

An Annie's Publication

28 PROJECTS / COZY COVER-UPS FOR EVERYONE

Crochet World®

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.

Circulation: 115,000

The Crochet World Reader Profile

60 average age

\$58,552 average income

\$175,950 average home value

Responsive

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

73% use websites;60% use books.

Passionate -

78% of readers do not subscribe to other crochet publications

An average of

Percentage of Overlap

Demographics

72% of readers have visited an advertiser's website:

55% have made a purchase because of that advertisement.

Engaged

of readers plan on spending as much as or more than the previous year for supplies.

81% will complete **6+** projects this year.

Unique

16% Interweave Crochet

14% Quick & Easy Crochet

35% Crochet Today









2014 Crochet World Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2014	10/22/13	10/29/13	12/10/13	12/31/13
Spring SIP 2014	11/26/13	12/03/13	NA	02/04/14
April 2014	12/24/13	12/31/13	02/11/14	03/04/14
June 2014	02/18/14	02/25/14	04/08/13	04/29/14
August 2014	04/22/14	04/29/14	06/10/14	07/01/14
Fall SIP 2014	05/27/14	06/13/14	NA	08/05/14
October 2014	06/24/14	07/01/14	08/12/14	09/02/14
December 2014	08/19/14	08/26/14	10/14/14	11/04/14
February 2015	10/21/14	10/28/14	12/09/14	12/30/14

2014 Crochet World Editorial Calendar

February 2014 Issue

All-Over Patterns: Argyle, plaid, stripes, checks and color blocks for garments, accessories, throws, rugs and kitchen items.

Triangles: Projects made on the bias, triangle motifs, square motifs split on the diagonal, patterns with eyelets strategically placed to create triangular lacy patterns.

April 2014 Issue

Keepsake Gifts: Crochet treasures in both thread and yarn to make as gifts for babies, brides, moms, dads, grads, birthdays and anniversaries.

Say It With Love: Filet projects and trims with messages, words or initials; pillows with fun, sweet and inspirational phrases

June 2014 Issue

Hit the Road: Convenient, useful items for travel, vacations, trips to the ballpark; bags/totes, organizers, toys/games, beach accessories, sun hat/visor.

Lacy Elegance: Projects with filet and openwork patterns for light summer throws, fashions, accessories and home accents.

August 2014 Issue

Back to School: Cool fashions and accessories for students of all ages; sweaters, scarves, hats, backpacks, tablet computer cozies, cellphone cases, lunch totes.

Mixed Media: Unique, creative crochet projects that incorporate other materials such as beads, wire, ribbon, fabric and more.

October 2014 Issue

Fall Reflections: Fun projects for Halloween and Thanksgiving; bazaar bestsellers; fall afghans, table and door decorations.

Harvest Home: Cozy, colorful autumn-inspired home accents such as afghans, pillows, rugs, table mats, pot holders, baskets, centerpieces, wreaths and more.

December 2014 Issue

Stocking Stuffers: Small, quick, projects ideal for last-minute gifts to tuck in stockings for recipients of all ages.

Deck the Halls: Festive decorations to add holiday flair to your home, including colorful afghans, ornaments, stockings, garlands, pillows, holiday characters and table decorations.

Send yarn cards to:

Carol Alexander • 306 East Parr Road • Berne, IN 46711







Editorial Calendar

^{**}Editorial calendar subject to change.

Crochet-World.com

- 418,000 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

- 125,000 subscribers
- Delivered twice monthly
- Reach crocheters with skyscraper and leaderboard ad units

Dedicated Email Blasts

 Get response by sending your marketing message to our subscribers

Talking Crochet Newsletter April 23, 2013

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 promotional. 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.

CONTENTS

Editor's Introduction Crochet News, Views & How-tos

- · Hairpin Lace
- Yarn Giveaways

From Our Readers

- · Stress Release
- · Crochet Love
- · Frustration With Ripple
- · Magic Circle

Free Pattern Fasten Off











Full-page ad placement within our free pattern downloads

- 325,000 monthly crochet downloads
- Advertisers receive first full page before pattern
- 53% of Crochet World readers look for project ideas via singlepattern purchases



- Follow us on Facebook!
- 55,000 Facebook fans and growing!
- www.facebook.com/CrochetWorldMag

Print



Full Page

Trim 8" x 10¾" Bleed 8½" x 11¼" 7" x 9¾" Live

Two-Thirds Page

Vertical 45/8" x 91/2" 7" x 61/4" Horizontal



Square

One-Half Page

Vertical

One-Third Page

Vertical 3½" x 9½" Horizontal 7" x 45%"

⅓ Page Horizontal

⅔ Page Horizontal



⅔ Page Vertical

One-Fourth Page

21/4" x 91/2" Vertical 3½" x 45%" Horizontal 7" x 31/8" Horizontal 45/8" x 31/2" 45%" x 45%" **One-Sixth Page** 21/4" x 45/8" Vertical

Horizontal 45%" x 21/4" **One-Twelfth Page**

Square 21/4" x 21/4"



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). Proofs and CDs can be mailed to:

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

Electronic Media

EPS files) and fonts.

converted to outlines.

Fonts

Annie's operates on a Mac platform.

Files must include ALL original files,

All fonts used are to be supplied or

images (linked, placed or supporting

Contact us with questions: Stephanie Goebbert Ad Traffic Coordinator (260) 849-4860 Stephanie_Goebbert@Annies-Publishing.com

Supply high-resolution images (300 dpi JPEG or EPS files are accepted. (Annie's

Images

or better). Photoshop files, PDFs, .TIFF, 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

Crochet World®

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