

An Annie's Publication

# Just **23** PROJECTS WITH 11 CHRISTMAS PREVIEWS!

# CrossStitch

America's Premier Cross-Stitch Magazine

AUGUST 2014

Bright  
Designs for  
Summer

Summer Treats  
To Stitch

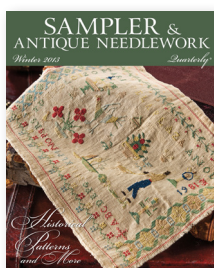


## SAMPLER & ANTIQUE NEEDLEWORK

Summer 2014

Quarterly

Historical  
Patterns  
and  
More



## READER PROFILE\*

*Just* **20** BEAUTIFUL PROJECTS TO STITCH!  
**CrossStitch**

## Magazine Profile

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

Distribution: 60,000

*Just CrossStitch* presents each design complete with lavish photographs, clear, easy-to-ready charts, and complete, detailed instructions. An in-depth 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.

Average Age

**54**

of *Just CrossStitch*  
subscribers

## Demographics

### Engaged

**68%**

of readers rate their skill level as  
advanced or experienced

**74%** use websites

**\$395**

average amount spent on  
cross-stitch supplies in the  
past 12 months

**11 Hours**

average number  
of hours spent  
cross-stitching each week

## Passionate

\*Statistics are compiled from our Reader Survey

## READER PROFILE\*

## SAMPLER & ANTIQUE NEEDLEWORK

Summer 2013

Quarterly®

### Magazine Profile

*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 handwrought wonders of the past were produced, and shares needlework projects that challenge and build the skills of the contemporary needlework artist.

Distribution: 10,000

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.

### Demographics

Average Age

57

of *Sampler & Antique  
Needlework Quarterly* subscribers

\$606

average amount spent on cross-stitch  
supplies in the past 12 months

6:

number of  
projects completed in past  
6 months

64%

of SANQ readers  
who do not subscribe to  
*Just CrossStitch*

Active

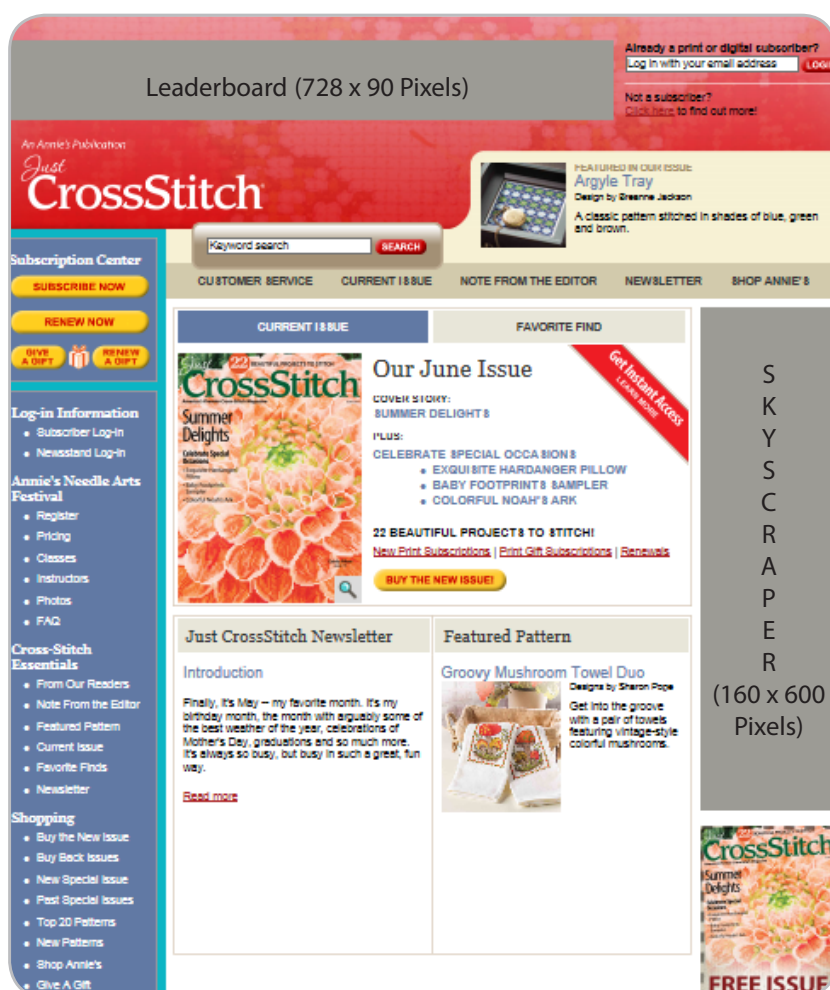
Unique

\*Statistics are compiled from our Reader Survey

# ONLINE

## Just CrossStitch

22 BEAUTIFUL PROJECTS TO STITCH



## Websites

### Just-CrossStitch.com

- 154,000 monthly page views
- Offers a Stitch Guide, Feature Patterns and Favorite Finds
- Home to our online community where cross-stitchers find inspiration and ideas!

## Newsletters

### Just CrossStitch Newsletter

- 72,000+ subscribers
- Delivered every three weeks
- Reach cross stitchers with a skyscraper, leaderboard, or content block ad units

### Dedicated Email Blasts

- Get response by sending your marketing message to our 72,000+ subscribers

### Follow us on Facebook!

Over 2,000 fans and growing!

[www.facebook.com/JustCrossStitchMagazine](http://www.facebook.com/JustCrossStitchMagazine)



## EDITORIAL & PRINT CALENDARS\*



### January/February 2015

Winter with a focus on Valentine's Day; Home Decor Projects; Redwork; Kitchen Designs;

Color palette: reds, white/cream, turquoise, orchid purple, blues

### March/April 2015

Spring, including Easter, St. Patrick's Day, Passover; Home Decor Projects (table runners, place mats, door hangings, etc.); Accessories (cuff and necklace, tote, waste canvas bags); Spring Green; Landscapes; Blackwork;

Color palette: greens, whites, yellows, purples, turquoise

### May/June 2015

Early Summer; Celebrations; Wedding; Baby

### July/August 2015

Christmas Ornament Preview; Summer; Travel; Beach; Patriotic Designs

### September/October 2015

Halloween Ornament Spooktacular; Fall; Halloween; Thanksgiving

### November/December 2015

Christmas; Hanukkah; Snow; Winter; Quick Last-Minute Gift Ideas

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2015	10/14/14	10/21/14	12/09/14	12/30/14
April 2015	12/16/14	12/23/14	02/03/15	02/24/15
June 2015	02/17/15	02/24/15	04/07/15	04/28/15
August 2015	04/21/15	04/28/15	06/09/15	06/30/15
Halloween 2015	05/12/15	05/19/15	06/30/15	07/21/15
October 2015	06/23/15	06/30/15	08/11/15	09/01/15
Ornament 2015	07/14/15	07/21/15	09/01/15	09/22/15
December 2015	08/15/15	08/25/15	10/13/15	11/03/15
February 2016	10/13/15	10/20/15	12/08/15	12/29/15

## PRINT CALENDAR\*

## SAMPLER & ANTIQUE NEEDLEWORK *Fall 2013* *Quarterly\**

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2015	12/16/14	12/23/14	02/03/15	02/24/15
Summer 2015	03/17/15	03/24/15	05/05/15	05/26/15
Autumn 2015	06/16/15	06/23/15	08/04/15	08/25/15
Winter 2015	09/15/15	09/22/15	11/03/15	11/24/15
Spring 2016	12/15/15	12/22/15	02/02/16	02/23/16

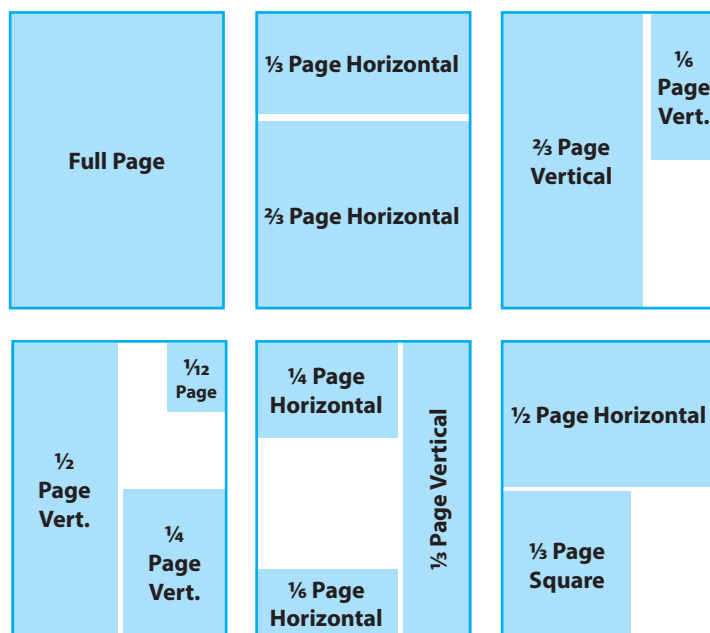
\*Editorial calendar is subject to change without notice.

# SPECIFICATIONS

Just **23** AMAZING AUTUMN PROJECTS TO STITCH!

## CrossStitch

### SAMPLER & ANTIQUE NEEDLEWORK



#### Full Page

Trim 8" x 10<sup>3</sup>/<sub>4</sub>"  
Bleed 8<sup>1</sup>/<sub>2</sub>" x 11<sup>1</sup>/<sub>4</sub>"  
Live 7" x 9<sup>3</sup>/<sub>4</sub>"

#### One-Third Page

Vertical 2<sup>1</sup>/<sub>4</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
Horizontal 7" x 3<sup>3</sup>/<sub>8</sub>"  
Square 4<sup>5</sup>/<sub>8</sub>" x 4<sup>5</sup>/<sub>8</sub>"

#### One-Fourth Page

Vertical 3<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>1</sup>/<sub>2</sub>"

#### One-Sixth Page

Vertical 2<sup>1</sup>/<sub>4</sub>" x 4<sup>5</sup>/<sub>8</sub>"  
Horizontal 4<sup>5</sup>/<sub>8</sub>" x 2<sup>1</sup>/<sub>4</sub>"

#### One-Twelfth Page

Square 2<sup>1</sup>/<sub>4</sub>" x 2<sup>1</sup>/<sub>4</sub>"

#### Two-Thirds Page

Vertical 4<sup>5</sup>/<sub>8</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
Horizontal 7" x 6<sup>1</sup>/<sub>4</sub>"

#### One-Half Page

Vertical 3<sup>1</sup>/<sub>2</sub>" x 9<sup>1</sup>/<sub>2</sub>"  
Horizontal 7" x 4<sup>5</sup>/<sub>8</sub>"

## 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](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
Stephanie Goebbert  
Ad Sales  
306 East Parr Road  
Berne, IN 46711

**Questions? Contact:** Stephanie Goebbert  
Ad Traffic Coordinator  
(260) 849-4000, ext. 4860  
[Stephanie\\_Goebbert@Annies-Publishing.com](mailto:Stephanie_Goebbert@Annies-Publishing.com)

#### 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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## CONTACT INFORMATION



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*Annie's*<sup>®</sup>  
Celebrating home, family  
and the creative spirit

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CardMaker<sup>®</sup> Creative Knitting<sup>®</sup> Crochet!<sup>®</sup> Crochet World<sup>®</sup>

*Just* CrossStitch<sup>®</sup> SAMPLER & ANTIQUE NEEDLEWORK *Quarterly*<sup>®</sup> QUILTER'S WORLD<sup>®</sup>