

An Annie's Publication



## MAGAZINE PROFILE

*Crochet World* is one of the first magazines dedicated to crocheters, and its long-held recognition generates tremendous reader loyalty. Its reputation is built on the fact that it offers the most projects per issue, with traditional designs that feature innovative techniques and styling.

*Crochet World* is extremely reader friendly, with a balanced blend of both yarn and thread designs that include excellent directions and professional photos. Projects include a variety of affordable designs and materials for home decor, fashion and accessory items, decorations, toys, baby items and more. As a result, *Crochet World* attracts a dynamic cross section of readers who archive every issue.

We deliver a qualified and engaged audience to help build your business and promote your brand and products. Let us customize a marketing solution for you.

Circulation: 105,000



## READER PROFILE

27

PROJECTS FOR DECORATING, WEARING & GIFT-GIVING

# Crochet World

72%

of readers have visited  
an advertiser's website

55%

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

78%

of readers do not subscribe  
to other crochet  
publications

77%

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

80%

will complete 6+  
projects this  
year

**Passionate**

**Demographics**

60

average age

\$58,552

average household income

*\*Statistics are compiled from our Reader Survey*

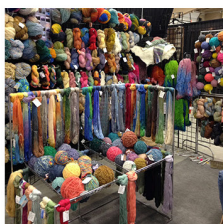
# DIGITAL

## 28 CREATIVE DESIGNS FOR YOUR HOME & FAMILY

# Crochet World

### Annie's® 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

### Crochet-World.com

- 216,000+ monthly page views
- Video highlights of projects found in each issue
- Home to our online community where crocheters can find stitch guides, yarn calculators and more
- *Crochet Connection*—Interactive editor's blog with tips, ideas and news to inspire and inform.

### Free-Crochet.com

- 1,756,700 monthly page views
- Hundreds of free crochet patterns
- 392,000 monthly crochet downloads

## Newsletters

### Talking Crochet Newsletter

- 148,000+ subscribers
- Delivered twice monthly
- Reach crocheters with leaderboards and content block ad units

### Dedicated Email Blasts

- Get response by sending your marketing message to our 148,000+ subscribers

## Social Media

### Follow us on Facebook!

- 387,000 fans and growing!
- [www.facebook.com/CrochetWorldMag](#)
- **Ravelry:** 1,200+ members
- **Pinterest:** 20,700+ followers

Leaderboard (728 x 90 Pixels)

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Not a subscriber? [Click here](#) to find out more.

Annie's®  
**Crochet World**  
The Magazine for Crochet Lovers

FEATURED IN OUR AUGUST ISSUE:  
**At the Zoo, Part 2**  
Design by Cindy Dean  
Meet the next two adorable animals in our darling zoo set—the mini and the panda!

Get a **FREE** issue of *Crochet World* when you subscribe! (A \$5.99 value, FREE!)

I want a full year of *Crochet World* (just one new issue! \$11 one-time fee for \$100.00 or \$12.99 delivery). Then, I agree to the price of \$11.00 (one-time fee) and the free issue, and one month's subscription.

First and Last Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Email: \_\_\_\_\_

[Send Now](#)

Log-in Information:  
• Subscriber Log-in  
• Newsletter Log-in

Crochet Essentials:  
• From Our Readers

WINNER'S CIRCLE

august Issue

It's REDYOLE time into New Creations With Crochet!

WE'VE PRIZED Gifts That Show You Care

IT'S YOU'LL ABSOLUTELY LOVE TO

NEW! Print Subscriptions | Print Gift Subscriptions | Renewals

[BUY THE NEW ISSUE!](#)

Talking Crochet Newsletter | Featured Pattern

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# EDITORIAL & PRINT CALENDARS



## February 2016 Issue

**I ♥ Crochet:** Heartfelt gifts for the ones you love; small projects including jewelry, cowls, scarves, slippers, washcloths, gift-card holders, etc.; home items such as dishcloths, tea cozies, hot pads, coasters and doilies.

**Creative Cables:** Innovative designs that take classic cable patterns and give them a fresh new twist; sweaters, tops, scarves, wraps, bags/totes, hats and more; home items such as rugs, pillows and afghans.

## April 2016 Issue

**Colors of Spring:** Fresh, exciting designs in gorgeous, vibrant spring shades; lightweight jackets, sweaters and tops, wraps, cowls, scarves, purses, jewelry, throws, pillows/cushions, baskets, wreaths and small gifts.

**Crochet Reimagined:** Vintage designs from yesterday's crochet patterns re-created in an updated look; season-spanning garments, fashion accessories and baby items; home accents such as throws/afghans, pillows, rugs, table decor and more.

## June 2016 Issue

*Submissions deadline: 9/22/2015*

*Project deadline: 11/17/2015*

**Summertime & the Living Is Easy:** Warm-weather styles for fashion and home in a variety of cool yarns and fresh summer shades; projects for outdoor entertaining, fun at the beach, travel/vacation; lightweight throws, pillows, chair cushions.

**She Sells Seashells by the Shore:** Lace patterns that feature a variety of shell stitches; scarves, bags, wraps, hats, tops; home accents such as doilies, table runners, baskets, throws and more; baby wearables and blankets.

## August 2016 Issue

*Submissions deadline: 11/27/2015*

*Project deadline: 1/26/2016*

**Cool for School:** Fun, creative designs for students of all ages from preschool to college; learning projects for little ones, fashions and accessories for kids, tweens and teens; cases/carriers for various electronics.

**Nifty Neons:** Projects to brighten your world with color! Add splashes of vibrant hues to fashion accessories, home accents and children's items; scarves, socks, slippers, bags, hats; afghans/throws, pillows, rugs; toys, kids' blankets and wearables.

## October 2016 Issue

*Submissions deadline: 1/29/2016*

*Project deadline: 3/25/2016*

**Fall Harvest:** Kitchen and home designs reflecting autumn's colorful bounty; themes for apples, pears, pumpkins, fall flowers such as chrysanthemums, sunflowers, asters; table and door decor, throws, pillows, baskets, pot holders, coasters.

**Halloween Fun:** Cute Halloween projects such as treat bags, masks, party favors, table decorations, baskets and wreaths with ghosts, cats, bats, witches, jack-o'-lanterns and more.

## December 2016 Issue

*Submissions deadline: 3/29/2016*

*Project deadline: 5/24/2016*

**Gifts Worth Giving:** Great gift-giving ideas for family and friends; scarves/cowls, jewelry, wraps, slippers/socks; gift bags, gift-card holders, tablet and phone cozies; adorable items for babies/kids: toys/stuffed animals, hats, sweaters, blankets.

**Deck the Halls:** Festive decorations to add holiday flair to your home, including colorful afghans, ornaments, stockings, garlands, pillows, holiday characters and table decorations.

## SEND YARN CARDS AND SUBMISSION INQUIRIES TO:

Carol Alexander at [Carol\\_Alexander@Annies-Publishing.com](mailto:Carol_Alexander@Annies-Publishing.com)

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2016	10/20/15	10/27/15	12/08/15	12/29/15
Spring SIP 2016	11/24/15	12/01/15	01/12/16	02/02/16
April 2016	12/22/15	12/29/15	02/09/16	03/01/16
June 2016	02/16/16	02/23/16	04/05/16	04/26/16
August 2016	04/19/16	04/26/16	06/07/16	06/28/16
Fall SIP 2016	05/24/16	05/31/16	07/12/16	08/02/16
October 2016	06/21/16	06/28/16	08/09/16	08/30/16
December 2016	08/23/16	08/30/16	10/11/16	11/01/16
February 2017	10/18/16	10/25/16	12/06/16	12/27/16

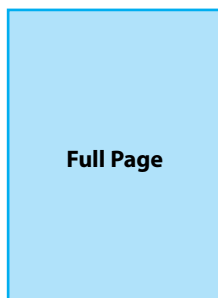
*\*Editorial calendar is subject to change without notice.*

# SPECIFICATIONS

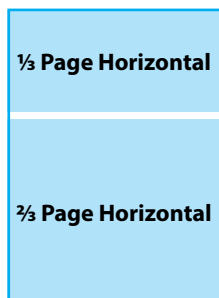
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PROJECTS YOU'LL ABSOLUTELY LOVE TO STITCH!

# Crochet World®

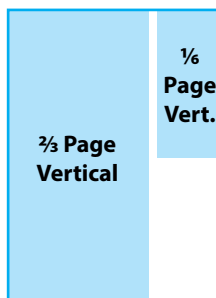


Full Page



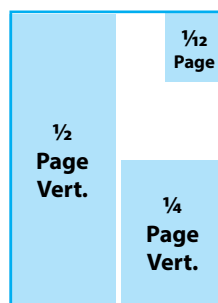
1/2 Page Horizontal

1/2 Page Horizontal



2/3 Page Vertical

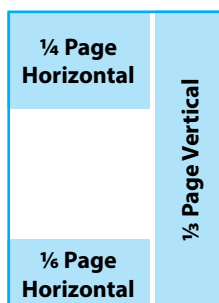
1/6 Page Vert.



1/2 Page Vert.

1/12 Page

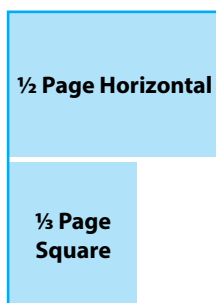
1/4 Page Vert.



1/4 Page Horizontal

1/6 Page Horizontal

1/3 Page Vertical



1/2 Page Horizontal

1/3 Page Square

## Full Page

Trim 8" x 10 3/4"  
Bleed 8 1/4" x 11"  
Live 7" x 9 3/4"

## One-Third Page

Vertical 2 1/4" x 9 1/2"  
Horizontal 7" x 3 1/8"  
Square 4 5/8" x 4 5/8"

## Two-Thirds Page

Vertical 4 5/8" x 9 1/2"  
Horizontal 7" x 6 1/4"

## One-Half Page

Vertical 3 1/2" x 9 1/2"  
Horizontal 7" x 4 5/8"

## One-Fourth Page

Vertical 3 1/2" x 4 5/8"  
Horizontal 4 5/8" x 3 1/2"

## One-Sixth Page

Vertical 2 1/4" x 4 5/8"  
Horizontal 4 5/8" x 2 1/4"

## One-Twelfth Page

Square 2 1/4" x 2 1/4"

## 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

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## CONTACT INFORMATION

26

DESIGNS INSPIRED BY VINTAGE & MODERN STYLES

# Crochet World®

### **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

### **Editor**

Carol Alexander

(260) 589-4212

Carol\_Alexander@Annies-Publishing.com

### **Managing Editor**

Jackie Daugherty

(260) 849-4906

Jackie\_Daugherty@Annies-Publishing.com

Annie's®

Celebrating home, family  
and the creative spirit

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Creative

**Knitting®**

Crochet!®

**Crochet World®**

Just

**CrossStitch®**

**QUILTER'S  
WORLD®**

**CardMaker®**