

The Gift of Stitching

The Gift of Stitching Pty Ltd
33 Waterford St
Kellyville Ridge
NSW 2155
Australia
61-2-88829548
sales@thegiftofstitching.com
www.thegiftofstitching.com
ABN 67 891 391 853

Pattern Submission Guidelines

Thank you for your interest in The Gift of Stitching. Below is outlined the types of Pattern Submissions, Calendar and Theme Guidelines, Pattern Guidelines and Electronic Formats.

Types of Submissions

We offer designers three ways to submit their designs as follows:

Promotional Pattern

This is open to all designers who would like to further promote themselves to readers. This is an unpaid submission, but the designer will receive 1-2 pages of promotion for their business. This is a good option for upcoming designers or designers who need some extra advertising.

Pattern submissions should be small, for example, pin cushions, needle rolls, scissors fobs, ornaments, verses, pillows, bookmarks, gift bags, for small frames etc. We recommend no more than 60 x 60 stitches, but this is a guide only, you can go bigger.

The promotion will include the pattern, instructions, model photo, designer name, contact details. Please include the following with your submission:

Business or designer name, contact details you want displayed, electronic submission of pattern and model as outlined in this document.

This submission is due first of the month two months before the issue you wish to submit for. Example for the September issue, your design is due 1st July.

For all submissions, patterns are to be new and unreleased in any form to the public before. Copyright is borrowed. This means we have temporary rights to the pattern till end of calendar month of the issue the pattern is released in. If your pattern is released in the September issue, then we have rights to solely publish the pattern till the 30th September. If we wish to use your pattern in any other form apart from publishing in the agreed issue, we will contact you for permission.

All photos, pattern files, instructions and other text published in the magazine are permanently under copyright of The Gift of Stitching Pty Ltd.

All submissions are not automatically accepted. You will be notified if your pattern is accepted. Please refer to the calendar to make sure your pattern falls within our guidelines. By submitting a pattern, you are agreeing to all copyright policies as outlined above. If your pattern is not accepted, then you will be contacted. All images, pattern and details will be returned.

Please read through the Calendar and Theme Guidelines, Pattern Guidelines and Electronic Formats sections before submitting your pattern.

Designer Profile

Each month in the magazine and we have a section called Designer Profile. This is where we interview a designer and they provide readers with an exclusive design. To be considered for this section, please submit your details to the Editor. Submit your name, email, business name and pattern idea. We will contact you if we would like to feature you in this section.

Designer Profiles are planned two to six months in advance

and we conduct interviews by email.

This pattern submission is unpaid, but you will receive a 3-4 page spread which includes your design business contact details and where readers can purchase your patterns, the interview and your pattern.

Patterns should be no bigger than 100 x 100 stitches and fit into the calendar guidelines in this document.

This submission is due first of the month two months before the issue you wish to submit for. Example for the September issue, your design is due 1st July.

For all submissions, patterns are to be new and not released in any form to the public before. Copyright is borrowed. This means we have temporary rights to the pattern till end of calendar month of the issue the pattern is released in. If your pattern is released in the September issue, then we have rights to solely publish the pattern till the 30th September. If we wish to use your pattern in any other form apart from publishing in the agreed issue, we will contact you for permission.

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When you submit your pattern and information, you are agreeing to all copyright policies as outlined above.

Please read through the Calendar and Theme Guidelines, Pattern Guidelines and Electronic Format sections before submitting your pattern.

Feature Pattern

This is a commissioned paid design which is planned six to 12 months in advance.

To be considered for this option, please submit your details to the above email address and you will be contacted in the future if accepted. We will look at submissions and then contact you with design fee offer and idea for commissioned piece.

We prefer to pay the design fee by Paypal. If you cannot accept payment by Paypal in your country we can send an Australian cheque. If for some reason you cannot accept a foreign currency cheque then we can arrange an international draft. An international draft cost will be deducted from the design fee. Australian designers can have the funds deposited straight into their accounts or request a cheque.

There are two types of feature patterns – a single feature (one per issue) or a mystery feature which is spread across a number of issues.

Both feature types are larger designs which the designer and editor agree to.

Contact details about the designer will also included with the published pattern.

This submission is due 1st of the month two months before the issue you wish to submit for. Example for the September issue, your design is due 1st July.

For all submissions, patterns are to be new and not released in any form to the public before. Copyright is borrowed. This means we have temporary rights to the pattern till end of calendar month of the issue the pattern is released in. If your pattern is released in the September issue, then we have rights to solely publish the pattern till the 30th September. If we wish to use

your pattern in any other form apart from publishing in the agreed issue, we will contact you for permission.

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A contract will be need to be signed which confirms payment, pattern design guidelines and copyrights. Please read through the Calendar and Theme Guidelines, Pattern Guidelines and Electronic

Calendar and Theme Guidelines

The Gift is of Stitching is an international magazine. We steer away from country specific celebrations. We accept seasonal and holiday patterns according to the guide below. We also accept patterns that celebrate the following events: wedding, birthday, new baby, back to school, graduation, new home. Please discuss if you would like to submit a pattern of a holiday or celebration not listed. Readers will also enjoy patterns of the following nature: inspired by antique needlework, samplers, and regional embroidery.

We consider all submissions on any theme except for patterns of a subversive or offensive nature, occultist or New Age symbols or themes, political themes, or any pattern we deem inappropriate for our publication.

| | Northern Hemisphere | Southern Hemisphere |
|-----------|--------------------------------|--------------------------|
| January | Winter / New Years | Summer / New Years |
| February | Winter / Valentines Day | Summer / Valentines |
| March | Spring / St Patrick's Day | Autumn / St Patrick's |
| April | Spring / Easter | Autumn / Easter |
| May | Spring / Mother's Day | Autumn / Mother's Day |
| June | Summer / Father's Day | Winter |
| July | Summer | Winter |
| August | Summer | Winter |
| September | Autumn / Christmas | Spring/Xmas/Father's Day |
| October | Autumn / Christmas | Spring / Christmas |
| November | Autumn / Xmas / All Saints Day | Spring/Christmas/ASD |
| December | Winter / Christmas | Summer / Christmas |

Pattern Guidelines

Our magazine encourages stitchers to try something new so we are not afraid to publish designs that use a range of stitches, threads and techniques. We also love designers to be themselves and to give readers a design that they are proud to be the designer of.

For Feature Design submissions, the size and content of the design will be agreed upon by the designer and Editor.

Please refer to these guidelines when planning your design.

Stitches

You are welcome to use various counted thread stitches, but cross stitch must be the dominant stitch in the design. Stitch diagrams must be provided for speciality stitches.

Fabric

You are welcome to design for either Aida, evenweave or linen from 14 through to 36 count. If you wish to design for a count higher or lower then please discuss with the Editor first. Please include with the submission, the make, range, colour and count of the fabric. Fabric must be available to an international market.

Thread

You are welcome to use any thread line available on the international market. A conversion to DMC six stranded cotton must always be provided. Please include with your submission the thread brand, type of thread, colour number and name, ply for each stitch, number of skeins needed

Other Bits

You are welcome to incorporate beads, charms or buttons into your design from any company who's products are available

to the international market. Please provide, brand, name of product, product number, colour and how many needed. Designs for a particular object, e.g., shaker box, are considered, but please discuss with the Editor first.

Finishing

If you design is finished in a particular way apart from framing, then full instructions for the finishing must be provided.

Model

A model must be stitched of the design and finished by the submission date. The model then needs to be sent the magazine's office for photographing by the submission date. The model will be returned after photographing. Please specify on the customs ticket that this is non-commercial (gift), because we are not purchasing the model, just borrowing it. If the model is a hand finished item, it must be finished. If it is framed, it can be sent framed or unframed.

Electronic Formats

These are the guidelines for submitting your pattern and any related information to the magazine Editor.

Email is our preferred way of receiving your submission. All submissions must be received before or on the deadline date.

Submissions can also be sent on CD, but must be received before or on the deadline date. Alternatively, a place can be provided for us to download the related files.

Please submit as follows:

Chart

Export in black and white at 300-600 DPI in one of the following formats: GIF TIF PNG BMP

Backstitching must be in black and white – either use symbol lines or identify elements to backstitch in the instructions Centre arrows must be included

A border of one stitch must be around the whole design

Numbering of every 10 stitches is optional

Please do not send scans of printed charts, JPG or PDF formats.

Key

These can be submitted in text format, Microsoft Word is fine. We will let you know if we can't view the symbol font. Please set the key in columns as follows:

Symbol

Thread colour and number

Ply

Stitch type

No of skeins needed

DMC Conversion

Stitching/Finishing Instructions

Include design size in stitches, what the model was stitched on and with, step-by-step stitching instructions if needed, backstitching instructions if they are not in the key, eg, backstitch the star with one ply of DMC 422, finishing instructions with step-by-step points and if you can, with photos of each step.

Speciality Stitches

We create these stitches with our own diagrams but please send diagrams of the stitches you wish to use. JPEG or PDF format is fine.

Alternative

If prearranged with Editor, you may send Patternmaker or Cross Stitch Professional files instead of the above.

Please see the contact details on the first page for any questions you may have.