



For Immediate Release

Interweave Press Founder Linda Ligon Named to “Folio: 40” List of “Top Influencers in the Publishing Industry”

Loveland, Colo., April 7, 2006: Interweave Press announced today that founder and Creative Director Linda Ligon has been named to *Folio*: magazine’s “Folio: 40” list of top innovators and influencers in the publishing industry. Ligon appears on the list as one of the top ten chief-level executives “whose ideas and creativity, along with successful implementation, have driven business in new directions.” *Folio*: cited Ligon’s role in building Interweave Press into a multi-platform craft enthusiast media company that delivers targeted content through its six magazines, book publishing program, and special events. Ligon is the only craft enthusiast media executive to appear on the entire “Folio: 40” list. The list appears as the cover story of the April 2006 issue, on newsstands nationwide.

The “Folio: 40” is the publishing industry’s oldest and most prestigious list honoring publishers who’ve had a significant impact on their own products and the magazine industry in general. The list highlights ten publishing professionals in each of four categories: C-Level Visionaries, which recognizes magazine executives at the top; Director-Level Doer; Under the Radar; and Industry Influencers. *Folio*: editorial staff chose the honorees for the 2006 “Folio: 40” based on “quantifiable results that demonstrate the impact of their ideas and initiatives.”

Among the other luminaries making the 2006 list are Lauren Stanich, president of publishing, Martha Stewart Living Omnimedia; John Kilcullen, president and publisher, *Billboard*; Jack Kliger, president and CEO, Hachette Filipacchi; Anna Wintour, editor in chief, *Vogue*; and Jon Stewart, host, *The Daily Show*.

Folio: credits Ligon for starting her publishing career from her dining room table in 1975 when she realized “there was a lack of literature for people interested in spinning and weaving.” Linda Ligon launched the company’s first magazine titles, *Interweave*, *Handwoven* and *Spin-off*, in the 1970s, and in the 1990s, she launched *Interweave Knits*, *Beadwork*, and *PieceWork* magazines. In 2004, the company acquired *Fiberarts*, a 30-year-old art magazine. Most recently, in 2005, Ligon sold Interweave Press to Aspire Media, a publisher of consumer enthusiast magazines, and now serves as creative director. Interweave’s publications have steadily grown at roughly 22 percent a year since 2001, with ad revenue up 141 percent and circulation up 73 percent in five years.

About Linda Ligon

Linda Ligon is the founding CEO of Interweave Press, and now serves as the company’s creative director. Her publishing company has grown from a small regional publication to a diverse craft enthusiast media company that publishes six craft magazines and has more than 150 craft books in print. Interweave Press, which was started as a home-based sole proprietorship, is now a company with more than 65 employees. Ligon is an investor in Aspire Media and serves on the board for Interweave Press. She also is the

past president of the Publishers' Marketing Association. In the 1980s, Ligon successfully launched *Herb Companion* and *Herbs for Health* magazines, and in 1999, she established *Natural Home & Garden*, all of which she sold to Ogden Publications. In 1990, Ligon's leadership role in business was recognized when she was named one of Colorado's "Top 10 Business and Professional Women of the Year." The award was accorded for such innovations as implementing a Family Leave Act for Interweave employees in 1980, more than ten years before such an act was federally mandated. Ligon is an acclaimed lecturer on topics such as business leadership, publishing, and crafts, and she is the author of *This is How I Go When I Go Like This: Weaving and Spinning as Metaphor* (Interweave Press, 2004). Ligon, who received both her bachelor's degree and master's degree in Literature from Oklahoma State University, resides in Loveland.

About Interweave Press

In business since 1975, Interweave Press publishes magazines and books related to fiber, thread, needlework, and beads. Throughout Interweave's evolution, its publications have focused on natural materials and processes, a respect for doing, and an appreciation of the fine, simple things in life. Interweave is dedicated to creating a resource for its readers to find the best information in their field of interest, the latest news, the best products, the newest techniques, and the history behind the techniques. For more information on Interweave Press, visit www.interweave.com.

About Aspire Media

Aspire Media is an acquirer and publisher of consumer enthusiast magazines. Founded by Clay B. Hall, an experienced publishing professional and former owner-operator of enthusiast magazines, Aspire is actively pursuing acquisitions of enthusiast media companies that impart "how-to," "where-to," and "when-to" information to participants involved in certain hobbies and other special interests. For more information on Aspire Media, visit www.aspire-media.com or call (970) 669-7672.

SOURCE: Interweave Press

WEBSITE link to "Folio: 40" cover story: <http://www.foliomag.com>

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