

ADVERTISING

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

25 SENSATIONAL SPRING PROJECTS!



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

Unique

An average of

75%

of readers do not subscribe to other crochet publications

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

58

average age of subscribers

\$64,600

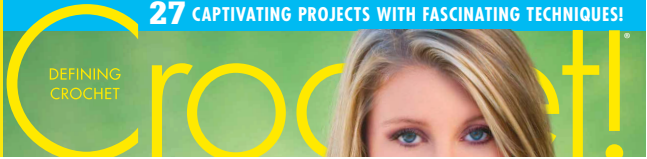
average household income

*Statistics are compiled from our Reader Survey

DIGITAL

27 CAPTIVATING PROJECTS WITH FASCINATING TECHNIQUES!

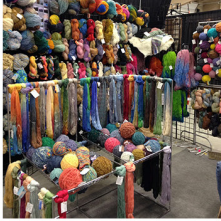
DEFINING CROCHET



Talking Crochet *update*

from the editors at Crochet! and Crochet World

Jeny Originals



I admit I adore attending any and all wool/yarn/craft conferences! I love the huge markets that offer the opportunity to meet the artists who love dyeing yarn just as much as I love crocheting with it. On one of my most recent trips to the [Estes Park Wool Market](#), I was very blessed to stumble across [Jeny Originals](#).

[Read more](#)

Leaderboard (728 x 90 Pixels)

Annie's Craft Festival Is Almost Here!



Annie's Craft Festival is just a few short days away and Editor Ellen Gormley is one of the fabulous teachers we have lined up. I've asked Ellen for a rundown on what we can expect to learn from her classes, and you won't be disappointed!

[Read more](#)

Behind the Hook

[Crochet!](#) magazine editor and [Behind the Hook](#) blogger, Ellen Gormley, is leading a crochet tour to Ireland! Stops along the journey will include Blarney Castle and Woolen Mills, The Mill at Avoca Village, Ross Castle and a sheep-shearing demonstration at Rathbaun Farms. Designer Jennifer E. Ryan will also be joining Ellen and teaching workshops!

[Read more](#)

Leaderboard (728 x 90 Pixels)

Free Pattern



Flirty Fans Afghan

Design by Roseanna Beck

Flirty Fans Afghan by Roseanna Beck combines pretty lacy shells with back post stitches to create a stunning reversible fabric! Click [here](#) to download now!

Fasten Off

Many of you answered our [Crochet World Facebook](#) request to crochet hearts for [The Peyton Heart Project](#). We know we have the kindest readers with the biggest hearts out there! Let's see how many hearts our wonderful [Talking Crochet](#) readers can contribute to this very worthwhile cause!

[Read more](#)

Hey! Did you know Annie's has Home Solutions? [Annie's Craft Store](#)

Websites

CrochetMagazine.com

- 128,000+ monthly page views
- Video highlights of projects found in each issue
- Home to our online community where crocheters find stitch guides, yarn calculators and more
- Behind the Hook, our editor's blog, where you'll find tips, trends and all things crochet

Free-Crochet.com

- 1,756,709 monthly page views
- Hundreds of free crochet patterns live on this site
- 392,000+ monthly crochet downloads

Newsletters

Talking Crochet Newsletter

- 149,000 subscribers
- Delivered twice monthly
- Reach crocheters with leaderboard and content block ad units

Dedicated Email Blasts

- Get response by sending your marketing message to our 149,000 subscribers

Social Media

Follow us on Facebook!

- 929,000 fans and growing!
- [www.facebook.com/CrochetMagazine](#)
- **Ravelry:** 3,000+ members
- **Pinterest:** 21,000+ followers

Leaderboard (728 x 90 Pixels)

Already a print or digital subscriber? Log in with your email address [Login](#)

Not a subscriber? [Subscribe](#) to find out more!

FEATURED BY OUR AUGUST ISSUE: **At Home — Chestnut Circular** Throw Design by Francie Reed. This stunning throw is a textural gem and will be a mesmerizing focal point for any room.

knit and Crochet Now! Schedule & News

Subscription Center

- SUBSCRIBE NOW
- RENEW NOW
- Give a Gift
- Subscribe & Gift

Log-in Information

- Subscriber Log-in
- Newsletter Log-in
- CSOA Log-in

CUSTOMER SERVICE CURRENT ISSUE FEATURED PATTERN EDITOR'S BLOG SHOP ANNIE'S

CURRENT ISSUE GREAT PRODUCT FINDS

Our Autumn Issue

COVILIN'S CHIRY: EXPRESS YOUR BELIEF The Expressions' Tunisian Coat: An explosion of Color & Texture

ALSO FEATURED:

- JOIN MOTIF'S WITH PANACHE Put it All Together With No Sewing
- BRILLIANT FOLIAGE SHAWL The Quintessential Video for a Celebration Of Autumn Color

New Print Subscriptions | Print Gift Subscriptions | Backlogs

BUY THE NEW ISSUE

S
K
Y
S
C
R
A
P
E
R
(160 x 600 Pixels)

EDITORIAL & PRINT CALENDARS



Spring 2016 Issue Theme: International Flair: Europe

*Submissions deadline: 5/8/2015

Project/instructions deadline: 7/9/2015

Color Trends: Coral, lemon yellow, pistachio green, orchid purple. Consider multicolored projects.

Garments: Interesting and playful tops, sweaters, dresses, and sleeveless tops inspired by current fashion trends of Europe, Milan, London, Barcelona.

Accessories: Lacy, fascinating, out of the box, colorful shawls, wraps, shrugs and hats.

Home Decor: Motif blankets, baby blankets and wine charms.

Articles and Education: Crocheting with beads, working with cotton, working with fascinating motif shapes.

Summer 2016 Issue Theme: International Flair: Asia

*Submissions deadline: 8/3/2015

Project/instructions deadline: 9/30/2015

Color Trends: Cream, peach, pastel yellow, pale blue.

Garments: Single layer pieces that do not require camisoles. Plus loose, airy, lacy tops that may require a camisole.

Accessories: Wraps, shawls, shrugs with exquisite stitching and patterning. One-skein projects will be emphasized.

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

Articles and Education: Learn It! Do It! Solomon's knot. Working with linen, silk and bamboo. Blocking lace.

Autumn 2016 Issue Theme: Domestic Treasures: USA Trends

*Submissions deadline: 11/6/2015

Project/instructions deadline: 9/30/2015

Color Trends: Magenta, medium blue, gold, beige.

Garments: Eclectic garments inspired by cities on the Atlantic and Pacific coasts. Lightweight sweaters, skirts and jackets.

Accessories: Accessories for layering, warmth and color. Focus on mixing fibers and colors.

Home Decor: Blankets, pillows, wall hangings, art pieces.

Articles and Education: Blending fibers and colors within one piece. Tunisian cables.

Winter 2016 Issue Theme: Domestic Treasures: USA Comfort

*Submissions deadline: 2/10/2016

Project/instructions deadline: 4/6/2016

Color Trends: Red, black, navy, silver, copper.

Garments: Garments inspired by cities in the Northeast and Midwest of the United States. Jackets, cardigans, and turtlenecks.

Accessories: Accessories for warmth, outdoor fun and versatility. Focus on mixing textures and wearing an item multiple ways.

Home Decor: Cozy throws, pillows and rugs with dimensional elements. Colorful baskets, coffee accessories, coffee sleeves.

Articles and Education: Cables, Tunisian cables. Balancing cables with lace. Fibers found in the United States. A comparison of wool and alpaca fibers.

Send Project Submissions or Questions to:

Ellen_Gormley@Annies-Publishing.com

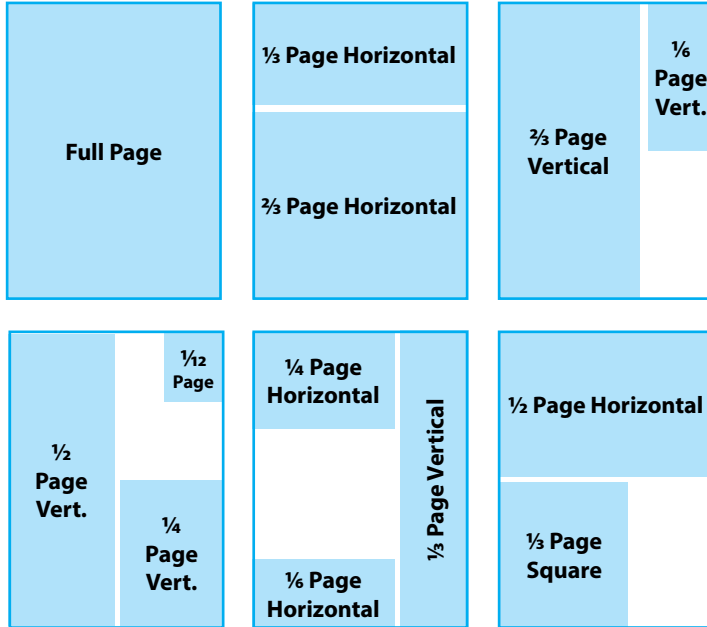
Send Yarn Cards to:

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 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
 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"

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"

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
 Ad Traffic Coordinator
 (260) 849-4860
 Alexia_Fox@Annies-Publishing.com

CONTACT INFORMATION



Advertising Director

Michelle Thorpe
(260) 849-4508
Michelle_Thorpe@Annies-Publishing.com

Account Manager

Joan Lynch Lockett
(260) 849-4504
JoanLynch_Lockett@Annies-Publishing.com

Ad Traffic Coordinator

Alexia Fox
(260) 849-4860
Alexia_Fox@Annies-Publishing.com

Executive Editor

Carol Alexander
(260) 849-4212
Carol_Alexander@Annies-Publishing.com

Editor

Ellen Gormley
(260) 849-4000
Ellen_Gormley@Annies-Publishing.com

Annie's®

Celebrating home, family
and the creative spirit

Creative **Knitting**® Crochet!® Crochet World®

Just **CrossStitch**® **QUILTER'S**
WORLD® CardMaker®