



MAGAZINE PROFILE

Creative Knitting keeps pace with today's knitting trends, fostering a passion for knitting and focusing on technique, teaching and new products and ideas — the key things people love about knitting. With projects suitable for beginners, novice knitters and seasoned experts, *Creative Knitting* features wearable designs that are stylish, yet classic. Designs feature a handpicked selection of today's yarns.

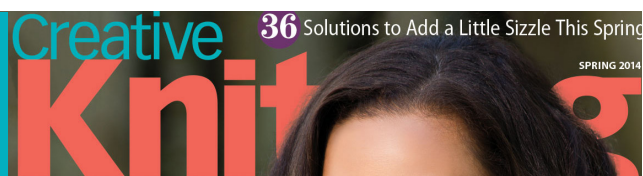
Each pattern includes concise, easy-to-read instructions with professional color photos that make the projects appealing and inspiring. *Creative Knitting* offers a range of project choices from cardigans, pullovers, accessories, baby and children items, home decor and more. Each pattern conveniently lists all the materials that are needed to create a chosen project. This results in a magazine that readers return to again and again.

We deliver to nearly 1.5 million qualified and engaged knitters through our integrated media solutions that will help you build your business and promote your brand and products.

Circulation: 75,000



READER PROFILE*



76%

of readers have visited
an advertiser's website

52%

have made a
purchase because of
that advertisement

Responsive

Engaged

93%

of readers use magazines as their
go-to source for projects

73% use websites

Unique

An average of

84%

readers do not subscribe to
other knit publications

72%

of readers buy products/supplies
at their local yarn shops

76%

will complete 6+
projects this
year

Passionate

Demographics

59

average age of subscribers

\$75,700

average household income

*Statistics are compiled from our Reader Survey

ONLINE



Leaderboard (728 x 90 Pixels)

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An Annie's Publication
Creative Knitting
Knits With a Timeless Twist

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CURRENT ISSUE

FEATURED PATTERN

PRODUCT REVIEWS

Our Summer Issue

COVER STORY:
MID SUMMER NIGHT'S DREAM
Butty Shells in Soothing Stitches

ALSO FEATURED:
NAUTICAL KNITS & PURLS
Seaside Warm-Weather Knits

SHOW YOUR TRUE COLOR
Buttle to Bold Color-Blocked Stripes, Slipped Stitches & Intarsia

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(160 x 600
Pixels)

One pattern, Unlimited Variations: Learn to Knit on the Bias

In this playful video, Kara Gott Warner shows you how to have "fun with a lace" by simply changing yarn and needle sizes. Kara dives into her own knitting stash and takes you on an adventure, where she shows how to alter the look of one simple lace bias pattern without changing the stitch pattern. She encourages you to go to extremes by showing you how a lace weight yarn on a size seven needle looks, compared to a super-bulky weight yarn on a size 17 needle. This must-watch video will inspire you while you creatively build your knitting skills!

Creative Knitting Newsletter

Knitting Tutorial: Chart Reading

If you've ever wanted to speed up your knitting, one the simplest ways is to learn how to read a knitting chart! The visual it offers is much faster than reading lines of text, and you are going to be so surprised at how quickly you master it.

[Read more](#)

Editor's Blog

Splendid Sticks

Get up close and personal with editor Kara Gott Warner on her editor's blog, where she shares behind-the-scenes tidbits from photo shoots, yarn shop hops and knitting shows. You'll also enjoy Kara's occasional ramblings during her mini impromptu video reviews. In addition, get your fill of tutorials, tips, book and product reviews, as well as in-depth designer interviews — all dedicated to the craft of knitting!

[Visit the blog](#)

FREE ISSUE
when you subscribe

YES! I want a full year of Creative Knitting (plus one free issue!) bill me later for ONLY \$21.97 + \$2.98 delivery. That's 5 issues for the price of 4! I can cancel, keep the free issue, and owe nothing.

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Summer
When we put out a Special Issue of Creative Knitting magazine, it should feature:

☐ Bashiest
☐ The Very Basics
☐ of Knitting
☐ Easy Spring and Summer Knitting
☐ Little Knitted Gifts

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Stitch Guide

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Websites

CreativeKnittingMagazine.com

- 224,000 monthly page views
- Video highlights of projects found in each issue
- Home to our online community where knitters find tools such as stitch guides, yarn calculators and more
- Interactive editor's blog featuring tips, trends, tutorials, interviews, knitalongs and more

Free-KnitPatterns.com

- 1,166,000 monthly page views
- Hundreds of free knitting patterns live on this robust site
- 65,000 monthly knitting downloads

Newsletters

Creative Knitting Newsletter

- 180,000 subscribers
- Delivered every three weeks
- Reach knitters with skyscrapers, leaderboard, and content block ad units

Dedicated Email Blasts

- Get response by sending your marketing message to our subscribers

Social Media

Follow us on Facebook!

- 84,000 fans and growing!
- www.facebook.com/CreativeKnittingMagazine
- **Ravelry:** 4,000+ members
- **Pinterest:** 1,200+ Followers

EDITORIAL & PRINT CALENDARS*



Summer 2015

Submissions Due: August 13, 2014

Projects Due: October 7, 2014

Design Theme: Vintage Summertime Knits—the lazy days of summer

Get back to country living this summer; envision lemonade stands, whitewashed wraparound porches and rocking chairs. Celebrate the simple life with inspiring projects to take on the go, such as meshy quick-knit neckerchiefs and shawls. We're also on the lookout for floral-inspired items, such as knitted jewelry, embellishments to adorn the hair or be worn as a brooch. Make your home happy with floral accents added to pillows, curtains or an outdoor throw for the countryside getaway.

Autumn 2015

Submissions Due: October 22, 2014

Projects Due: December 30, 2014

Design Theme: Into the Woods—woodland inspired creations and earthy hues

During this transitional time of year, knitters are looking for alternative fiber choices. Let's focus on wool-blend yarns that include cotton and linen, which are practical choices that help extend our wardrobe into the cooler months. Rustic colors such as browns, ochre, and hunter green always remind us of the great outdoors.

Winter 2015

Submissions Due: January 30, 2015

Projects Due: April 3, 2015

Design Theme: Winter Whites, Happy Holiday Blues—let's celebrate the season!

Let's introduce projects geared toward the beginner that celebrate our love for yarn with a showcase of caps, cowls and a variety of easy cover-ups that we can make while the holiday cookies bake! Do you have a special holiday story that connects to your love for knitting? If so, we'd love to hear from you!

To be added to our call for submissions email:

KaraGott_Warner@Annies-Publishing.com

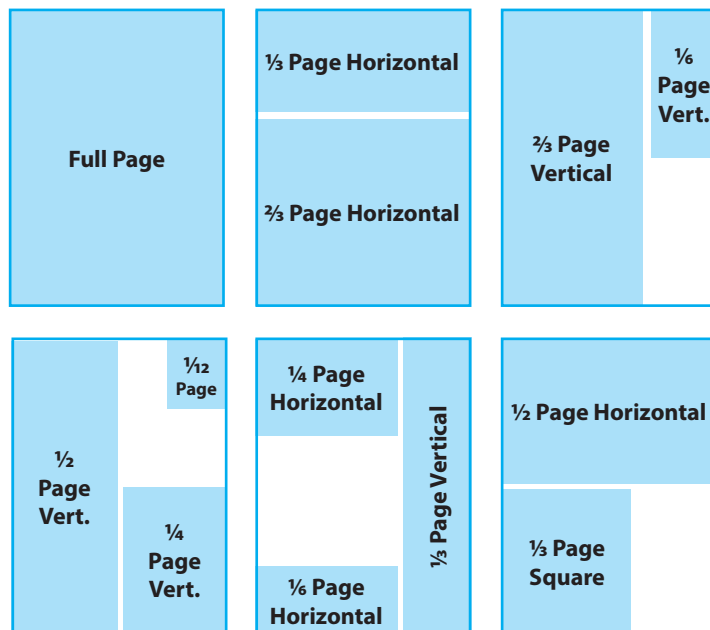
Send Yarn Cards to:

Kara Gott-Warner
306 East Parr Road
Berne, IN 46711

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2015	10/28/14	11/04/14	12/16/14	01/06/15
April 2015 SIP	12/09/14	12/16/14	01/27/15	02/17/15
Summer 2015	01/27/15	02/03/15	03/17/15	04/07/15
Autumn 2015	04/28/15	05/05/15	06/16/15	07/07/15
November 2015 SIP	06/09/15	06/16/15	07/28/15	08/18/15
Winter 2015	07/21/15	07/28/15	09/15/15	10/06/15
Spring 2016	10/27/15	11/03/15	12/15/15	01/05/16

*Editorial calendar is subject to change without notice.

SPECIFICATIONS



Full Page

Trim	8½" x 10¾"
Bleed	8¾" x 11"
Live	7⅝" x 9¾"

One-Third Page

Vertical	2¼" x 9½"
Horizontal	7" x 3⅛"
Square	4⅝" x 4⅝"

Two-Thirds Page

Vertical	4⅝" x 9½"
Horizontal	7" x 6¼"

One-Half Page

Vertical	3½" x 9½"
Horizontal	7" x 4⅝"

One-Fourth Page

Vertical	3½" x 4⅝"
Horizontal	4⅝" x 3½"

One-Sixth Page

Vertical	2¼" x 4⅝"
Horizontal	4⅝" x 2¼"

One-Twelfth Page

Square	2¼" x 2¼"
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Online

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full Page PDF Download	8" x 10.5" (144–350 dpi)
Newsletter Content Block	500 x 400

Submitting Materials

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

Annie's
Stephanie Goebbert
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.

Questions? Contact: Stephanie Goebbert
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