



27 FRESH NEW PROJECTS TO WELCOME SPRING!

DEFINING CROCHET

Crochet!

SPRING 2013 / CROCHETMAGAZINE.COM

VIVALDI THROW

Wrap Yourself in a Floral Masterpiece

VINEYARD AT DAWN

Crochet a Stunning Prizewinning Shawl

Draped in LACE

Create a Soft, Flowing Vest With Fresh, Feminine Style

An Annie's Publication

Crochet!®

Crochet! is a must-have magazine for every crocheter—from beginner to expert. Each issue is filled with stylish, cutting-edge designs for men 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.

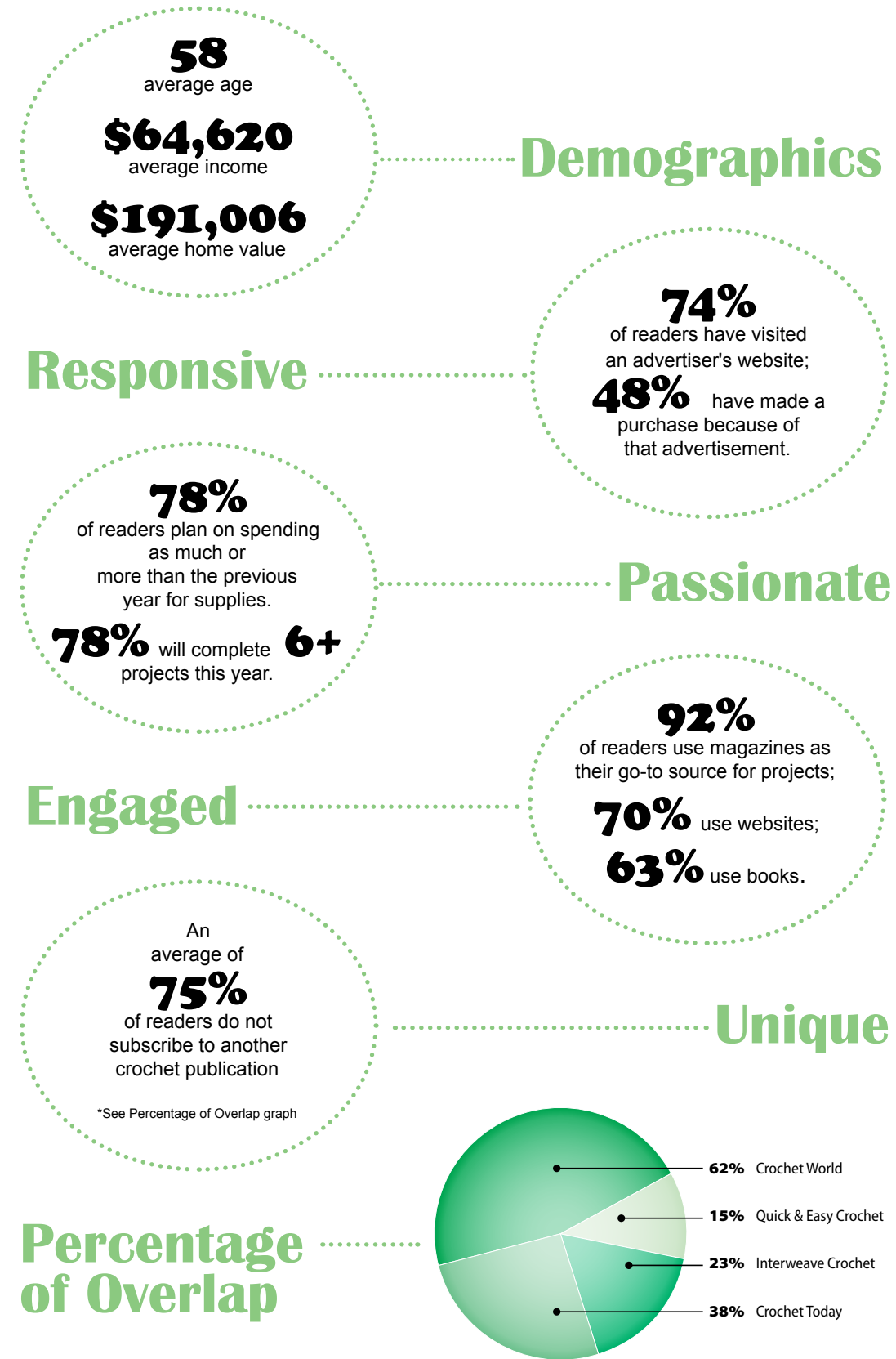
We deliver a qualified and engaged audience to help build your business and promote your brand and products.

Circulation: 60,000

Crochet! is the official magazine of the Crochet Guild of America



The Crochet! Reader Profile:





2014 Crochet! Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	News-stand Date
Spring 2014	10/29/13	11/05/13	12/13/13	01/07/14
March 2014 SIP	12/10/13	12/17/13	NA	02/18/14
Summer 2014	01/28/14	02/04/14	03/14/14	04/08/14
Autumn 2014	04/29/14	05/06/14	06/17/14	07/08/14
Nov 2014 SIP	06/10/14	06/17/14	07/29/14	08/19/14
Winter 2014	07/29/14	08/05/14	09/16/14	10/07/14
Spring 2015	10/28/14	11/04/14	12/12/14	01/06/15



2014 Crochet! Editorial Calendar

Spring 2014 Issue: Theme: Spring-spiration!

Garments: T-shaped tops with flattering drape; jackets, cardigans and tops with interesting details such as ties, ruffles, creative striping patterns, appliques and multiple stitch patterns.

Accessories: Chic fashion bags, multicolored scarves, triangle shawls with floral-inspired stitch patterns, floral jewelry.

Home decor: Striped structure and multicolored yarns in color blocks for pillows, blankets and floor rugs.

Other items: Quick gifts for Baby, wedding, mothers. Upcycling unused items for fashion and home with clever trims.

Summer 2014 Issue: Theme: Boho Chic

Garments: Breezy tops, casual tees, sleeveless tanks for layering. Easy-fit casual skirts. Light jackets and cardigans.

Accessories: Jewelry with multiple layers: stacking bracelets, multi-strand necklaces, tiered earrings. Wrist-strap handbags for on the go. Colorful totes. Light and lacy wraps and scarves. Stylish sun hats, sun visors.

Home decor: Pillows, baskets, table runners, throws and rugs with bold color patterns and multiple textures.

Other items: Small, quick items to make while traveling. Cute wearables, accessories and toys for babies and kids.

Autumn 2014 Issue: Theme: Fall Into Fabulous

Garments: Knock-out fall fashions and accessories in rich autumn colors for daytime chic, business, casual weekend and sophisticated evening wear, including jackets, cardigans, vests, pullover sweaters and tops.

Accessories: Bags, hats, socks, scarves and wraps with lush textures, unique stitch patterns and interesting colorways.

Home decor: Mix purple, teal and magenta with muted grays, soft mauves, camel and lighter purples for pillows, throws, rugs and table accents.

Other items: One-skein projects. Scrap designs. Quick patterns to make in a few hours.

Winter 2014 Issue: Theme: Baby, It's Cold Outside!

Color trends: Blood red, charcoal, black, winter white, bold fuchsia, brilliant blue, warm gold; metallics: gold, silver, copper

Garments: Plush, cozy jackets, sumptuous sweaters made with mid-priced luxe yarns, warm tops and vests for layering. Designs with simple shaping, relaxed fit and subtle striping or color patterns.

Accessories: Scarves, cowls, neck warmers and wraps in plush yarns. Slippers, mittens, muffs and hats.

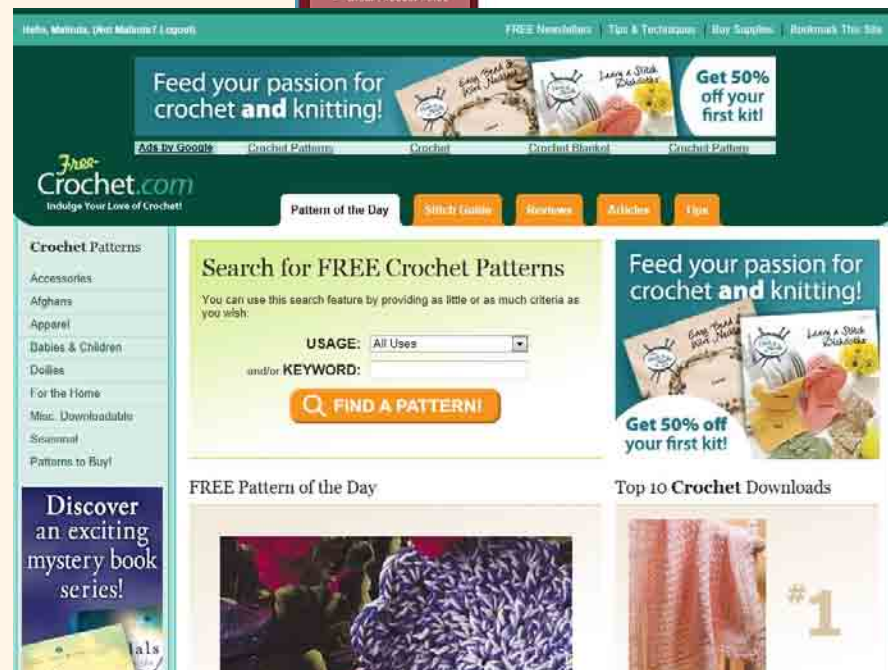
Home decor: Cozy throws, pillows and rugs with dimensional elements. Colorful bowls, baskets, vase cozies.

Other items: Easy last-minute gift ideas. Quick projects using bulky yarns and large-size hooks.

**Editorial calendar subject to change.

CrochetMagazine.com

- 125,000 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



Free-Crochet.com

- 2,000,000 monthly page views
- Hundreds of free crochet patterns live on this robust site

Talking Crochet Newsletter Dedicated Email Blasts

- 125,000 subscribers
- Delivered twice monthly
- Reach crocheters with skyscraper and leaderboard ad units
- Get response by sending your marketing message to our subscribers



Dear Mindy,

As our year has gotten off to a busy start with so many crocheting activities and ideas, I thought it would be good to offer a review of the many variations of crochet techniques. I start this series with hairpin lace. Also, the generous manufacturers of delicious yarns are offering a free giveaway until the end of May through both *Crochet!* and *Crochet World* magazines. Good luck, and I hope you are a winner!

CROCHET NEWS, VIEWS & HOW-TOS

Hairpin Lace

Hairpin lace gets its name from the U-shaped wire hairpins used by ladies in decades past to create braids with fine thread and a crochet hook. Our very innovative predecessors removed the pins holding the hair buns on top their heads to push the boundaries of their crochet skills. Because of the tedious nature of using real hairpins, larger lace looms, also called forks or frames, were made to make the delicate lace. [Read more >](#)



Yarn Giveaways

Crochet World and *Crochet!* magazine, in conjunction with designers and yarn manufacturers, kicked off special promotion. The winners will receive a pattern or enough yarn for at least one project. [Read more >](#)

FROM OUR READERS

Stress Release

The amount of feedback I get from my readers is very gratifying. Unfortunately, space does not allow me to print every message, so just know that every response I get is appreciated and please don't take it personally if yours is not printed. Keep them coming! [Read more >](#)

Crochet Love

Beth is short and to the point: "I really enjoy reading this newsletter!"

Another **Beth** shares: "I love crochet! I taught myself a little over a year ago. I love looking at the patterns in your magazine and online. They give me inspiration to keep creating new and fun things. Every time I crochet a beanie, one of my five kids wears it, and then their friends want one too. Nothing is better than having teenagers asking for something that is handmade. Thank you for inspiring me." [Read more >](#)

Frustration With Ripple Pattern

Jeannie asks: "I am trying to make a baby afghan in the ripple pattern. It instructs me to work three rows of hdc (half double crochet) with one row of treble stitches in between. I have tried this pattern so many times that I've lost count. No matter how much I count, I can't get the treble stitch row to come out even (valleys and peaks to come out even). I am so frustrated but am determined to try to make it work because I think the pattern is beautiful. The book says it is a simple pattern. (They are either joking, or I am just not smart enough.) Is there any advice you have for me? Thanks so much!" [Read more >](#)

Magic Circle

Beth writes: "I always look forward to your magazine! I'd like to add to your answer to Anonymous' question about the magic circle. Your written directions were quite clear. (I usually just wrap once instead of twice, as if my personal preference.) Since many readers are visual learners, why not suggest some YouTube videos that show how to do it? Maybe Annie's would consider adding such a video to their excellent selection of instructional videos. Speaking of the resources Annie's provides, the reader previously mentioned would surely benefit from the book *Chain-Free Crochet*. Also, there are numerous YouTube demonstrations on foundation stitches. Again, thanks for your publication!" [Read more >](#)

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SEE PATTERN >



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Crochet!®

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