





## About magazine



- «The Cross Stitch Gold. Formula Рукоделия»- Highly qualified illustrated magazine for female audience about stitching and paper craft
- Issues 12 times a year
- 88 pages in paper-clip
- 100 rubles
- Circulation is 30000 pcs. (2011)

**Issues since March 2009  
under Origin Publishing  
(UK) license**



Формула Рукоделия

• журнал • выставка • портал • клуб

[www.formula-rukodeliya.ru](http://www.formula-rukodeliya.ru)





## The magazine concept

### In each issue:

- The best ideas for cross stitch and for cross stitch, paper craft and cardmaking
- Experts' and designers' advice
- Review of cross stitch accessory market
- Readers' letters and photos
- Valuable prizes and presents
- Actual information and news about the world's craft industry!

Besides, readers are the active authors of the magazine's content using internet forums, questionnaires and even SMS-voting!

### Our Partners:

Well-known worldwide and Russian companies in craft industry:





## Award

We open the voting for The Craft Award by «Formula рукоделия» magazine every year in Autumn in following categories:

- Retailer of the year
- Online retailer of the year
- Designer of the year
- Kit of the year
- Most innovative product of the year



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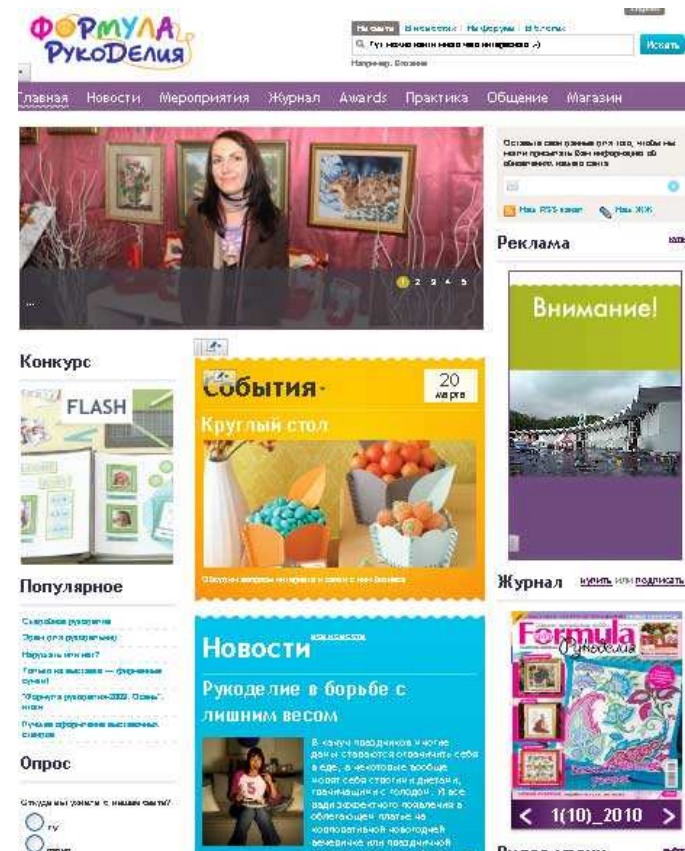
## [www.formula-rukodeliya.ru](http://www.formula-rukodeliya.ru)

**Internet Portal [www.formula-rukodeliya.ru](http://www.formula-rukodeliya.ru)** has been created for communication between exhibitors, as well as guests and organizers

The exhibition services:

- conditions of participation
- calendar of events and master-classes
- news and announcements
- online sale of exhibition tickets
- list of exhibitors
- plan of exhibition hall

We have more than **60000** visitors every month.



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