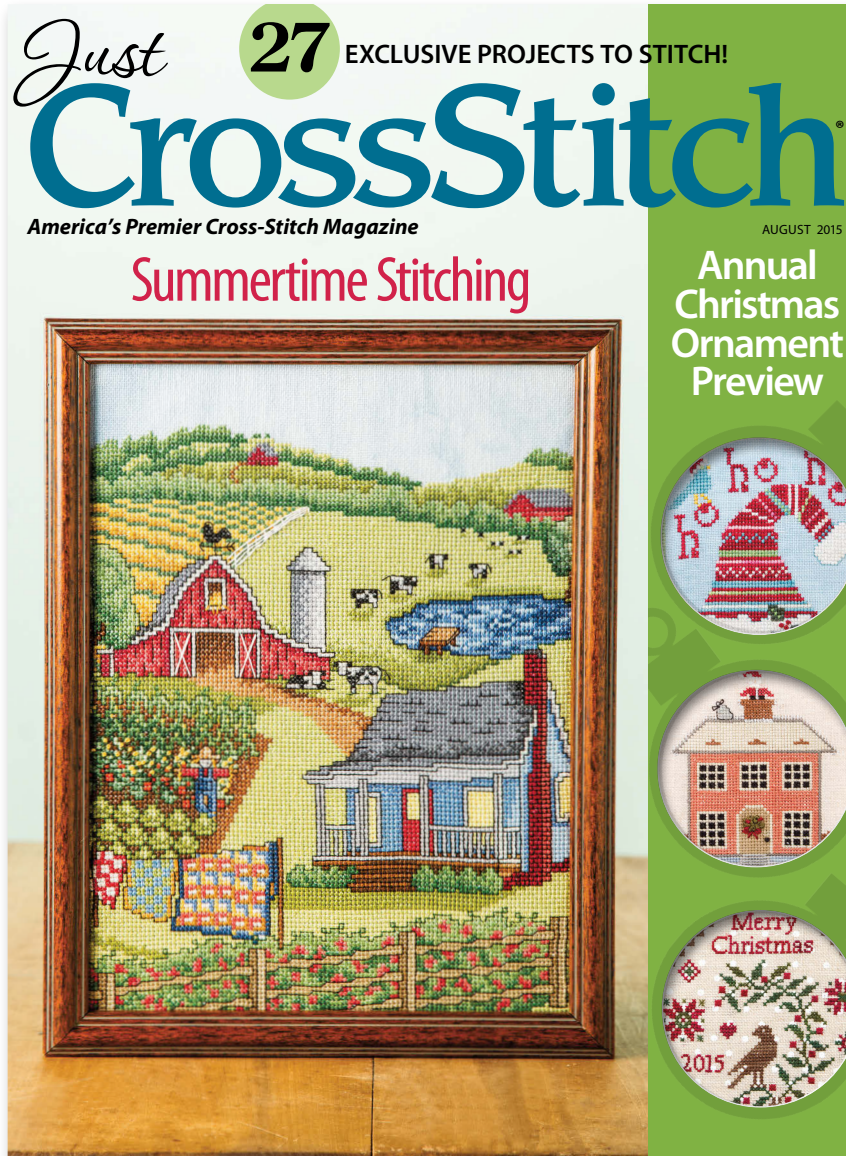


An Annie's Publication

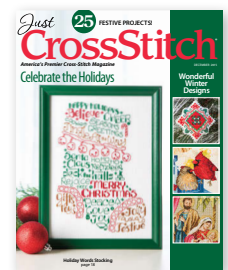


MAGAZINE PROFILE

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.

Just CrossStitch presents each design complete with lavish photographs, clear, easy-to-read 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.

Circulation: 60,000



READER PROFILE

27

the average number of years our readers have been stitching

Active

Demographics

Average household income of

\$67,300

Engaged

68%

of readers rate their skill level as advanced or experienced

74% use websites to make purchases

\$395

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

42 Hours

average number of hours spent cross stitching each month

Passionate

*Statistics are compiled from our Reader Survey

DIGITAL

Just **22** BEAUTIFUL PROJECTS TO STITCH CrossStitch

Just CrossStitch update from the editors at Just CrossStitch magazine



It's in the Bag

This finishing technique is perfect for the upcoming seasons. I'm very excited to share it with you. Consider its uses: as treat bags at Halloween or gift bags and stuffed ornaments at Christmas. The possibilities intrigue me! I hope they do you too.

[Read more](#)

Leaderboard (728 x 90 Pixels)

Annie's Craft Festival

Here is just a small portion of the classes you'll find available at the inaugural Annie's Craft Festival event. Be sure to visit AnniesCraftFestival.com to get registered and to sign up for all of the cross-stitch classes available.

[Read more](#)



Free Cross-Stitch Project



Halloween Mugs

For our free project in each issue, I enjoy providing project designs that offer something a little extra -- a full alphabet, sampler-like designs with motifs that can be used separately, a unique finishing option, etc. For this update I've chosen Halloween Mugs for you in hopes you'll be motivated to start your "spooky" stitching this year. Click [here](#) to download now!

Leaderboard (728 x 90 Pixels)

Reader Feedback

I was excited to receive so much feedback after our Working With Perforated Paper update. It was even more thrilling to hear about how much some of you like working with it! Here's what a few of your fellow stitchers shared:

[Read more](#)

The Last Stitch

I hope you've enjoyed an exciting summer of bright and lively stitches. Now that the seasons are in change, will it be reflected in your stitches? No matter the project you're working on, have fun! Happy stitching!

[Read more](#)

Websites

Just-CrossStitch.com

- 59,000+ monthly page views
- Offers a Stitch Guide, Featured Patterns and Favorite Finds
- Home to our online community where cross stitchers find inspiration and ideas!

Newsletters

Just CrossStitch Update

- 74,000+ 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 74,000+ subscribers

Follow us on Facebook!

Over 8,200 fans and growing!

www.facebook.com/JustCrossStitchMagazine

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Annie's Publication
Just CrossStitch

FEATURED IN OUR ISSUE:
Argyle Tray
Design by Sherrie Jackson
A classic pattern stitched in shades of blue, green and brown.

Keyword search [SEARCH](#)

CU STOMER SERVICE CURRENT ISSUE NOTE FROM THE EDITOR NEWLETTER SHOP ANNIE'S

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Our June Issue
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PLUS:
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• EXQUISITE HARDANGER PILLOW
• BABY FOOTPRINTS' SAMPLER
• COLORFUL NOAH'S ARK
22 BEAUTIFUL PROJECTS TO STITCH!
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Just CrossStitch Newsletter
Introduction
Finally, it's May -- my favorite month. It's my birthday month, the month with arguably some of the best weather of the year, celebrations of Mother's Day, graduations and so much more. It's also an excellent time to start a new project.

Featured Pattern
Groovy Mushroom Towel Duo
Design by Sherrie Jackson
Get into the groove with a pair of towels featuring vintage-style colorful mushrooms.

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(160 x 600 Pixels)

EDITORIAL & PRINT CALENDARS

Just **27** EXCLUSIVE PROJECTS TO STITCH! CrossStitch

January/February 2016

Winter with a focus on home decor projects, snowflakes; Valentine's; redwork and red/white designs

Color palette: reds, pinks, turquoise, orchid, gray

March/April 2016

Spring, including Easter, St. Patrick's Day, Passover; home decor projects; spring green; landscapes

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

May/June 2016

Early summer; life celebrations—wedding, baby, graduation, etc.; gardens

July/August 2016

Christmas Ornament Preview; summer vacation; 4th of July, end of summer

Halloween SIP—Halloween (variety of projects—frame, ornament, pillow, etc.)

September/October 2016

Halloween Ornament Spooktacular; fall; Halloween; Thanksgiving

Ornament Issue SIP—Christmas ornaments

November/December 2016

Christmas; Hanukkah; winter; holiday decor; quick gift ideas

Designer Contact:

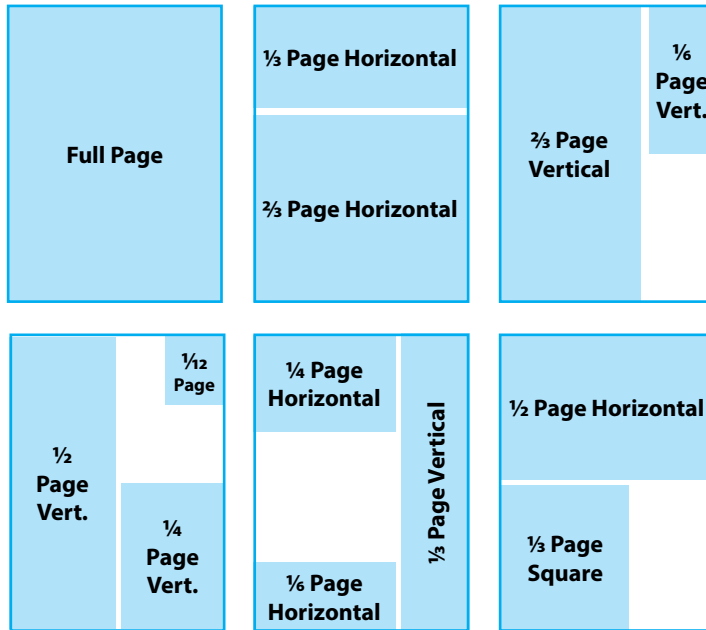
Editor@Just-CrossStitch.com

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

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2016	10/18/15	10/27/15	12/08/15	12/29/15
April 2016	12/15/15	12/22/15	02/02/16	02/23/16
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
Halloween 2016	05/10/16	05/17/16	06/28/16	07/19/16
October 2016	06/21/16	06/28/16	08/09/16	08/30/16
Ornament 2016	07/12/16	07/19/16	08/30/16	09/20/16
December 2016	08/23/16	08/30/16	10/11/16	11/01/16
February 2017	10/28/16	10/25/16	12/06/16	12/27/16



SPECIFICATIONS



Full Page

Trim 8" x 10³/₄"
 Bleed 8¹/₄" x 11"
 Live 7" x 9³/₄"

One-Third Page

Vertical 2¹/₄" x 9¹/₂"
 Horizontal 7" x 3¹/₈"
 Square 4⁵/₈" x 4⁵/₈"

Two-Thirds Page

Vertical 4⁵/₈" x 9¹/₂"
 Horizontal 7" x 6¹/₄"

One-Half Page

Vertical 3¹/₂" x 9¹/₂"
 Horizontal 7" x 4⁵/₈"

One-Fourth Page

Vertical 3¹/₂" x 4⁵/₈"
 Horizontal 4⁵/₈" x 3¹/₂"

One-Sixth Page

Vertical 2¹/₄" x 4⁵/₈"
 Horizontal 4⁵/₈" x 2¹/₄"

One-Twelfth Page

Square 2¹/₄" x 2¹/₄"

Shop.Web Listings

Single 2¹/₈" x 3⁴/₈"
 Double 2¹/₈" x 1⁵/₈"

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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and the creative spirit

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