

digits & threads

The online magazine for Canadian fibre and textile arts, crafts and industry



ABOUT

Digits & Threads launched in October, 2020, with a mandate to publish articles and essays about Canadian fibre and textile arts, crafts and industry, including maker and business profiles, virtual tourism pieces, craft patterns and tutorials, produced exclusively by Canadian contributors.

Co-founder and Publisher: Kim Werker (Vancouver)

Co-Founder and Editorial Director: Kate Atherley (Toronto)

Digits & Threads is the flagship publication of Nine Ten Publications, Inc., also launched in the fall of 2020.

882

TOTAL MEMBERS

Including free and paid, as of
April, 2021

226

PAID MEMBERSHIP
SUBSCRIPTIONS

As of April, 2021

1008

INSTAGRAM
FOLLOWERS

As of April, 2021



digitsandthreads.ca



[@digitsandthreads](https://www.instagram.com/digitsandthreads)



[@digitsthreadsCA](https://twitter.com/digitsthreadsCA)



[digitsandthreads](https://www.pinterest.ca/digitsandthreads)

Core Values

Digits & Threads is committed to and guided by a commitment to accessibility, inclusivity, diversity, environmental sustainability, and reconciliation with Indigenous Peoples. We believe in sustainable business practices, strong relationships with our readers and community, and radical transparency.

MAGAZINE AUDIENCE

VALUED READERS & MEMBERS

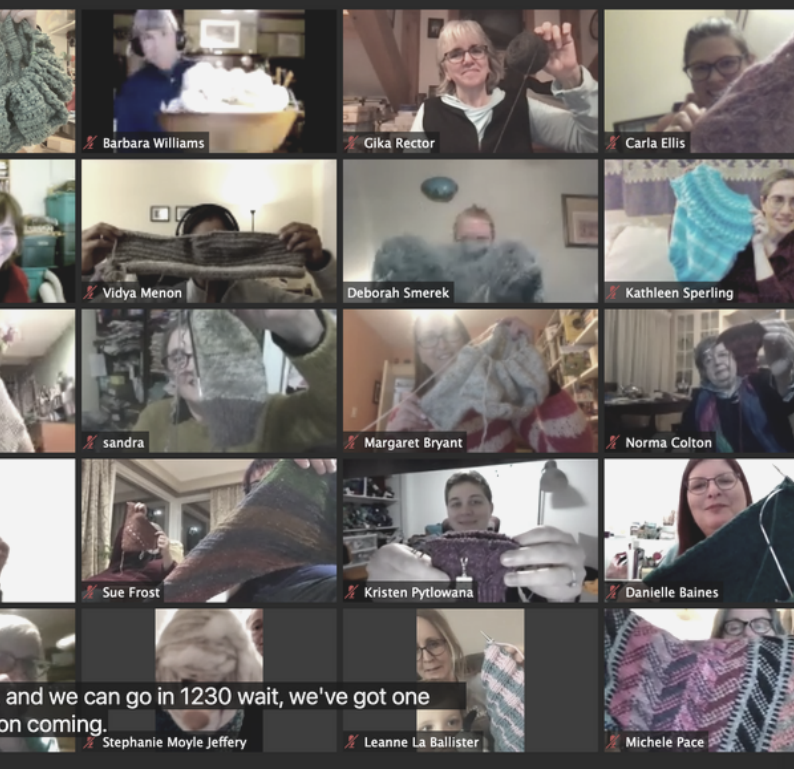
Digits & Threads is a niche publication serving the fibre and textile arts and crafts communities. Our focus exclusively on Canadian makers, artisans, producers and events caters to the underserved Canadian community and appeals to those around the world who are interested in regional fibre and textile goings-on and traditions.



MEMBER-FOCUSED

RELATIONSHIPS ARE CENTRAL

We do not merely serve content to our readers, we foster a relationship with them, and we help to facilitate their relationship with their art and craft and with the greater art and craft community. In addition to publishing articles, essays, tutorials and patterns several times a month, we run a community calendar of Canadian fibre and textile events, and host monthly virtual Studio Hours for our Studio Members.



Where we're going...

THE FUTURE OF DIGITS & THREADS

Our launch in the fall of 2020 was a grand experiment. Could we fund a new online magazine by inviting readers to join before we'd even published an article? The answer was yes: we exceeded our launch goal by nearly 50%. Our focus in 2021 is on delivering outstanding coverage of Canadian fibre and textiles while growing our membership and expanding our audience.