



Crochet World®



2017

MEDIA KIT



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

ENGAGED

63% hold onto their copy of *Crochet World* for 10 or more years

65% spend more than 3 hours with each issue

RESPONSIVE

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

53% 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

80% complete 6 or more projects a year

SAVVY

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

77% use websites

EDITORIAL CALENDAR*

FEBRUARY 2017 ISSUE

DIY Crochet: Turn your favorite DIY idea into crochet; we're looking for home decor items including wall art, lampshades, rugs, baskets, throws, pillows and more.

Creative Textures: Designs with textural details using a variety of dimensional stitches (popcorns, clusters, cables, surface stitches and more) to add details or allover textures to cardigans, sweaters, fashion accessories, throws, pillows and more.

APRIL 2017 ISSUE

Oh, Baby!: Great gift-able and adorable items for babies: simple soft toys, stuffed animals, hats, sweaters, blankets, nursery accessories and more.

Crochet Meets Fabric: Show us your unique ideas for adding crochet to finished garments, accessories or home decor items. Or come up with simple projects that combine crochet and fabric in projects that require a minimum of sewing.

JUNE 2017 ISSUE

Road Trip!: Travel-friendly projects for people on the go. Light and lacy fashion accessories, wearables and home accents made with motifs that can be joined together later; cute amigurumi, small thread projects, kitchen and spa items.

Summertime Living: Projects for entertaining and outdoor living: porch rugs, patio lights/candles, lightweight throws, table mats, coasters, glass cozies and plant hangers. Projects for the beach including totes, cover-ups, sun hats and sunglass cases.

Send yarn cards and submission inquiries to:
Jackie_Daugherty@Annies-Publishing.com

AUGUST 2017 ISSUE

Done in One!: Single-skein projects that you can crochet quickly and economically. Fashion accessories including jewelry, scarves and shawlettes. Home items such as table mats, hot pads, dish towels, dishcloths, pillows, baskets and wall art.

Picture This!: Colorful designs created from charts using a variety of techniques such as embroidery on Tunisian or single crochet, tapestry and Fair Isle crochet, and corner-to-corner crochet for afghans, pillows, rugs, totes, hats, scarves and sweaters.

OCTOBER 2017 ISSUE

Totally Tunisian: New looks in Tunisian crochet. Creative projects using a variety of Tunisian stitches and techniques for fashion garments and accessories including sweaters, vests, capes, ponchos, shawls, hats and purses.

Big Hook Crochet: Fast, fun projects that work up quickly with chunky yarns. Using a size K hook or larger, create stylish fashions and home accents including oversize sweaters, tops, wraps, hats, rugs, throws, pillows, blankets, wall hangings and baskets.

DECEMBER 2017 ISSUE

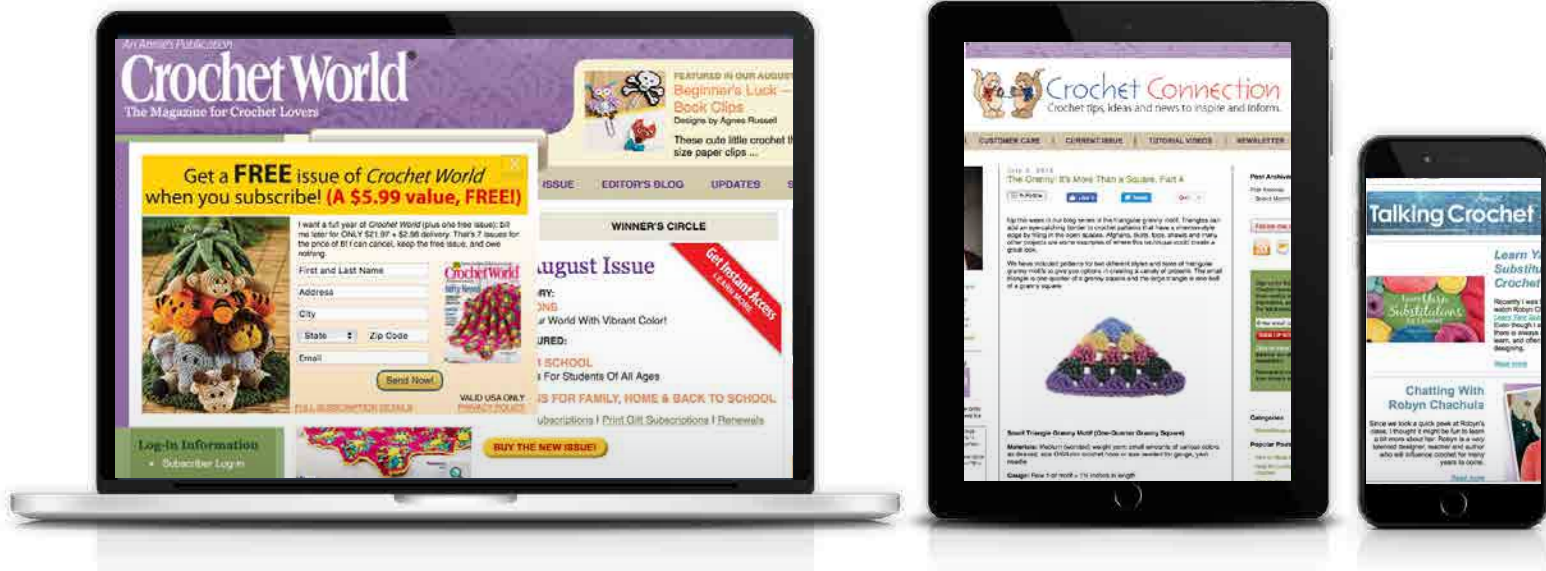
Last-Minute Gifts & Goodies: Easy projects you can make in a jiffy. Gifts for men, women and children including gift-card holders, key fobs, bookmarks, ornaments, cellphone cozies, small toys, jewelry, hair accessories, headbands and more.

Cuddle-Up Crochet: Let the cold winds blow—stay warm with crochet! Cozy slippers and socks, hats, mittens/mitts, scarves, neck warmers, wraps, sweaters, throws/lap robes and more.

PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2017	10/18/16	10/25/16	12/06/16	12/27/16
Spring SIP 2017	11/29/16	12/06/16	01/17/17	02/07/17
April 2017	12/20/16	12/27/16	02/07/17	02/28/17
June 2017	02/21/17	02/28/17	04/11/17	05/02/17
August 2017	04/18/17	04/25/17	06/06/17	06/27/17
Fall SIP 2017	05/23/17	05/30/17	07/11/17	08/01/17
October 2017	06/20/17	06/27/17	08/08/17	08/29/17
December 2017	08/22/17	08/29/17	10/10/17	10/31/17
February 2018	10/17/17	10/24/17	12/05/17	12/26/17

*Editorial calendar is subject to change without notice.



DIGITAL PRESENCE

WEBSITES

Crochet-World.com

- 230,000+ monthly page views
- 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

- 950,000+ monthly page views
- Hundreds of free crochet patterns
- 116,000 monthly crochet downloads

NEWSLETTERS

Talking Crochet Newsletter

- 165,000+ subscribers
- Delivered twice monthly
- Reach crocheters with leaderboard and content block ad units

Dedicated Email Blasts

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

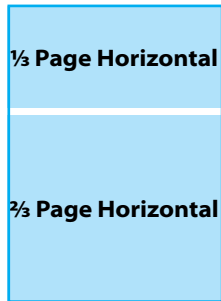
SOCIAL MEDIA

- Facebook: 400,000 fans
- Ravelry: 1,200+ followers
- Pinterest: 44,000+ followers and growing!

SPECIFICATIONS

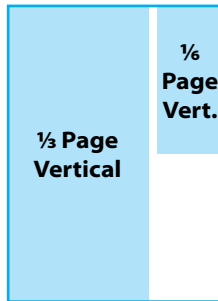


Full Page



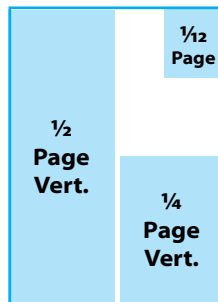
1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

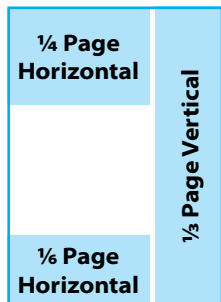
1/6 Page Vert.



1/2 Page Vert.

1/12 Page

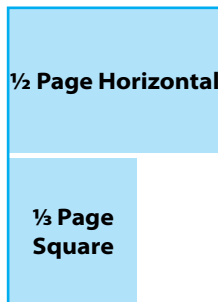
1/4 Page Vert.



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

Full Page

Trim	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 "
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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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Annie's®

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