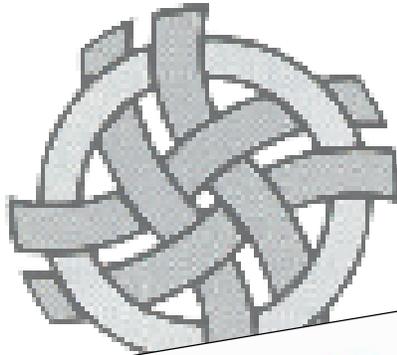
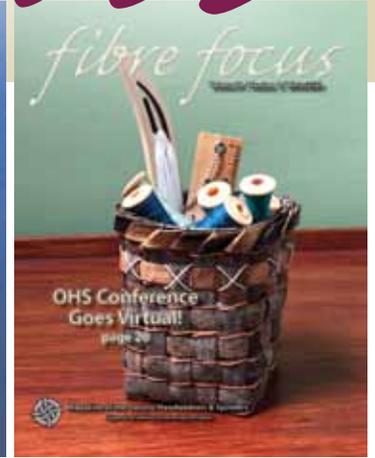
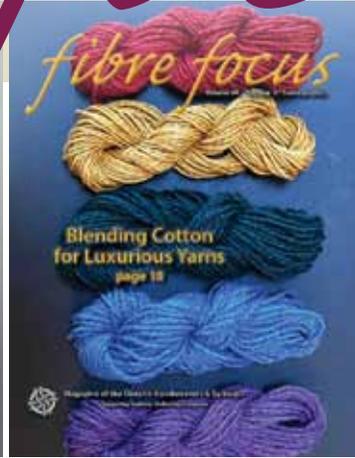
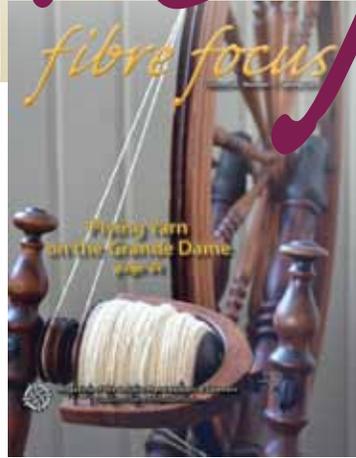


fibre focus



Magazine of the Ontario Handweavers & Spinners
PUBLISHED QUARTERLY

OHS Background

The Ontario Handweavers and Spinners (OHS) was organised in 1956 to promote high standards in the fibre arts and arouse public interest in our craft. Today, the organisation has members from all parts of Ontario, in other parts of Canada, and beyond our borders. OHS welcomes all those interested in spinning, weaving, dyeing, basketry and other related fibre arts.

The OHS connects its members by providing networking opportunities through conferences, seminars, webinars, workshops, its website: www.ohs.on.ca, and its magazine, *Fibre Focus*, which is published quarterly at the end of March, June, September and mid-December. The OHS educates through its certificate /education/ and Masters programmes, and by encouraging learning in the fibre arts. Finally, it advocates and shares the passion for weaving and spinning, by raising the profile of handweaving, spinning and related fibre arts throughout Ontario and beyond.



Fibre Focus

Fibre Focus has played a key role since the inception of OHS, first in a few mimeographed pages and later as a full-fledged magazine. A new era was ushered in at the beginning of 2010 when *Fibre Focus* moved to a full colour, high quality matte paper providing a rich setting for articles and advertisements alike. There have been rave reviews, not only about the appearance of the magazine, but also about the content. As a direct result, OHS has experienced an influx of new members anxious to receive their copies of *Fibre Focus*.

Editorial Mandate

Fibre Focus is a vital source of information to our members, whose expertise and interests range from weaving, spinning, and dyeing through to felting, basketry, papermaking and other related fibre fields. We also provide our members with valuable information on raising fibre animals, marketing and use of their fibres. In addition to organisation news, *Fibre Focus* features profiles of craftspeople, how-to articles, techniques, news of interest in the fibre world, new developments in fibre and equipment, book reviews, events and competitions. Advertisements are essential to the magazine for the information they impart and the resources they offer our members. Many of them keep their magazines for several years, extending the usefulness of an advertisement.

Readership

Fibre Focus, as an in-house magazine, is available in digital and print editions and is distributed to both individual members and member guilds of the Ontario Handweavers & Spinners. Just over 85% of the magazine is circulated in Ontario, with 8% mailed throughout the rest of Canada, 5% going to the United States and an additional 2% throughout the rest of the world. Current circulation is 600. With the magazine being widely read by local guild members who are not members of OHS, estimated readership is 1200.

For the most part, *Fibre Focus* readers are weavers, spinners, knitters, dyers, felters and basket weavers, while some rural members also raise sheep, alpacas, and llamas for their fibre.



Reader Testimonials...

Wowie Wow Wow! That was my reaction when I finally got to the mail box and pulled out *Fibre Focus*. I immediately started flipping the pages as I walked back to my house. I nearly ran into a couple of people as I was too busy looking at *Fibre Focus* rather than the sidewalk. A quick scan of the content is appealing, but the layout looks so tantalising and stimulating it is really pulling me in. Congratulations! - Sharon Gardiner

Congratulations on a job well done! The look of *Fibre Focus* is amazingly well put together. The images are crisp. The variety of articles show the depth of commitment that you and the 'team' have developed. I am impressed. - Russ Mason

I would just like to say "Congratulations". The format is stunning, beautiful and breathtaking. I was so impressed when it arrived, I had to take a second look to make sure it truly was my *Fibre Focus* magazine. A job well done. This is a big step forward for OHS, to have such a classy magazine representing the organisation. - Laurie Harkin-Chiasson

Sending hearty congratulations to all the workers responsible for the format of *Fibre Focus* magazine. It is indeed much more professional looking and very impressive. The paper quality and excellent colours are beautiful. Excellent and diverse articles. It was thoroughly enjoyed from cover to cover.

- Sharon Feltham

Advertising in *Fibre Focus*

Ad Size	Width	x	Height	Ad Size	One Issue	Two Issues	Three Issues	Four Issues
1/8 Ver	1.625	x	4.875	1/8 page	\$32	\$60	\$88	\$110
1/8 Hor	3.625	x	2.25	1/6 page	42	80	120	150
1/6 Ver	2.325	x	4.75	1/4 page	60	115	170	215
1/6 Hor	4.875	x	2.25	1/3 page	80	155	225	285
1/6 Sq	3.625	x	3.125	1/2 page	120	235	330	425
1/4 Ver	3.625	x	4.75	Full page (internal)	240	475	675	840
1/4 Hor	7.5	x	2.25	Inside Back Cover	350	679	976	1260
1/3 Super Vert	2.325	x	9.675	Inside Front Cover	375	727	1046	1350
1/3 Ver	3.625	x	6.625	Outside Back Cover	400	770	1116	1440
1/3 Hor	7.5	x	3.125	Double Page Spread	425	816	1185	1530
1/3 Sq	4.875	x	4.75					
1/2 Vert	3.625	x	9.675					
1/2 Hor	7.5	x	4.75					
Full page	7.5"	x	9.675"					

Deadlines for advertising in *Fibre Focus* are: February 7, May 7, August 7, October 21.

Contact the Publisher for rates on inserts, pamphlets, and bind-in cards

A frequency discount is offered as indicated in the above chart. Should you require assistance in the layout and design of your advertisement, we will be glad to help at no additional cost.

At *Fibre Focus*, we understand the need for a business to have a visible presence to old and potentially new customers alike. Advertising in *Fibre Focus* means you can reach a dedicated audience: weavers, spinners, dyers, basket weavers, knitters and felters, as well as other fibre artists. We also understand it is important to be able to respond to changes in your advertising needs as they happen throughout the year. If you have an upcoming event, new product, or special sale that you would like to highlight in your ad, we will work with you in seeing that the requested changes appear in the next issue.

Staff

Magazine features and columns are written by knowledgeable and well-respected fibre artists. Quality and accuracy of information is assured through the experience of our editor who is a weaver and fibre arts enthusiast. Our publisher is a retired educator, a weaver for the past 30 years, and a magazine writer. He has developed his layout and design skills under the close tutelage of a professional in the field.

Contact Information

To advertise in *Fibre Focus*, please contact our Publisher, Graham McCracken
 e-mail: ffpublisher@ohs.on.ca
 telephone: 519-443-7104
 mail: Graham McCracken, Publisher,
 17 Robinson Rd, Waterford, ON,
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