



Creative **43** Ways to Explore No-Sew & Circular Knits!

# Knitting

AUTUMN 2013

Knits With a Timeless Twist

*Circular*  
**KNITTING**  
*Celebration*

Think Out of the  
**TUBE**

Learn Seamless Knitting  
 The Easy Way

*Going in*  
**CIRCLES**

5 Confident Beginner  
 Projects to Build Your  
 New Knitting Skills

**NO-SEW  
 KNIT & GO**  
 12 on-the-go  
 projects



Cia's Striped Vest,  
 page 106

2014 Media Kit

An Annie's Publication

# Creative Knitting®



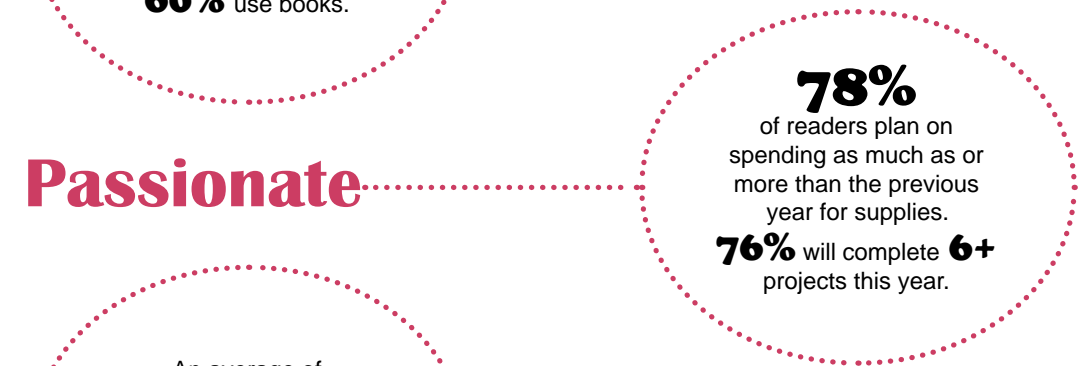
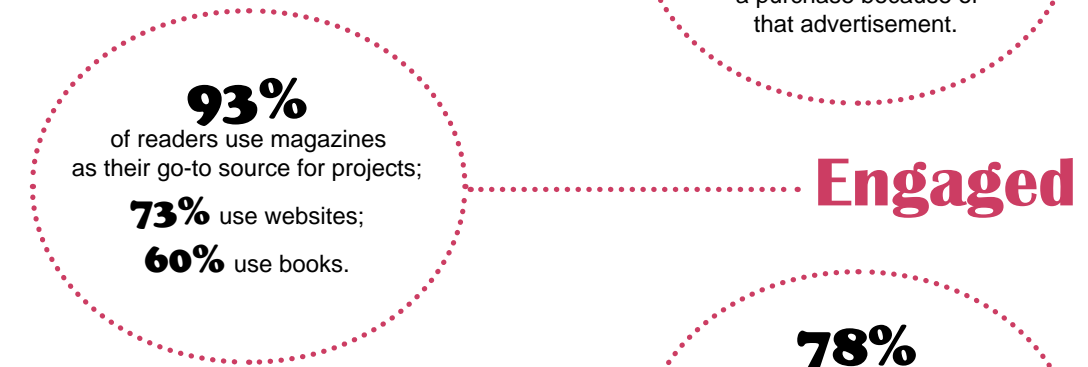
*Creative Knitting* keeps pace with today's knitting trends, fostering a passion for knitting and focusing on technique, teaching and new products and ideas—the key things people love about knitting. With projects suitable for beginners, novice knitters and seasoned experts, *Creative Knitting* features wearable designs that are stylish, yet classic. Designs feature a hand-picked selection of today's finest yarns.

Each pattern includes concise, easy-to-read instructions with professional color photos that make the projects appealing and inspiring. *Creative Knitting* offers a range of project choices from cardigans, pullovers, accessories, baby and children's items, home decor and more. Each pattern conveniently lists all the materials that are needed to create a chosen project. This results in a magazine that readers return to again and again.

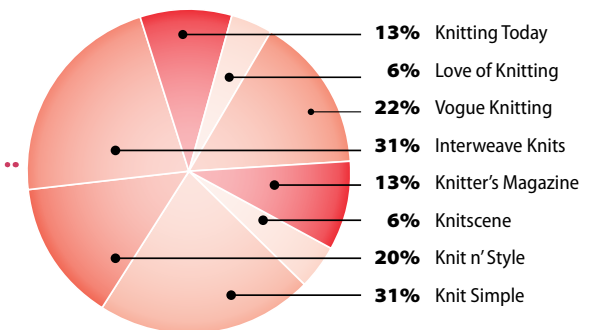
We deliver nearly 1.5 million qualified and engaged knitters through our integrated media solutions that will help you build your business and promote your brand and products.

Circulation: 80,000

## The *Creative Knitting* Reader Profile:



## Percentage of Overlap





## 2014 Creative Knitting 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        |
| May 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        |
| November 2014 SIP | 06/10/14      | 06/17/14           | NA        | 08/19/14        |
| Winter 2014       | 07/22/14      | 07/29/14           | 09/16/14  | 10/07/14        |
| Spring 2015       | 10/28/14      | 11/04/14           | 12/12/14  | 01/06/15        |

## 2014 Creative Knitting Editorial Calendar\*

### Spring 2014

Design Theme: Spring Fling–Embellishments and Stow & Go Knits

Explore inventive ways to add embellishment and edgings to create enticing texture and intrigue to simple garments and accessories. Experiment with thick/thin yarns on small projects, such as cowls that double as knitted necklaces. Compact projects, such as accessories, are great for traveling as the months start to warm up. Let's make life a little easier with quick-knit projects that are easy to stow and go!

### Summer 2014

Design Theme: Sock-Weight Scarves & Ethereal Openwork

The idea of summer knitting evokes thoughts of simple designs using lightweight yarns and stitch patterns with impact. Pair up a large needle with a lightweight yarn to effortlessly create the natural look of openwork and mesh effects in your designs. Look for yarns that speak volumes so simple stitches can do all the work.

### Autumn 2014

Design Theme: Refresh & Renew–Jump-Start Your Knitting Repertoire!

Early fall is a transitional time when knitters are gearing up to start some early gift-giving projects. This time serves as a perfect bridge for those garments and accessories that are created with both seasons in mind. Consider working with wool-blend yarns that include cotton and linen, which are practical choices that help extend your wardrobe into the cooler months ahead.

### Winter 2014

Design Theme: Winter Whites, Happy Holiday Blues

Everyone loves a knitted gift, so we're keeping things simple with a showcase of caps, cowls and a variety of easy cover-ups. Fingerless mitts are always on the top of the project list during the busy holidays, and your recipients will love them.

\*Editorial calendar subject to change.

Send yarn cards to:

Kara Gott Warner  
306 East Parr Road  
Berne, IN 46711



### CreativeKnittingMagazine.com

- 350,000 monthly page views
- Video highlights of projects in each issue
- Home to our online community where knitters find tools such as stitch guides, yarn calculators and more



### Free-KnitPatterns.com

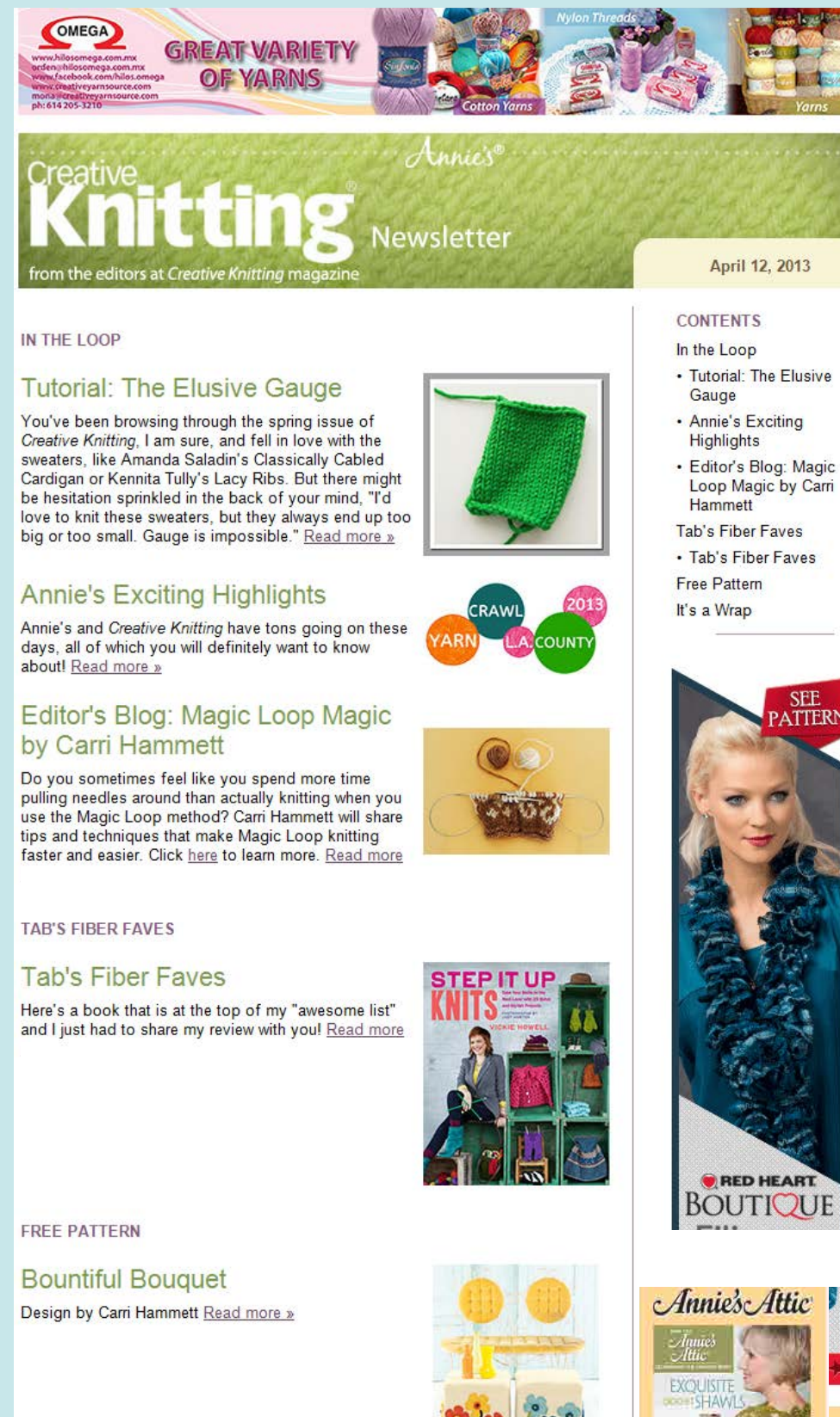
- 640,000 monthly page views
- Hundreds of free knitting patterns live on this robust site

### Creative Knitting Newsletter

- 140,000 subscribers
- Delivered twice monthly
- Reach knitters with skyscraper and leaderboard ad units

### Dedicated Email Blasts

- Get response by sending your marketing message to our subscribers





### Full-page ad placement within our free pattern downloads

- 65,000 monthly knitting downloads
- Advertisers receive first full page before pattern
- 56% of *Creative Knitting* readers look for project ideas via single pattern purchases



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### Print

|  |  |   |                     |
|--|--|---|---------------------|
| Full Page  | 1/3 Page Horizontal  | 2/3 Page Vertical   | 1/6 Page Vert       |
| Full Page<br>Trim 8 5/8" x 10 3/4"<br>Bleed 8 7/8" x 11 1/4"<br>Live 7 5/8" x 9 3/4" | One-Third Page<br>Vertical 2 1/4" x 9 1/2"<br>Horizontal 7" x 3 1/8"<br>Square 4 5/8" x 4 5/8" | One-Fourth Page<br>Vertical 3 1/2" x 4 5/8"<br>Horizontal 4 5/8" x 3 1/2"<br>One-Sixth Page<br>Vertical 2 1/4" x 4 5/8"<br>Horizontal 4 5/8" x 2 1/4"<br>One-Twelfth Page<br>Square 2 1/4" x 2 1/4" | 1/2 Page Vert       |
| Two-Thirds Page<br>Vertical 4 5/8" x 9 1/2"<br>Horizontal 7" x 6 1/4"                | One-Half Page<br>Vertical 3 1/2" x 9 1/2"<br>Horizontal 7" x 4 5/8"                            | 1/4 Page Horizontal   | 1/3 Page Vert       |
| 1/2 Page Vert  | 1/12 Page  | 1/6 Page Horizontal   | 1/2 Page Horizontal |
| 1/4 Page Vert  | 1/6 Page Horizontal  | 1/3 Page Vert   | 1/3 Page Square     |

### Online

| Unit                   | Size (Pixels)            |
|------------------------|--------------------------|
| Leaderboard            | 728 x 90                 |
| Wide Skyscraper        | 160 x 600                |
| Medium Rectangle       | 300 x 250                |
| Full Page PDF Download | 8" x 10.5" (144-350 dpi) |

### Submitting Materials

Materials can be submitted via SendMyAd ([www.Annies.SendMyAd.com](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
 Stephanie Goebbert  
 Ad Sales  
 306 East Parr Road  
 Berne, IN 46711

Contact us with questions:  
 Stephanie Goebbert  
 Ad Traffic Coordinator  
 (260) 849-4860

[Stephanie\\_Goebbert@Annies-Publishing.com](mailto:Stephanie_Goebbert@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.

An Annie's Publication

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