



# SAMPLER & ANTIQUE NEEDLEWORK

*Spring 2013*

*Quarterly*

Samuel N. Sharp

Lydia Sharp

30th Anniversary Spring Issue

# Just CrossStitch

VOLUME 31 ISSUE 2



**Plus**

*Folk Egg Trio*

*Vintage Easter Chicks*

*30th Anniversary Sampler*

*11 more Spring projects*



*Elegant*  
**Spring Floral**

2013 Media Kit



# Annie's

Celebrating home, family<sup>®</sup>  
and the creative spirit

The Annie's promise is to deliver exceptional products that enable creativity, nurture memories and uphold positive values.

We share your passion for creative expression and your love of home and family. Our goal every day is to entertain, instruct and engage you in the things that make you happy and that you enjoy sharing with your family and friends.

We choose and create products with you in mind, selecting the best new offerings from thousands of contributors to give you original products that surprise and delight. Our expert staff makes it easy for you with quality writing, clear instruction and beautiful illustration.

We want to give you a fun shopping experience, provide you with good value and make Annie's your favorite place to shop.

An Annie's Publication

# Just CrossStitch<sup>®</sup>



*Just CrossStitch* is the first magazine devoted exclusively to counted cross-stitch and the only cross-stitch title written for the intermediate- to advanced-level hobbyist. Recognized as the industry's leading publication, it was launched in 1983. Join us as we celebrate 30 years during our pearl anniversary year in 2013. Each issue will feature a breathtaking array of original designs to bring beauty and elegance to any decor.

*Just CrossStitch* presents each design complete with lavish photographs, clear, easy-to-read charts and complete, detailed instructions. A detailed Where to Find It source guide appears in every issue and guides readers in locating choice supplies and vendors to ensure stitchers can successfully duplicate each project. Join us as we create timeless heirlooms that will be treasured for years to come.

Distribution: 60,000

An Annie's Publication

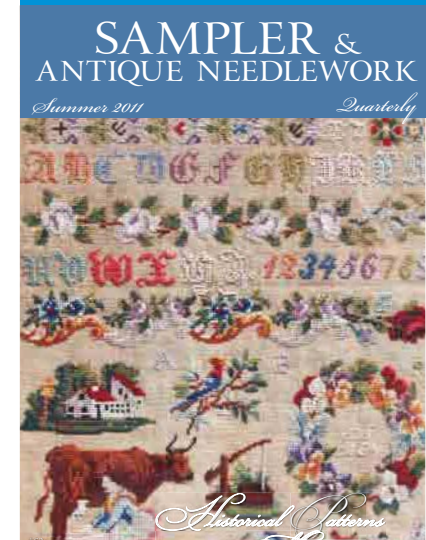
# SAMPLER & ANTIQUÉ NEEDLEWORK<sup>®</sup>

*Quarterly*

*Sampler & Antique Needlework Quarterly* is the premier magazine for those who look at the handwork from centuries past with a sense of awe, wonder and inquisitiveness. Each issue contains a wealth of information that is sure to delight, educate and instruct. SANQ is packed with articles that shed light on the world in which the hand-wrought wonders of the past were produced and needlework projects that challenge and build the skills of the contemporary needlework artist.

Each project includes clear, easy-to-read charts, complete and detailed instructions and supply lists, and stunning photography. Articles include lavish photographs of antique needlework pieces and sewing tools and are written by industry leaders and passionate scholars. SANQ readers include an experienced audience who are enthusiastic about needlework and dedicated to sharing their love of this timeless craft with others. Join us as we journey into the past in search of treasures made with needle and thread that range from simple to sublime.

Distribution: 8,000



## The *Just CrossStitch* Reader Profile

### Demographics

Average Age: 54 years • Average Household Income: \$67,300

### Engaged

**92%** rate *Just CrossStitch* as very good/one of my favorite publications  
 cross-stitchers who rate their skill level as advanced or experienced: **68%**  
**27:** average number of years readers have been cross-stitching  
 average number of hours spent cross-stitching each week: **11**

### Active

**95%** purchased cross-stitch products in the past 12 months  
 cross-stitchers who purchased supplies online: **74%**  
**42%** purchased needlework kits in the past 12 months  
 cross-stitchers who purchased at a local retail shop: **79%**  
**\$395** average amount spent on cross-stitching supplies in the past 12 months

## The *Sampler & Antique Needlework Quarterly* Reader Profile

### Demographics

Average Age: 57 years • Average Household Income: \$111,000

### Engaged

**38:** average number of years readers have been cross-stitching  
 average number of hours spent cross-stitching each week: **14**

### Active

number of projects completed in past 12 months: **6**  
**\$606** average amount spent on cross-stitching supplies in the past 12 months



## 2013 *Sampler & Antique Needlework* Quarterly Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Summer 2013	03/05/13	03/12/13	04/19/13	05/14/13
Autumn 2013	05/28/13	06/04/13	07/12/13	08/06/13
Winter 2013	09/07/13	09/24/13	11/01/13	11/26/13
Spring 2014	12/17/13	12/24/13	01/31/14	02/25/14
Summer 2014	03/18/14	03/25/14	05/02/14	05/27/14





## 2013 Just CrossStitch Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
June 2013	02/12/13	02/19/13	03/29/13	04/23/13
August 2013	04/16/13	04/23/13	05/31/13	06/25/13
Halloween 2013	05/14/13	05/21/13	NA	07/23/13
October 2013	06/18/13	06/25/13	08/02/13	08/27/13
Ornament 2013	07/16/13	07/23/13	08/30/13	09/24/13
December 2013	08/20/13	08/27/13	10/04/13	10/29/13
February 2014	10/22/13	10/29/13	12/06/13	12/31/13
April 2014	12/17/13	12/24/13	01/31/14	02/25/14

## 2013 Just CrossStitch Editorial Calender\*

### June 2013 Issue:

Ad Close: 02/12/13 • Materials Due: 02/19/2013 • On Sale: 04/23/2013

Editorial Focuses:

Celebrations, weddings, nursery, home decor, early summer

Color Themes: jewel colors, clean, pure colors

### August 2013 Issue:

Ad Close: 04/16/2013 • Materials Due: 04/23/2013 • On Sale: 06/25/2013

Editorial Focuses:

2013 Ornament Preview, summer, beach

Color Themes: red, white and blue; vibrant summer colors

### Halloween 2013 Issue:

Ad Close: 05/14/2013 • Materials Due: 05/21/2013 • On Sale: 07/23/2013

Editorial Focus:

Halloween

### October 2013 Issue:

Ad Close: 06/18/2013 • Materials Due: 06/25/2013 • On Sale: 08/27/2013

Editorial Focus:

Halloween, fall

Color Themes: orange, brown, yellow, teal

### Ornament 2013 Issue:

Ad Close: 07/16/2013 • Materials Due: 07/23/2013 • On Sale: 09/24/2013

Editorial Focus:

Ornaments

### December 2013 Issue:

Ad Close: 08/20/2013 • Materials Due: 08/27/2013 • On Sale: 10/29/2013

Editorial Focus:

Christmas, Hanukkah, winter

Color Themes: red, gold, white, green

\*Editorial calendar subject to change.



# 2013 Halloween Issue

## Ghosts and witches and pumpkins—o my!

Halloween is one of the most colorful and fun holidays! It has become the second-most popular one for people who cross-stitch. After readers told us how much they loved the last two years' Halloween Collections, we decided to publish another *Just CrossStitch Halloween*.

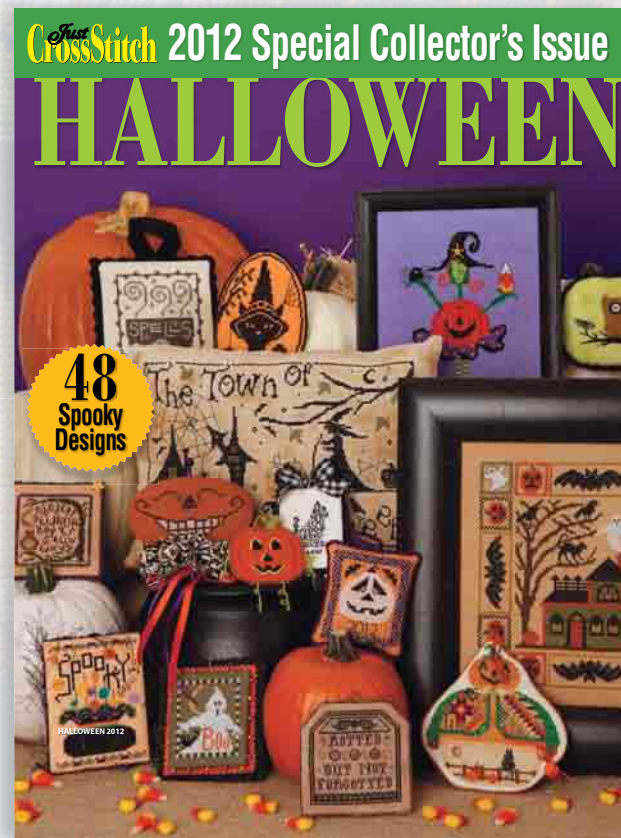
This third-annual special Halloween publication, coming late summer 2013, from *Just CrossStitch* contains all-new projects from some of the industry's top designers. This special issue features full-color photos and detailed charts and instructions for a wide variety of projects, including framed pieces, ornaments, wall hangings and much more.

Projects will appeal to all levels of stitchers—from beginners to intermediate and advanced. Styles include everything from the whimsical to the classically spooky. There is something in this treasury to fulfill every stitcher's Halloween desires.

It's Stitch-a-Treat time again!

Distribution: 60,000

Ad Close: 05/14/13  
Materials Due: 05/21/13  
On Sale: 07/23/13



# 2013 Ornaments Issue

The most highly anticipated issue of the year is the annual Christmas Ornaments issue from *Just CrossStitch*!

Featuring at least 75 NEW ornaments from the industry's top designers, the issue contains full-color photos, detailed charts and complete instructions for each and every ornament. Designers also share a favorite Christmas memory or recipe, which gives this issue a personal touch and offers readers a closer look at their favorite designers and the stories behind them.

Designs are perfect for all stitching levels, from beginner to the advanced stitcher, and feature a myriad of Christmas motifs, sayings and favorites. Past favorites include Santas, reindeer, holly trees, snowflakes, gingerbread houses, animals, hardanger and snowmen! Styles range from elegant to whimsical, fun to sublime and funky to classy.

Christmas is the most popular stitching holiday, and it offers an unending color palette and supply of motif fun! The 2013 Christmas Ornaments issue is the 16th annual ornament issue and will be available in early fall.



Distribution: 80,000 + JCS subscribers

Ad Close: 07/16/13  
Materials Due: 07/23/13  
On Sale: 09/24/13



# Polybagging Information

Make your product more prominent in *Just CrossStitch* and *Antique Sampler & Needlework Quarterly* by including an onsert in our polybagged issues.

- Polybagged premiums are a powerful tool used to increase sales
- Get your ad seen first, before our readers have an opportunity to thumb through the issue
- A flexible marketing tool with many options including size, weight and message

## Onsert Specifications

Maximum Paper Weight	Not applicable
Maximum Size	7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>1</sup> / <sub>2</sub> "
Minimum Paper Weight	7 pt.
Minimum Size	3.5" x 5"

\*Onserts can be up to the size of the host publication (8.625" x 10.75")

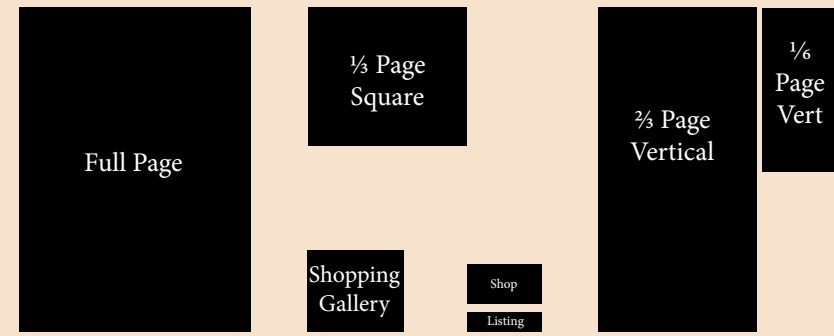
\*Onsert ideas: business reply card, multipage onsert, CD/DVD, envelope (should not be pre-addressed)

\*Samples must be provided prior to ad close date for postal approval.

## Polybagging Schedule\*

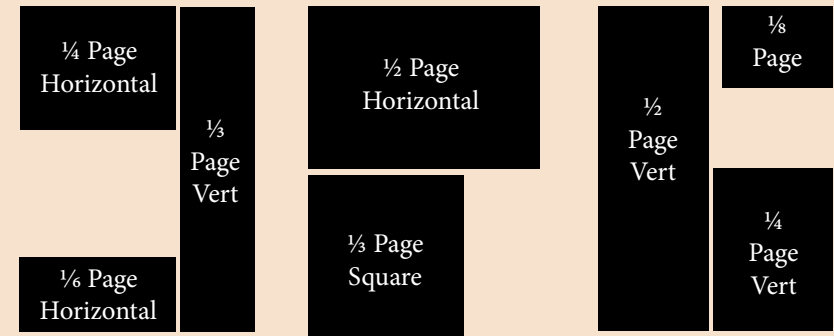
Issue	10 Samples Due	Onserts Due	On Sale
JCS Aug 13	05/03/13	05/19/13	06/25/13
JCS Hall 13	05/31/13	06/14/13	07/23/13
JCS Oct 13	07/04/13	07/19/13	08/27/13
JCS Dec 13	09/07/13	09/20/13	10/29/13
JCS Feb 14	11/09/13	11/22/13	12/31/13
SANQ Sum 13	03/22/13	04/05/13	05/14/13
SANQ Aut 13	06/14/13	06/28/13	08/06/13
SANQ Wint 13	10/04/13	10/18/13	11/26/13
SANQ Spr 14	01/04/14	01/17/14	02/25/14

\*Contact your rep for polybag quantities.



<b>Full Page</b>	<b>One-Third Page</b>	<b>One-Fourth Page</b>	<b>Shoplisting/Weblisting</b>
Trim 7 <sup>7</sup> / <sub>8</sub> " x 10 <sup>1</sup> / <sub>2</sub> "	Vertical 2 <sup>1</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> "	Vertical 3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "	Single 2 <sup>1</sup> / <sub>8</sub> " x 3 <sup>3</sup> / <sub>4</sub> "
Bleed 8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>4</sub> "	Square 4 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> "	Horizontal 4 <sup>5</sup> / <sub>8</sub> " x 3 <sup>3</sup> / <sub>8</sub> "	Double 2 <sup>1</sup> / <sub>8</sub> " x 1 <sup>5</sup> / <sub>8</sub> "
Live 7 <sup>3</sup> / <sub>8</sub> " x 10"			

<b>One-Half Page</b>	<b>One-Eighth Page</b>	<b>Two-Thirds Page</b>	<b>One-Sixth Page</b>
Vertical 3 <sup>3</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> "	Horizontal 3 <sup>3</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>4</sub> "	Vertical 4 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "	Vertical 2 <sup>1</sup> / <sub>8</sub> " x 4 <sup>1</sup> / <sub>2</sub> "
Horizontal 6 <sup>7</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "		<b>Shopping Gallery</b> 3 <sup>3</sup> / <sub>8</sub> " x 2"	Horizontal 4 <sup>1</sup> / <sub>2</sub> " x 2 <sup>1</sup> / <sub>4</sub> "



## Submitting Materials

Materials can be submitted via SendMyAd ([www.Annies.SendMyAd.com](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
 Malinda Webster  
 Ad Sales  
 306 East Parr Road  
 Berne, IN 46711

## Electronic Media

Annie's operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

## Fonts

All fonts used are to be supplied or converted to outlines.

## Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low-resolution files.)

## Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

Contact us with questions:

Malinda Webster  
 Ad Traffic Coordinator  
 (877) 282-4724, ext. 309  
[Malinda\\_Webster@Annies-Publishing.com](mailto:Malinda_Webster@Annies-Publishing.com)

An Annie's Publication

*Just*  
**CrossStitch**<sup>®</sup>

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**SAMPLER &  
ANTIQUE NEEDLEWORK**  
*Quarterly*<sup>®</sup>

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*Annie's*

Celebrating home, family<sup>®</sup>  
and the creative spirit

CardMaker<sup>®</sup>

Creative  
Knitting<sup>®</sup>

Crochet World<sup>®</sup>

Crochet!<sup>®</sup>

QUILTER'S  
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