

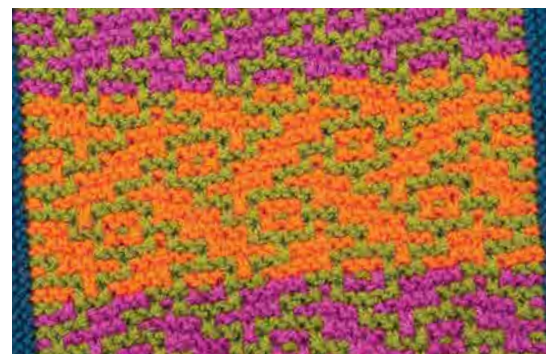
Creative  
**Knitting**<sup>®</sup>



2017

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 full-color professional photos that provide a 360-degree view of the project that includes back shots and close-ups that zero in on special stitch patterns and shaping sections. *Creative Knitting* offers a range of project choices from cardigans, pullovers, accessories, baby and children's items, home decor and more. In addition to our comprehensive tutorials, we also feature lifestyle stories that empower knitters on their journey to

stay excited to pick up their needles again and again. 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've evolved to include patterns that "tell the story" with comprehensive tutorials for those tricky parts that can trip knitters up.

Patty's Purls is a new feature with teacher and designer Patty Lyons. In this funny, "Dear Abby" style column, Patty answers readers' questions.

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: 65,000*





# READER PROFILE

## ENGAGED

**64%** hold onto their copy of Creative Knitting for 5 or more years

**60%** spend more than 3 hours with each issue

## RESPONSIVE

**75%** have visited a website from an advertiser's website

**52%** have made a purchase from the result of seeing an advertisement

## PASSIONATE

**70%** spend as much or more than the previous year on supplies

**70%** complete 6 or more projects a year

## SAVVY

**94%** of readers use magazines as their go-to source for projects

**71%** use websites

# EDITORIAL CALENDAR\*

## SPRING 2017 ISSUE

*Design Theme: Clean, Casual Weekend Knits*

Spring is all about designs that are clean, casual and classic, with garments you'd wear every day. This issue may be looked as a comprehensive volume of go-to knits that carry the reader through spring and beyond with designs that are great season-spanning options for layering, and with detachable components.

## AUTUMN 2017 ISSUE

*Design Theme: Rustic Knits for a Walk in the Woods—An Exploration of Color, Stitch & Texture*

Show us a rustic and timeless mix of projects that become wardrobe staples for fall 2017 (and let's not forget designs for the guys!). Knitters are looking for more than just a pattern. They want to know the story behind the design. What makes yours tick? We're after mini workshop-style tutorials that introduce innovative ways to work with texture, stitch and color that are not fussy or overly complex.

## SUMMER 2017 ISSUE

*Design Theme: Open Your Horizons: Eco Openwork & Sustainable Knitting on the Go!*

Lighten up for summer 2017 and discover openwork knitting! Let's explore both the traditional and modern approaches to this popular technique, and don't forget drop stitch! Let's give the knitter their "daily fiber" with articles, tutorials and informative resources for sustainable and earth-friendly yarns. We're seeking beginner to intermediate tutorials and projects such as beachy cover-ups, summery shawls, casual cardigans for layering in the evenings, pullovers, tees, and adorable items for kids and babies. We're also looking for small items such as socks, slippers, spa sets and other pint-size learn-on-the-go projects. No one wants to knit with sweaty fingers, so let's keep knitting light and fun for summer 2017!

## WINTER 2017 ISSUE

*Design Theme: Simply Seamless Sweaters & No-Sew Knits Workshop*

Autumn into winter is the time that knitters are thinking about making sweaters for the cooler months ahead, and seamless and circular garments are the most sought after. The projects we're seeing are: seamless pullovers, cardigans made with a long circular needle requiring minimal sewing, as well as small no-sew projects such as washcloths, throws and other pick-up-and-knit innovations that you can dream up. Nothing is off the table. We are looking for the most cleverly creative designs! Are you up for the challenge to show us a simplified version of a traditional design that would normally be a laborious job of knitting in loose ends? If so, we can't wait to see what you come up with!

### **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

## PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2017	10/25/16	11/01/16	12/13/16	01/03/17
Spring 2017 SIP	12/06/16	12/13/16	01/24/17	02/14/17
Summer 2017	01/24/17	01/31/17	03/14/17	04/04/17
Autumn 2017	04/25/17	05/02/17	06/13/17	07/04/17
Autumn 2017 SIP	06/06/17	06/13/17	07/25/17	08/15/17
Winter 2017	07/25/17	08/01/17	09/12/17	10/03/17
Spring 2018	10/24/17	10/31/17	12/12/17	01/02/18

\*Editorial calendar is subject to change without notice.



# DIGITAL PRESENCE

## WEBSITES

### CreativeKnittingMagazine.com

- 128,000+ monthly page views
- 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

- 300,000+ monthly page views
- Hundreds of free knitting patterns on this robust site
- 15,000 monthly knitting downloads

## NEWSLETTERS

### Creative Knitting Newsletter

- 180,000 subscribers
- Delivered every three weeks
- Reach knitters with leaderboard and content block as units

### Dedicated Email Blast

- Get response by sending your marketing message to our 180,000 subscribers.

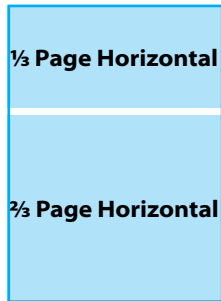
## SOCIAL MEDIA

- Facebook: 90,000 fans
- Pinterest: 42,000+ followers
- Instagram: 1,000+ followers
- Ravelry: 4,500+ followers and growing!

# SPECIFICATIONS

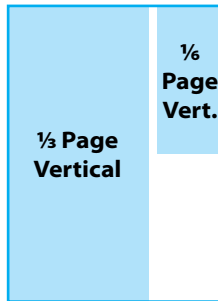


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

1/6 Page Vertical

## Full Page

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

## One-Fourth Page

Vertical	3½" x 4⅝"
Horizontal	4⅝" x 3½"

## One-Third Page

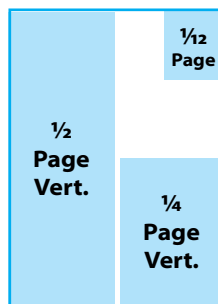
Vertical	2¼" x 9½"
Horizontal	7" x 3⅝"
Square	4⅝" x 4⅝"

## One-Sixth Page

Vertical	2¼" x 4⅝"
Horizontal	4⅝" x 2¼"

## One-Twelfth Page

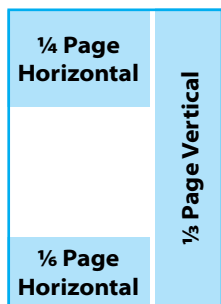
Square	2¼" x 2¼"
--------	-----------



1/2 Page Vert.

1/12 Page

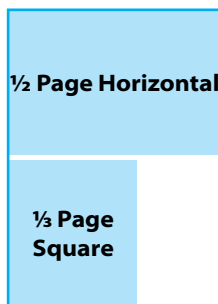
1/4 Page Vert.



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

## Two-Thirds Page

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

## One-Half Page

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

## ONLINE

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400
Full Page PDF Download	8" x 10.5" (144–350 dpi)

### Submitting Materials

Materials can be submitted via Mediabank.

For login information, contact:

Alexia Fox  
Advertising Coordinator  
(260) 849-4860  
Alexia\_Fox@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.

**Questions? contact:** Alexia Fox  
Advertising Coordinator  
(260) 849-4860  
Alexia\_Fox@Annies-Publishing.com





# CONTACT INFORMATION

## ADVERTISING DIRECTOR

Michelle Thorpe  
 (260) 849-4508  
[Michelle\\_Thorpe@Annies-Publishing.com](mailto:Michelle_Thorpe@Annies-Publishing.com)

## EXECUTIVE EDITOR

Kara Gott Warner  
 (260) 849-4250  
[KaraGott\\_Warner@Annies-Publishing.com](mailto:KaraGott_Warner@Annies-Publishing.com)

## ADVERTISING ACCOUNT MANAGER

Joan Lynch Lockett  
 (260) 849-4504  
[JoanLynch\\_Lockett@Annies-Publishing.com](mailto:JoanLynch_Lockett@Annies-Publishing.com)

## MANAGING EDITOR

Barb Sprunger  
 (260) 849-4902  
[Barb\\_Sprunger@Annies-Publishing.com](mailto:Barb_Sprunger@Annies-Publishing.com)

## ADVERTISING COORDINATOR

Alexia Fox  
 (260) 849-4860  
[Alexia\\_Fox@Annies-Publishing.com](mailto:Alexia_Fox@Annies-Publishing.com)

Annie's®