

ADVERTISING

26 **NEW** PATTERNS FOR CRISP AUTUMN PROJECTS!

DEFINING CROCHET **Crochet!**

AUTUMN 2014 / CROCHETMAGAZINE.COM

Stunning Broomstick

Wrap Up in Lace & Beads

Reversible Intarsia
Learn This Technique For Back-to-Back Color!

Unlock the Secrets Of Stitch Diagrams
Step-by-Step Article Will Show the Way

MEDIA KIT

MAGAZINE PROFILE

Crochet! is a must-have magazine for every crocheter, from beginner to expert. Each issue is filled with stylish, cutting-edge designs for children and women in a wide range of sizes, with classic and trendy fashions and accessories featuring both new and traditional fibers.

With full-color photographs, and easy-to-follow instructions, *Crochet!* includes attractive home accessories -- from afghans and pillows to table and floor accents. It highlights projects using innovative and unusual techniques and keeps readers current through interviews and articles about people, events, and products from the world of crochet. It also offers product reviews of the latest yarns, crochet tools, accessories, DVDs, and books.

Crochet! is the official magazine of the Crochet Guild of America.

Circulation: 60,000



READER PROFILE*



74%

of readers have visited an advertiser's website

48%

have made a purchase because of that advertisement

Responsive

Engaged

92%

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

70% use websites

78%

of readers plan on spending as much as or more than the previous year for supplies

78%

will complete 6+ projects this year

Passionate

Demographics

Unique

An average of

75%

of readers do not subscribe to other crochet publications

58

average age of subscribers

\$64,600

average household income

*Statistics are compiled from our Reader Survey

EDITORIAL & PRINT CALENDARS*



Summer 2015 Issue Theme: Cool Elegance

Submissions deadline : 8/4/14

Project/instructions deadline: 10/1/14.

Color trends: White, pale and denim blue, rosy pink, lemon yellow, orchid purple.

Garments: Garments with interesting and varied mesh fabric patterns, light-weight tanks and shells with interesting trims and necklines. Sleeveless and capped sleeve tops with boatneck styling. Tunics that can be belted or worn loose and airy.

Accessories: One-skein projects such as hair accessories and shawlettes, in addition to larger projects such as tote bags and lacy evening wraps.

Home decor: Cotton and linen home pieces such as blankets, outdoor tableware, rugs, bath-mats, doilies or interesting flat pieces for framing.

Other items: Sun hats, tops, dresses, skirts for little ones. Shrugs and easy bracelets and jewelry that older children can make and wear.

Autumn 2015 Issue Theme: Apple

Submissions deadline: 11/3/14

Project/instructions deadline: 1/5/15

Color trends: Apple red, granny smith green, eucalyptus blue, wicker basket tan, pale yellow.

Garments: Comfortable tops and wraps with interesting shapes.

Accessories: Socks, boot cuffs, motif totes, headbands, colorful shawlettes.

Home decor: Blankets that mix colors, stitch patterns, or yarn weights within the project. Table runners with modern flair and interesting lacy stitch patterns.

Other items: Items for toddlers, sweaters, jackets, vests.

Winter 2015 Issue Theme: Flame

Submissions deadline: 2/9/15

Project/instructions deadline: 4/6/15

Color trends: Judicious use of black, charcoal and gray with main colors orange, medium blue, and light blue.

Garments: Layering pieces with excellent trim detailing. Hoods, pockets, belt accents on sweaters. Small gauge shells and camis in warm fibers for layering.

Accessories: Scarves, cowls, neck warmers and wraps in warm yarns. Slippers, mittens, muffs and hats. A few trendy novelty accessories.

Home decor: Cozy throws, pillows and rugs with dimensional elements. Colorful baskets, coffee accessories, awesome coasters, coffee sleeves, functional but interesting coffeemaker covers.

Other items: Projects for older children 6—12, sweaters, shrugs, hats, mitts. One-skein hostess gifts or accessory gifts.

Send Project Submissions or Questions to:

Ellen_Gormley@Annies-Publishing.com

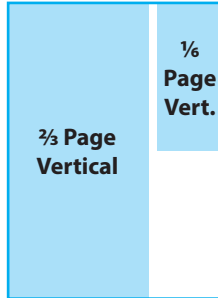
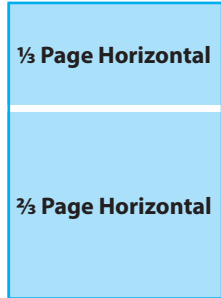
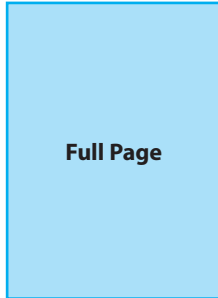
Send Yarn Cards to:

Ellen Gormley
306 East Parr Road
Berne, IN 46711

*Editorial calendar is subject to change without notice.

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

SPECIFICATIONS



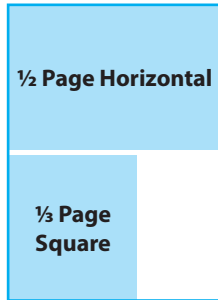
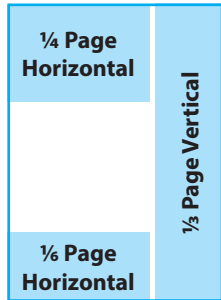
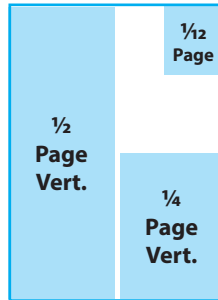
Full Page
Trim 8½" x 10¾"
Bleed 8¾" x 11"
Live 7⅝" x 9¾"

One-Fourth Page
Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"

One-Third Page
Vertical 2¼" x 9½"
Horizontal 7" x 3⅝"
Square 4⅝" x 4⅝"

One-Sixth Page
Vertical 2¼" x 4⅝"
Horizontal 4⅝" x 2¼"

One-Twelfth Page
Square 2¼" x 2¼"



Two-Thirds Page
Vertical 4⅝" x 9½"
Horizontal 7" x 6¼"

One-Half Page
Vertical 3½" x 9½"
Horizontal 7" x 4⅝"

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.

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