

ADVERTISING



MEDIA KIT

### 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 novices through seasoned experts, *Creative Knitting* features wearable designs that are stylish, yet classic. Designs feature a handpicked selection of today's best 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: 70,000



# 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

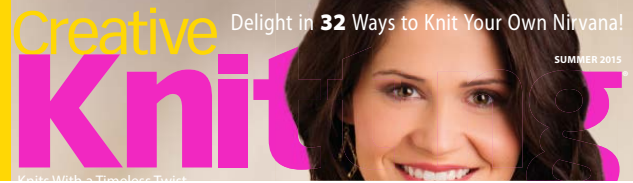
average age of subscribers

\$75,700

average household income

\*Statistics are compiled from our Reader Survey

# DIGITAL



Leaderboard (728 x 90 Pixels)



### Knitting Tutorial: How to "Tink" a Decrease

There are times when a knitter needs to undo a few stitches (or even a few rows). This is known as "tinking," and while most of us can handle single knit and purl stitches, decreases present a bit more of a challenge. After today, though, you'll be tinking your decreases with ease!

[Read more](#)

### Best of the Editor's Blog

Join Executive Editor Kara Gott Warner on the [Creative Knitting Editor's Blog](#) for news, tips, inspiration and excitement!

[Read more](#)



Leaderboard (728 x 90 Pixels)



### Annie's Craft Festival Teacher Highlight

Everyone is abuzz with energy and excitement for the upcoming [Annie's Craft Festival](#). Are you going? Let's take a minute to get to know one of the amazing rock-star teachers they've added to the [class roster](#)!

[Read more](#)

### Imperial Yarn's Limited-Edition Kits

One of our favorite fiber friends, [Imperial Yarn](#), is hitting the market with a stunning new, limited-edition yarn kit just in time for the busy knitting season.

[Read more](#)



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## Websites

### CreativeKnittingMagazine.com

- 157,000+ 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
- *Splendid Sticks*—Interactive editor's blog featuring tips, trends, tutorials, interviews, knitalongs and more

### Free-KnitPatterns.com

- 428,000 monthly page views
- Hundreds of free knitting patterns on this robust site
- 69,000 monthly knitting downloads

## Newsletters

### Creative Knitting Newsletter

- 175,000+ subscribers
- Delivered every three weeks
- Reach knitters with leaderboard and content block ad units

### Dedicated Email Blasts

- Get response by sending your marketing message to our 175,000+ subscribers

## Social Media

### Follow us on Facebook!

- 88,000 fans and growing!
- [www.facebook.com/CreativeKnittingMagazine](http://www.facebook.com/CreativeKnittingMagazine)
- **Ravelry:** 4,500+ members
- **Pinterest:** 19,000 Followers

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COVER STORY: 28 DELICIOUS KNITS To Jump-Start Fall

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# EDITORIAL & PRINT CALENDARS



## Spring 2016

*Design Theme: Essential Elements—Water, Wind, Sky*

This issue will feature designs in earthy, elemental neutral tones. Imagine undulating cardigans and flowing lace-weight wraps on big needles. Ignite passions and warm the home with throws, pillows and bolsters made with accents of crimson, yellow and orange. With a brand-new year upon us, head fearlessly into learning new stitches and making exciting discoveries.

## Summer 2016

*Design Theme: Embellishing the Truth*

This issue will focus on unique ways to add “something more” to your knitting. Beautiful borders will focus on edgings to your knitted pieces, which can be worked as you go, with stitches picked up later or the addition of a crocheted lace edge or fabric accent. Upcycle and find ways to add knitted embellishments to things you already have, such as an edging for a ready-to-wear item or pillow cover or a clever way to show off your swatch collection.

## Autumn 2016

**\*Submissions Due: October 27, 2015**

**Projects Due: January 5, 2016**

*Design Theme: Sweater Workshop*

This issue will be a comprehensive guide to sweater making and all aspects of it. We want to immerse the reader in the process of how to truly customize their garment, with styles for each body type. We will feature the best colors for the individual, different techniques on sweater making, different yarns and how they will affect your sweater. "The Color, the Yarn, the Fit."

## Winter 2016

**\*Submissions Due: January 29, 2016**

**Projects Due: April 1, 2016**

*Design Theme: Cable Connection—A Collection of Cablework & Meandering Twisted Stitches*

Did you know that cables are so much easier than you think? This issue will open with the simplest of twist stitches—basic 2/2 crossing cables—and advance to more challenging combinations of traditional techniques and working without a cable needle. We seek tutorials that tell a special story about cable knitting through how-to lessons and historical reference.

**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

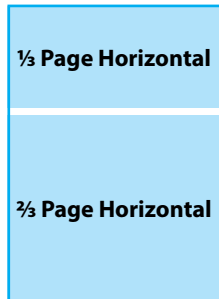
*\*Editorial calendar is subject to change without notice.*

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2016	10/27/15	11/03/15	12/15/15	01/05/16
April 2016 SIP	12/08/15	12/15/15	01/26/16	02/16/16
Summer 2016	01/26/16	02/02/16	03/15/16	04/05/16
Autumn 2016	04/26/16	05/03/16	06/14/16	07/05/16
November 2016 SIP	06/07/16	06/14/16	07/26/16	08/16/16
Winter 2016	07/19/16	07/26/16	09/13/16	10/04/16
Spring 2017	10/25/16	11/01/16	12/13/16	01/03/17

# SPECIFICATIONS

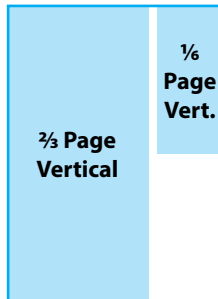


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



2/3 Page Vertical

1/6 Page Vert.

## Full Page

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

## One-Third Page

Vertical	2¼" x 9½"
Horizontal	7" x 3⅞"
Square	4⅝" 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

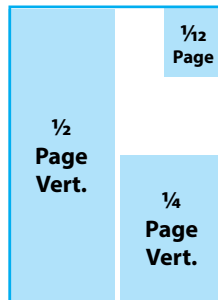
Square	2¼" x 2¼"
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## Two-Thirds Page

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

## One-Half Page

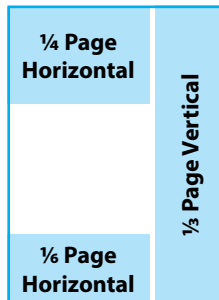
Vertical	3½" x 9½"
Horizontal	7" x 4⅝"



1/2 Page Vert.

1/12 Page

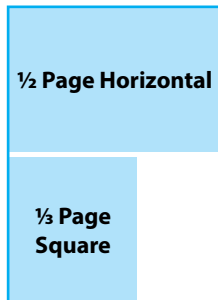
1/4 Page Vert.



1/4 Page Horizontal

1/6 Page Horizontal

1/3 Page Vertical



1/2 Page Horizontal

1/3 Page Square

## Digital

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 Mediabank, login information will be provided.

Proofs and CDs can be mailed to:

Annie's  
Alexia Fox  
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:** Alexia Fox  
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(260) 849-4860  
Alexia\_Fox@Annies-Publishing.com

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

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

Just **CrossStitch**<sup>®</sup> **QUILTER'S**  
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