



Crochet World®



2018

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: 95,000



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 2018 ISSUE

Heartfelt Crochet: This chapter will feature projects that can be crocheted for various charities. If your project is for a specific charity, please include information. Think small, quick-to-make projects that don't require expensive yarns, but show love and care for the intended recipient.

Cozy Throws & Afghans: Winter is the time to snuggle up in a crocheted throw in your favorite chair with a good book! Get creative and send us your most beautiful design concepts for out-of-the-ordinary throws and afghans.

APRIL 2018 ISSUE

Crochet World celebrates its 40th anniversary this issue!

Crochet World Now & Then: We'll feature some of the best projects along with reader's favorite designs (all re-stitched in new yarns) to show off some of the timeless designs from past issues of *Crochet World*.



Crochet Wrap Party: Its spring and beautiful shawls make the perfect accent as the weather begins to warm. We're looking for unusual ways to use old techniques such as Tunisian and hairpin lace, and modern interpretations beyond the traditional shawl shapes—color outside the lines and redefine the shawl!

Articles, stories and more! This issue will also feature special stories about celebrity crocheters and designers, a retrospective look at fashion and yarns trends and fun facts about *Crochet World* magazine.

JUNE 2018 ISSUE

Outdoor Crochet: It's summer and it's time to enjoy life outdoors! Crochet can add a special touch to outdoor spaces. We're looking for items that can be used outdoors for everyday and entertaining. Hammocks, pillows, coasters, baskets, totes, hats and more are all welcome.

Lighten Up! Think lace and fine yarn! Summer is the time to lighten up your wardrobe. Using lightweight cotton, linen, bamboo, silk or other warm-weather fibers in a sport weight or finer, show us your best ideas for shawls, cowls, tank tops, T-shirts, beach cover-ups, purses, jewelry and more.

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

AUGUST 2018 ISSUE

Crochet With a Twist: Take a traditional form of crochet such as Tunisian, Bruges lace, Irish crochet and give it an unexpected twist for a modern interpretation that simplifies the original technique but provides lots of wow-factor! Fashion accessories, garments and home decor items will all be included.

Kitchen Kitch: Fun practical crochet projects for the kitchen with a retro vibe. Hot pads, place mats, appliance covers, curtains and more in cherry red, minty green, fun turquoise and butter yellow will make this chapter sunny and cheery!

OCTOBER 2018 ISSUE

Stash-Busting Crochet: Out-of-the-box projects that use up odds and ends from your stash. We're not looking for the same old scraps projects; get creative and use your scrap yarn in ways that result in a WOW project!

The Colors of Autumn: Let the season be your inspiration for projects for home decorating and entertaining. Cozy afghans, pillows, table decorations, place mats, baskets and more.

DECEMBER 2018 ISSUE

Last-Minute Gifts: Quick and easy projects that require a small amount of time and use up yarns on hand for those last-minute gifts. But here's the twist: Take your project and then tell us what purchased items you would pair it with to make it a gift to remember! Here's an example: Pair a set of crocheted mug rugs with a special coffee mug, gourmet coffee and a homemade treat.

Crochet for the Holidays: Projects which celebrate all that is special about the holidays, including home decorations, favorite ornaments and quick-as-a-wink gifts.

FEBRUARY 2019 ISSUE

Socks, Slippers & More! Baby, it's cold outside! In this chapter you'll find a bevy of toasty socks, slippers and crocheted booties for yourself and the family. We're looking for designs that range from colorful and fun to practical and warm in fingering- to chunky-weight yarns.

A Place for Everything: Get organized this year with this unique assortment of crocheted baskets, totes, carryalls and organizers! We're looking for projects that can be used in every room of the house, and totes and carryalls that you can take with you.

PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2018	10/17/17	10/24/17	12/05/17	12/26/17
Spring SIP 2018	11/28/17	12/05/17	01/16/18	02/06/18
April 2018	12/19/17	12/26/17	02/06/18	02/27/18
June 2018	02/20/18	02/27/18	04/10/18	05/01/18
August 2018	04/17/18	04/24/18	06/05/18	06/26/18
Fall SIP 2018	05/22/18	05/29/18	07/10/18	07/31/18
October 2018	06/19/18	06/26/18	08/07/18	08/28/18
December 2018	08/21/18	08/28/18	10/09/18	10/30/18
February 2019	10/16/18	10/23/18	12/04/18	12/25/18

*Editorial calendar is subject to change without notice.



DIGITAL PRESENCE

WEBSITES

Crochet-World.com

- 111,000+ 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

- 800,000+ monthly page views
- Hundreds of free crochet patterns
- 77,000 monthly crochet downloads

NEWSLETTERS

Talking Crochet Newsletter

- 185,000 subscribers
- Delivered twice monthly
- Reach crocheters with leaderboard and content block ad units

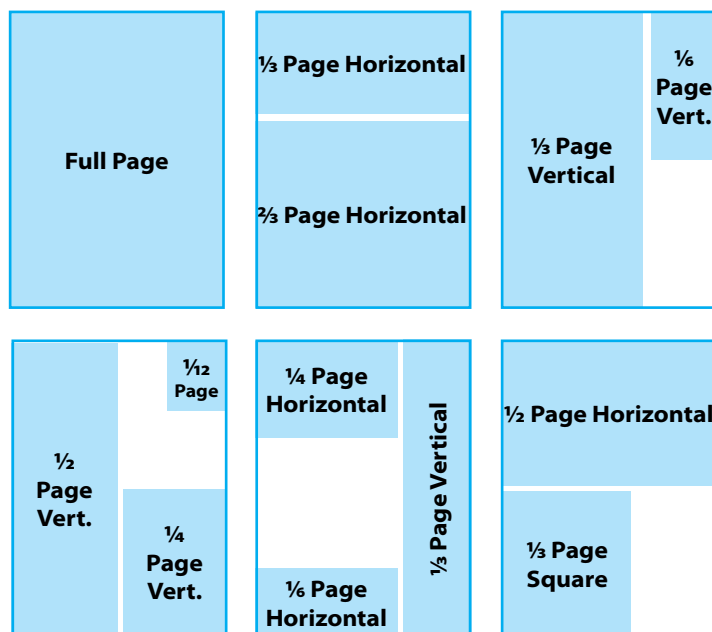
Dedicated Email Blasts

- Get response by sending your marketing message to our 185,000 subscribers

SOCIAL MEDIA

- Facebook: 408,000 fans
- Pinterest: 62,000 followers
- Ravelry: 1,400 followers and growing!

SPECIFICATIONS



Full Page

Trim	8" x 10 ³ / ₄ "
Bleed	8 ¹ / ₄ " x 11"
Live	7" x 9 ³ / ₄ "

One-Fourth Page

Vertical	3 ¹ / ₂ " x 4 ⁵ / ₈ "
Horizontal	4 ⁵ / ₈ " x 3 ¹ / ₂ "

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 "

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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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 "

ONLINE

Unit

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:

Adriana Wagner
Advertising Coordinator
(260) 849-4860
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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: Adriana Wagner
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