

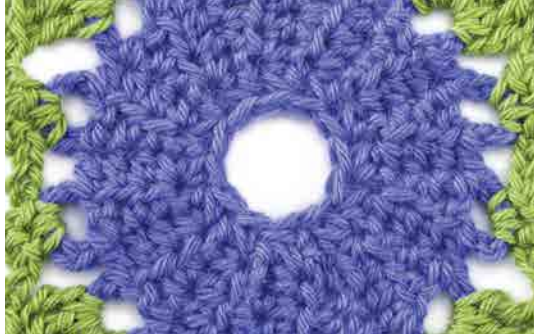


Crochet!®



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

## RESPONSIVE

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

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

## PASSIONATE

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

**75%** complete 6 or more projects a year

## 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:**

Connie Ellison  
P.O. Box 950, 113 E. Gilmer Street, Big Sandy, TX 75755  
Connie\_Ellison@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

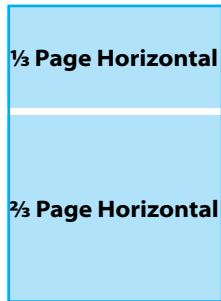
## SOCIAL MEDIA

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

# SPECIFICATIONS

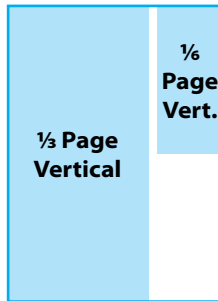


Full Page



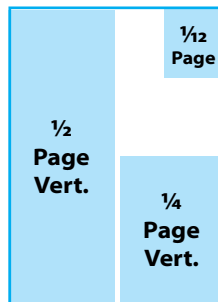
1/3 Page Horizontal

2/3 Page Horizontal



2/3 Page Vertical

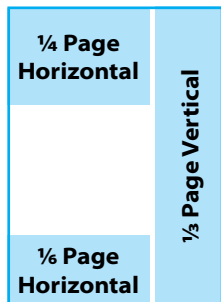
1/6 Page Vertical



1/2 Page Vert.

1/12 Page

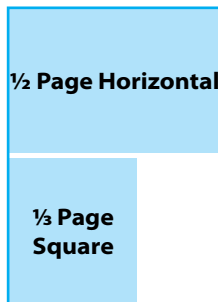
1/4 Page Vert.



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

## 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" |
|--------|-----------|

## 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  
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(260) 849-4860  
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Annie's®

Crochet!