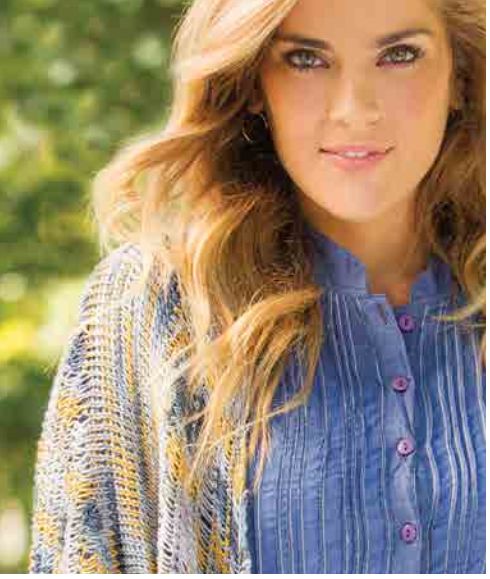
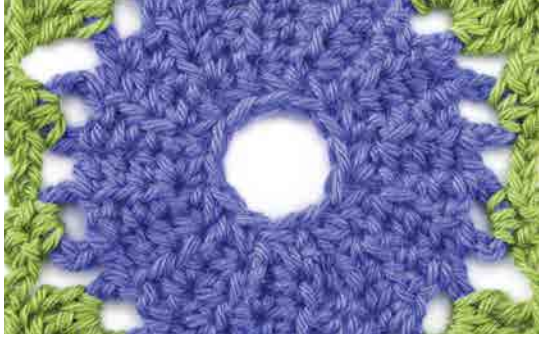
Crochet!®

2017

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

ENGAGED

55% hold onto their copy of *Crochet!* for 10 or more years

61% spend more than 3 hours with each issue

PASSIONATE

75% spend as much as or more than the previous year on supplies

75% complete 6 or more projects a year

RESPONSIVE

69% have visited a website from an advertiser's website

50% have made a purchase from the result of seeing an advertisement

SAVVY

91% of readers use magazines as their go-to source for projects

77% use websites

EDITORIAL CALENDAR*

SPRING 2017 ISSUE

Theme: 15th Anniversary of *Crochet!* (Make it great!) Crystal is the traditional gift of the 15th anniversary.

Additional Theme: Modern wedding, baby shower, spring showers/rain.

Color Trends: Blue, silvery gray, white, peach, with accents of plum and bronze.

Slip Into Style: Lightweight cardigans, tops, skirts and jackets.

Dress It Up: Shawls with unusual shapes especially for a wedding or special occasion.

Tots 2 Teens: Baby garments, toys and blankets.

At Home: Amazing blankets, innovative and interesting amigurumi, mandalas.

Techniques: COLOR! Projects that use 3–4 colors. Dimensional flowers.

AUTUMN 2017 ISSUE

Theme: Back to school.

Color Trends: Black & White, Burgundy and Gray. Muted/heathered red, orange and yellow.

Garments: Cardigans, hoodies, pullovers.

Accessories: Collegiate hats and scarves, romantic accessories for walks in the park.

Home Decor: Awesome blankets and table decor.

Articles and Education: Tunisian, overlay crochet, stripes and chevrons with innovations.

SUMMER 2017 ISSUE

Theme: Nautical, water and patriotic inspiration.

Additional Theme: Outdoor entertaining.

Color Trends: Medium blue, white, red, silver, with accents of brass, ecru and khaki.

Slip Into Style: T-shirts, airy sleeved cover-ups, shell tanks for under a light layer.

Dress It Up: Accessories for decoration, bandana-style scarves, shawls and multiuse wraps.

Tots 2 Teens: Items for older children/teens such as tops, totes and cardigans.

At Home: Cozy throws, pillows and rugs with dimensional elements. Colorful baskets.

Techniques: Broomstick lace, beginner hairpin lace, offset shells.

WINTER 2017 ISSUE

Theme: Holiday entertaining.

Color Trends: Multiple colors within a project without neutrals. Additional projects using buff/taupe as a neutral with royal blue.

Garments: Tunics and items that flatter the fuller figure and solid-color garments with multiple stitch patterns.

Accessories: Both warm scarves and decorative ones. Interesting and comfortable hats.

Home Decor: Wreaths, blankets and baskets.

Articles and Education: Colorwork, mosaic crochet.

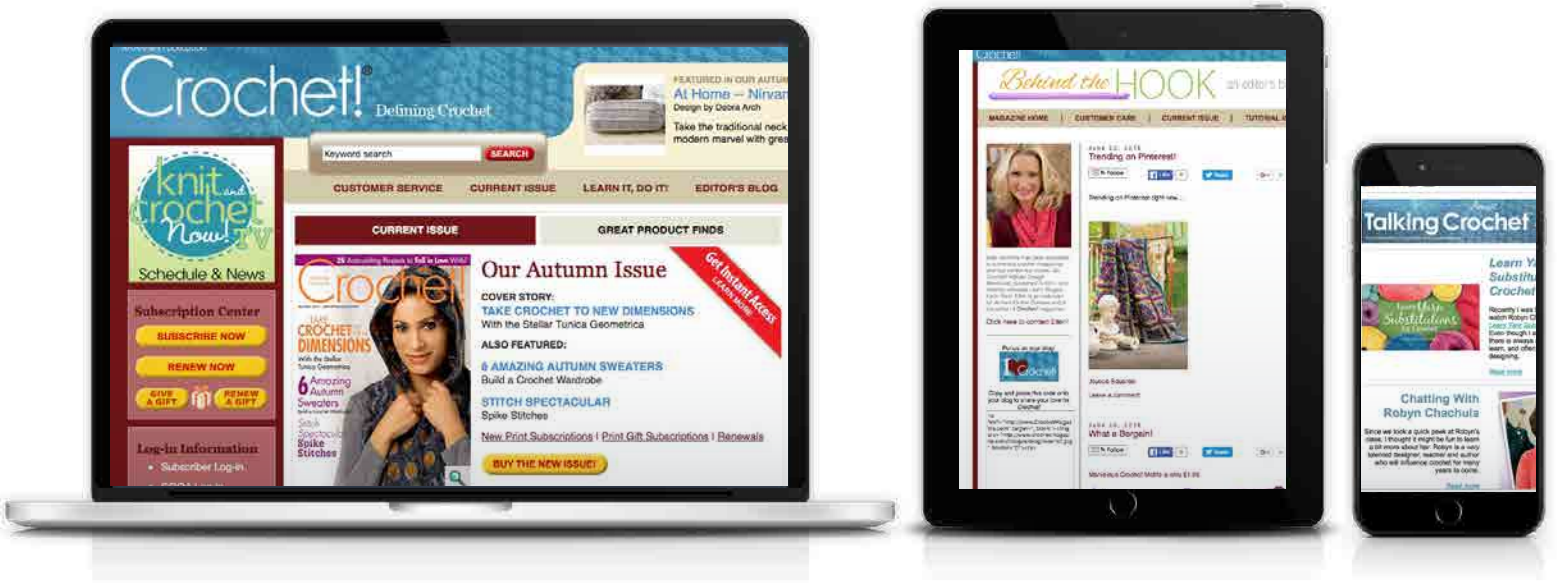
Send project submissions, questions and fabric cards to:

Ellen Gormley
306 East Parr Road, Berne, IN 46711
Ellen_Gormley@Annies-Publishing.com

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	12/13/16	12/20/16	01/31/17	02/21/17
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
Fall 2017 SIP	06/20/17	06/27/17	08/08/17	08/29/17
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

CrochetMagazine.com

- 100,000+ 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

- 950,000 monthly page views
- Hundreds of free crochet patterns live on this site
- 116,000+ monthly crochet downloads

NEWSLETTERS

Talking Crochet Newsletter

- 165,000 subscribers
- Delivered twice monthly
- Reach crocheters with leaderboard and content blocks and units

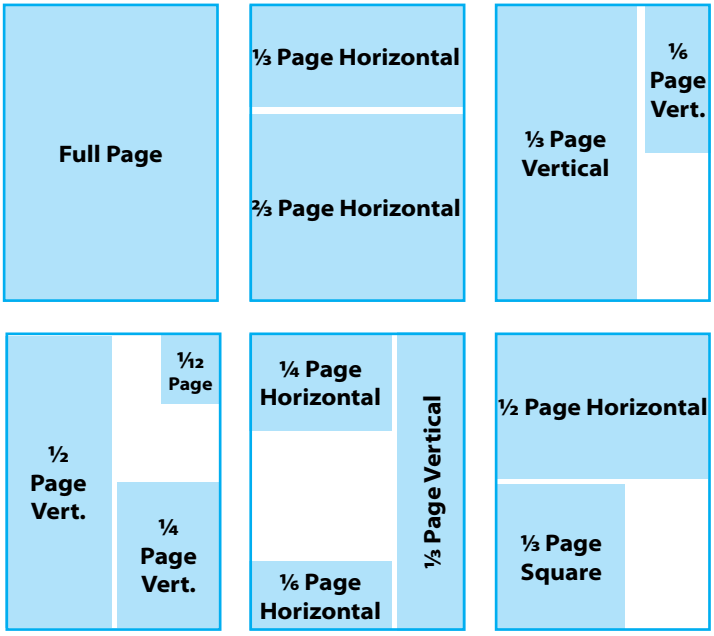
Dedicated Email Blasts

- Get response by sending your marketing message to our more than 165,000 subscribers

SOCIAL MEDIA

- Facebook 1,300,000+ fans and growing!
- Pinterest: 44,000+ followers
- Ravelry: 3,300+ followers and growing!

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 3⅛"
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"

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

ADVERTISING ACCOUNT MANAGER

Joan Lynch Luckett
(260) 849-4504
JoanLynch_Luckett@Annies-Publishing.com

ADVERTISING COORDINATOR

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

EDITOR

Jackie Daugherty
(260) 849-4906
Jackie_Daugherty@Annies-Publishing.com

EDITOR

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

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