena Buckmaster-Hixon is Russian-born, world-raised career-mother and wife-by-day, Yarn Grower-by-night, from the Southeastern Swamps of the Magical Kingdom of Dragonwool Acres. She is accompanied on her fibery quest by her husband, Junior Shepherd and an army of rescue dogs, raising yarn from the Clouds-on-the-Hoof, heritage Jacob Sheep.

This is the first of a series of articles in which Alena shares her joys and heartaches as a fiber farmer.



Macra Weaving

WORDS AND PICTURES
BY **LINDSEY CAMPBELL**

Lindsey of Hello Hydrangea is well known for her macrame and weaving talents. We are very pleased to be able to bring you one of Lindsey's fabulous tutorials for this fun project, in which you can also use up some of your left over fiber scraps from previous projects! I personally love the combination of two or more mediums and techniques from various types of yarn crafts within a single project as it really helps you think outside of the square and get innovative with fewer limitations on what you should or shouldn't do!

MATERIALS

90 feet 5mm cotton rope (can be single twist or three ply)
4 ft of white chunky yarn
4 ft of blue chunky yarn
15" salmon-colored roving
15" mustard-colored roving
16 ft of white chunky yarn
Scissors
Tape



STEP 1

Instructions

For the knots you need for this project please see the diagrams on page 45.

STEP 1

Cut your rope in 10 pieces that are 9 ft long each. Start with one piece, fold it in half and tie an overhand knot so that there is 1/2" loop left at the center. This will be used to hang your piece. Hang the loop on a nail in the wall about eye-level to you.

Statistics

We calculate a wide and engaged social media reach of 50000 (as of October 2020) made up of followers on the tinyStudio Facebook page, our very active group page, combined Instagram accounts, and my well established YouTube channel (with 8K+ subscribers).

Additionally:

The website attracts an average of 6000+ unique visits per month, with 1800 registered blog followers receiving email notifications of all new posts.

The email lists have 2000+ subscribers reached through newsletters, fortnightly video podcast notifications, and blogposts.

All together I have a combined reach of well over 50000

I am actively working on maintaining an engaged audience on all platforms, and the subscription base for the magazine is growing rapidly as a result. One of our biggest strengths is the community building we have been doing for some years now, with a very engaged Facebook Group of loyal followers, here we run challenges, share information and inspirations, participate in team events, and engage our community members in conversation and activities. We also run livestreams from time to time which always attracts a lot of interest.

When you become a SPONSOR...

- ★ Your sponsors page will appear on the free magazine video preview created for each issue
- ★ You will get a full page advertisement in every issue you sponsor
- ★ Your business will enjoy a prominent listing on a dedicated tinyStudio 'Sponsored By' page where everyone can read a short story about your business and click through to you!
- ★ You will be mentioned in 'thank yous' on our social media pages and as sponsors on our fortnightly videos.
- ★ Your company banner will be attached to all emails we send with a live link to your website
- ★ We will invite you to participate in tinyStudio TV episodes
- ★ We will publish content about your business and products on our blog

Would you like to sponsor tinyStudio Magazine issues?

I am looking to carefully select six creative, inspiring, and quality focussed, complimentary businesses who would like to sponsor my beautiful magazine. Sponsors will receive a full page each of advertising and/or story space, so you will be highly visible and your message uncluttered, without a myriad of smaller advertisements around it. While there may be some smaller advertisements throughout each issue related to the businesses run by article contributors, this will not total more than 10% of total magazine space.

I am aware that tinyStudio is not a vast, corporate backed magazine but it IS a very professional, polished, beauty focussed, quality production, and I have growing numbers of highly engaged readers and followers online. I am focussed on creating a magazine that customers love to read and look forward to each issue. I continue to attract some of the top names in our crafts as contributors, who are themselves committed to the practice of creative expression through fiber arts. In the past two years I have featured over 70 fiber artists, designer-makers, small farms and fiber businesses, tool makers, and patterns and tutorials. I am looking for Sponsors who are producing tools and materials relevant to the creative content in the magazine, and my goal is to have a range of sponsors each offering products that will work well together. I will be selecting sponsors who's products compliment each other rather than be in competition!

As a sponsor you will have the **dedicated business page** (full page spread) for your own content in each Issue you sponsor, and for the three months following publication we will be sure to mention you (with your desired links) **at least once a week** on our Facebook group, business page, Instagram, or in a newsletter or email. We will be rotating mentions between each platform to prevent any perception of this being 'spam' and we will always post in an interesting and informative manner, including a message or story to promote your product. This gives you a much **higher value exposure and endorsement** than a simple advertisement or link posting. As well as this we will mention you as a sponsor in the presentation of at least two of the fortnightly videos during that period, this is a mention that will remain **permanently** in the video podcast library for not only current subscribers but also all future subscribers to see.

Now is a great time to become a sponsor of tinyStudio Creative Life magazine as together we can grow this into one of the major players in the fiber craft arena.

Please note that this sponsorship is only for businesses who have a commitment to the above practices of beauty in design, integrity, quality, and willingness to share with the fiber community! We want to be able to stand 100% behind the product and business models of our sponsors to give genuine and authentic endorsements for our readers to trust and enjoy.



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Sponsorship Benefits

Each Sponsor will have a **dedicated full page spread** in every sponsored magazine issue. This is available for your product images, information about current offerings, and can include any behind the scenes, 'how to's or tutorials using your tools, yarns, or spin supplies that you would like to share, and of course the stories you would like to tell. Think of it as your own 'blog' space in every issue!

By telling your stories you can connect with our current subscriber demographic, which tends to be the early adopters, people on the look out for new and interesting fiber related products and information, they are keen to learn as much as they can about their craft and want to try new techniques and tools. Our wider, non-subscriber community, is made up of spinners, yarn crafters, weavers, and felters, all interested in everything fiber related, from traditional through to very art focussed. All are very creative!

This is an amazing opportunity for readers to get to know and trust you and your products, and I recommend sponsoring multiple issues for this reason, repeat contact with you is highly valuable in building customer trust and loyalty.

My ongoing commitment is to build a mutually supportive relationship with you, in which you are not simply one of many randomly sourced 'advertisers' who pay their money and watch their ad copy go off into the void. My goal is to share feedback with you, via a quarterly newsletter, about the things our community loves and is talking about, and what products they are looking for from you. I am able to offer you 'impression' reports on our social media postings containing your links, provide the metrics on newsletters sent and how many clicks on your link are made, and I can also offer you insights and ideas on community building.

It is also possible for us to work together on creating group challenges, projects, and activities that will be fun for readers and great publicity for all of us!

Pricing

You may sponsor any number of issues, although I do recommend committing to at least two for developing continuity and building customer relationships. A single issue sponsorship will secure you the full page in the issue plus 12 weeks of regular mentions as a tinyStudio Sponsor, and links to your site and pages, 2 issues offers 24 weeks and so on.

Please select from the following fantastic \$USD value options:

1 Issue: \$750

2 Issues \$1350

3 Issues \$1850

4 Issues \$2300

I hope you will view this as a wonderful opportunity to get in on the ground floor with a new and exciting publication, I look forward to developing a relationship with you and sharing the enthusiasm of our readers, contributors, and our community, with you and your company!

