



CLASSIC ART STAMPS  
THE STAMPERS' SAMPLER  
SOMERSET STUDIO  
BELLE ARMOIRE

**FOR IMMEDIATE RELEASE**

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**THREE TOP-SELLING MAGAZINES GET MAKEOVERS**

Laguna Hills, CA – June 11, 2008 – To celebrate 15 years in the art and crafting industry, Stampington & Company has redesigned three of its best-selling, rubber stamping magazines to improve the overall reader experience. Highlights of the new, reader-friendly designs of *The Stampers' Sampler*, *Take Ten* and *The Stampers' Sampler Catch Up Issue* include extra large photographs, expanded editorial departments and color-coded tabs for quick access to the results of reader challenges.

Stampington & Company's longest running publication, *The Stampers' Sampler*, has introduced a fresh, updated look with the release of the April/May '08 issue. The new, consumer-centric vision for the publisher's flagship magazine incorporates larger photographs that enable readers to examine the fine detail work present in featured artwork. From the new cover format, which focuses on big, beautiful stamped samples and colorful cover lines, to the content of the magazine, where cards and projects are shown larger than ever before, the new design seeks to allow readers to get a closer look at featured techniques and distinctive details. The editorial content also includes new departments Noteworthy and Deconstructed Stamping, as well as reader-friendly, color tabs located on pages featuring the results of reader challenges.

*Take Ten*, devoted to quick and easy stamped card and gift ideas, unveiled its new look in the Summer '08 issue (released on June 1st). Following the lead of its sister publication, *The Stampers' Sampler*, the new format of *Take Ten* includes an increased focus on the all-around reader experience. The design of the cover,

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which includes sizable, overlapping images of the featured artwork, mirrors the layout of the inside pages to give readers an up-close look at the innovative techniques used in creating these stamped projects.

*The Stampers' Sampler Catch Up Issue*, which features nearly 400 stamped samples, debuted a new design on May 1st, with the release of its twelfth volume. This popular annual issue consists of 120 pages of stamped cards, all shown large and in-detail. Readers will also enjoy playful design elements scattered throughout, including birds, butterflies and even French landmarks, inspired by the artwork itself. Taking design cues from *The Stampers' Sampler* and *Take Ten*, this issue also includes bold, overlapping layouts on every page.

*The Stampers' Sampler*, *Take Ten* and *The Stampers' Sampler Catch Up Issue* are released bi-monthly, quarterly and annually respectively, and are available directly through Stampington & Company or on newsstands in the "Craft & Hobby" section. Back issues of all titles are also available for purchase through Stampington & Company.

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#### About Stampington & Company

Stampington & Company® is the publisher of *Somerset Studio*®, *Somerset Memories*™, *The Stampers' Sampler*®, *Art Doll Quarterly*™, *Take Ten*™, *Altered Couture*®, *Belle Armoire*®, and 16 other premier art and crafting publications. The company also produces exclusive collections of rubber art stamps and artist papers. Information about Stampington & Company publications can be found on the web at [www.stampington.com](http://www.stampington.com).