

CRAFTMASTER NEWS™

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Dear Potential Advertiser,

Welcome to **CRAFTMASTER NEWS™**, acclaimed by vendors as the most informative and accurate publication for event listings throughout the Western States (currently covering AZ, CA, CO, ID, KS, MT, ND, NE, NM, NV, OK, OR, SD, TX, UT, WA and WY). We list arts & crafts shows, street fairs, home & garden shows, festivals, fine art shows, farmers' markets, weekly and monthly events, trade shows, and much more!

CRAFTMASTER NEWS™ is published bi-monthly (Feb, Apr, Jun, Aug, Oct and Dec) and read by thousands of vendors and arts & crafts enthusiasts. **NOW IN OUR 23rd YEAR!!!** We're proud to offer the most competitive advertising rates available, while reaching the specific market you're targeting!

Judge for yourself the benefits of advertising in **CRAFTMASTER NEWS™**. We've attached our display ad rate sheet and some additional information about our magazine. Feel free to contact us with any questions or to reserve advertising space for an upcoming issue.



Sincerely,

Tim Guthary, Publisher

EVENT PROMOTERS!!!

CRAFTMASTER NEWS™ is the best source for increasing the number and variety of new vendors for your shows. Over 80% of our subscriber base are vendors seeking quality events to display their products. Simply fill out our event listing form and fax or mail the information to us as soon as your dates are confirmed. We offer a variety of options for advertising your event depending on your budget.

SUPPLIERS!!!

Let **CRAFTMASTER NEWS™** help you reach your target market! Over 90% of our subscribers are vendors who not only use our publication to locate upcoming events, but are constantly seeking new suppliers. Whether you sell canopies, credit card machines, booth displays, art/craft supplies or other vendor necessities, our subscribers are looking for you! And we know you're looking for them! Need distributors for your product or services? Craftmaster can help you reach the vendors you're searching for!

STORE OWNERS!!! GALLERIES, CRAFT MALLS!!!

Looking for vendors to display their products in your store or mall? Looking for new customers? **CRAFTMASTER NEWS** is the place for you! We're proud to offer some of the most competitive advertising rates in the industry to help you grow your business and reach that target market you're seeking. Try us!

COMMENTS FROM OUR READERS AND ADVERTISERS

"I've been advertising with Craftmaster News for over 8 years now, and I get more "bang for the buck" from your publication than I do from advertising in other *nationwide* publications!! - A. Steele (Canopy Provider)

"I can't believe the doors your publication has opened to me." -Dianne Reed (Subscriber)

"I have been enjoying Craftmaster News™ for several years now. It certainly is the most complete listing of Art & Craft shows around." -Robin Towne (Subscriber)

"Thanks for your publication. We've really spread our wings and have been flying during our first year of business." - Lauren Conlon (Subscriber)

"Advertising in Craftmaster News™ has brought many new customers to my shop. People will drive miles for the patterns I have. Thanks, Craftmaster, for the exposure." -Joann Duncan, Krafty Kottage (Store Owner)

"I can't thank you enough for all the great vendors you have brought to our show. Keep up the great work!" -Bob & Karlene Allen, Hillside Tree Farm (Show Promoters)