

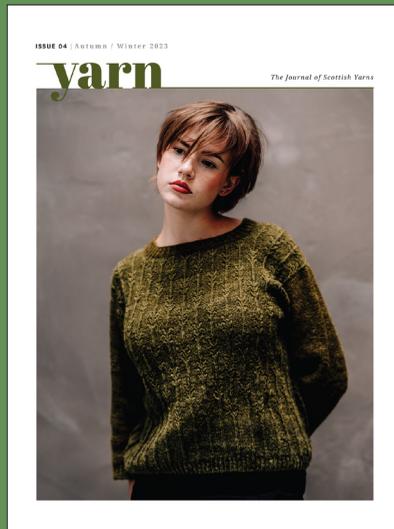
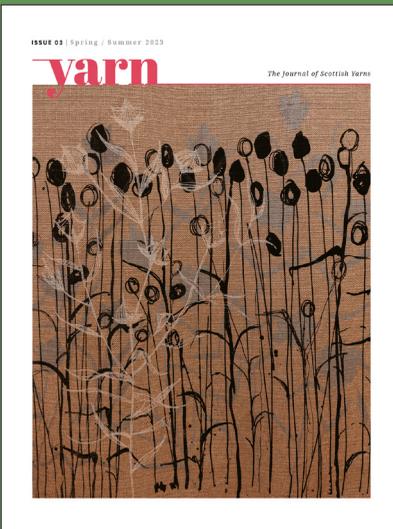
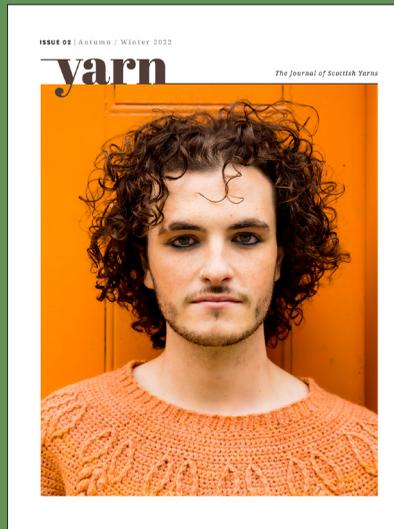
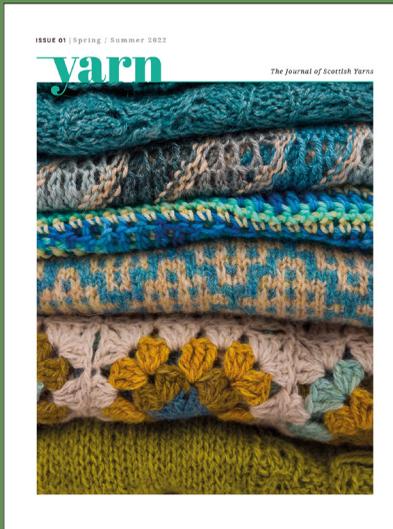
yarn

The Journal of Scottish Yarns



About Us

The Journal of Scottish Yarns was founded in 2021 to promote Scottish textiles by telling stories, past and present, and commissioning craft projects which use Scottish materials.



CONNECTIONS & JOINING
THREADS • MAKING
CONNOC

What our readers say

“Having worked in the Scottish knitwear industry for 30 years I have enjoyed reading my way through this love letter to Scottish yarns and textiles. A real joy!”

JULIE B

“A superb publication with quality in-depth articles covering various topics and a range of projects. Beautiful photography and illustrations.”

SUSAN M

“I am simply amazed at the quality and sheer amount of content contained within this journal.”

JORDYN W



10 Robach Shawl

DESIGN Allina Moore, *Dalriaspheghe*
 MODELS Samira, Olivia, Annela, Aiyana

The Robach Shawl is named for a special area of conservation on North Uist – one of the most botanically diverse systems in the Hebrides. Only in the moorland along this island coastline can the Hebridean Marsh Orchid (*Scopolia hibernica*) be seen in spring. The lace sections of the shawl echo the short, sword-like leaves and delicate stacked flowers of this rare plant which grows in this special place.

The construction of the shawl is also inspired by Elizabeth Zimmermann's 'inventing of the Pi shawl, where increases double the stitch count in a regular pattern to create a generous half-circle.



These shawls are made from a mix of wool and cotton and feature a mix of traditional and modern design elements. The shawls are made from a mix of wool and cotton and feature a mix of traditional and modern design elements.

THE V&A Dundee shawl is inspired by architect Renzo Piano's original project sketches for the building he designed for the V&A located on the waterfront in Dundee, his first building in the UK and inspired by Scottish cliff edges. The footprints and details of the shawls were translated by Robach Anderson – a tartan designer and knit supplier based in Edinburgh in 1988 – to create a fresh, modern tartan, adding a shocking pink accent to the monochromatic palette, with more than a nod to fashion designer Lisa Schiaparelli and her love of Scotland.

Schiaparelli was a contemporary and rival of Coco Chanel, both of whom were in their early days between the World Wars. She was heavily influenced by Surrealism, collaborating with Salvador Dalí and Jean Cocteau, creating trump Pop! knitwear and unexpected architectural designs, such as a hat in the shape of a saddle shoe.

Her fascination with shocking pink came from a Cartier diamond owned by her friend, the socialite Daisy Fellowes, describing it in her autobiography as 'bright, impetuous, impudent... shocking colour, pure and undiluted'. Schiaparelli's love affair with Scotland came from her close friendship with Frances Farguharson (1903–1991), born in Seattle, who, pursue her career, became a successful journalist, editor of *Vogue* and *Jeep's* *Roadster* magazine, and in 1938 wife of the 16th Laird Aylmer of the Campden Farguharson. Schiaparelli visited the Farguharsons on many occasions at their home in Brammar Castle by the River Dee in Aberdeenshire and was embraced for her warm and welcoming nature. --

V&A Dundee have commissioned Glasgow-based micro-weavers Vivid to weave a special edition shawl based on their own tartan.

VIBRANT VALUES

STORY Susan Anderson
 PHOTOS Kevin Lambert

What our readers say

“Stunning journal, interesting stories and patterns. Look forward to future publications.”

PAMELA W

“The Journal is one of those periodicals that you can read again and again. I enjoy the features that promote the many processes and uses of wool.”

TESS A

“Each issue keeps getting better and better.”

ROBIN F

“Great magazine with interesting articles, a good range of patterns and outstanding quality.”

ELISA G



Publication dates

ISSUE 5

SPRING/SUMMER 2024
ADVERT DEADLINES

Reserve by: 19 February 2024
 Artwork: 8 March 2024
 On sale: 27th May 2024
 Contents: 8 essays
 10 patterns
 Print run: 3,000 copies
 (plus digital sales)

ISSUE 6

AUTUMN / WINTER 2024
ADVERT DEADLINES

Reserve by: 16 August 2024
 Artwork: 13 September 2024
 On sale: 5 November 2024
 Contents: 8 essays
 10 patterns
 Print run: 3,000 copies
 (plus digital sales)

ISSUE 7

SPRING/SUMMER 2025
ADVERT DEADLINES

Reserve by: 31 January 2025
 Artwork: 28 February 2025
 On sale: 25 May 2025
 Contents: 8 essays
 10 patterns
 Print run: 3,000 copies
 (plus digital sales)

Payment

INVOICE

Adverts will be invoiced on the reservation deadline with a 14 day payments term.

GUARANTEES

If artwork is received after the artwork deadline we'll do our best to still fit it into the magazine, but cannot guarantee it.

DISCOUNTS

A discount of 10% will apply to block bookings (2 or more issues).



A

EIGHTH PAGE

83 x 54mm



B

QUARTER PAGE

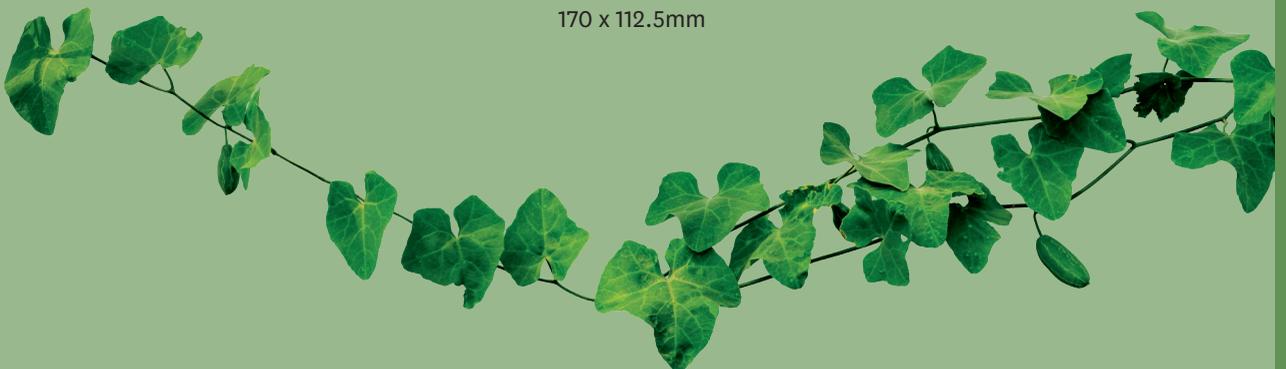
83 x 112.5mm



C

HALF PAGE

170 x 112.5mm



D

FULL PAGE (TYPE AREA)

170 x 229mm

E

FULL PAGE WITH FULL BLEED

200 x 255mm plus 3mm bleed all round

(206 x 261mm)



Advert Costs

A EIGHTH PAGE

83 x 54mm
£125.00

B QUARTER PAGE

83 x 112.5mm
£250.00

C HALF PAGE (HORIZONTAL ONLY)

170 x 112.5mm
£400.00

D FULL PAGE (TYPE AREA)

170 x 229mm
£700.00

E FULL PAGE WITH FULL BLEED

200 x 255mm plus 3mm bleed all round
(206 x 261mm)
£750.00

DESIGN

Advert design can be provided on request by our designer, Nicky Regan, based on your text, images, and logos supplied.

A EIGHTH PAGE

£20.00

B QUARTER PAGE

£25.00

C HALF PAGE (HORIZONTAL ONLY)

£50.00

D FULL PAGE (TYPE AREA)

£75.00

E FULL PAGE WITH FULL BLEED

£75.00

Specifications

Yarn Journal is printed full colour throughout on an uncoated stock.

All artwork should be converted to CMYK and be supplied at 300 dpi resolution. No Pantone colours or RGB images should be used.

We can accept PDF or PSD formats only, with all fonts converted to outlines. Please don't supply packaged files unless specifically requested.

All artwork is subject to approval.

If you're unsure about formats or would like some help, get in touch.



Contact

ENQUIRIES

For enquiries please contact:
hello@yarnjournal.com

WEBSITE

www.yarnjournal.com

