



24

PROJECTS / CROCHET A PRIZEWINNING DOILY

Crochet World[®]

The Magazine for Crochet Lovers

FEBRUARY 2013

A Good Read

Snuggle Up With a Great Book!

- Fold-Up Slippers
- Firelight Lap Robe & Pillow

Into the Woods

- Pinecone Basket
- A Walk in the Woods Afghan

Reader's Shawl
page 20



2014 Media Kit

An Annie's Publication

Crochet World®



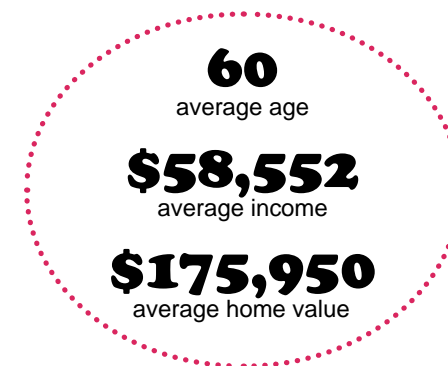
Crochet World is one of the first magazines dedicated to crocheters, and its long-held recognition generates tremendous reader loyalty. Its reputation is built on the fact that it offers the most projects per issue, with traditional designs that feature innovative techniques and styling.

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.

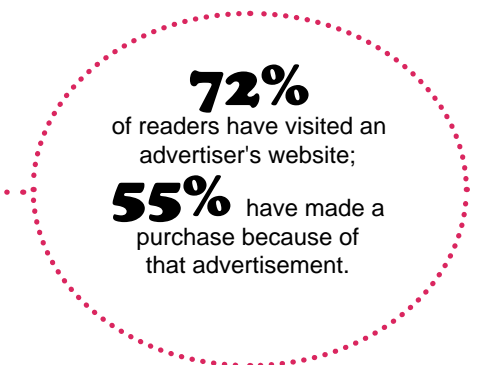
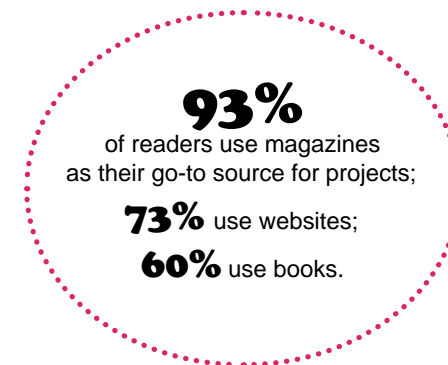
Circulation: 115,000

The Crochet World Reader Profile



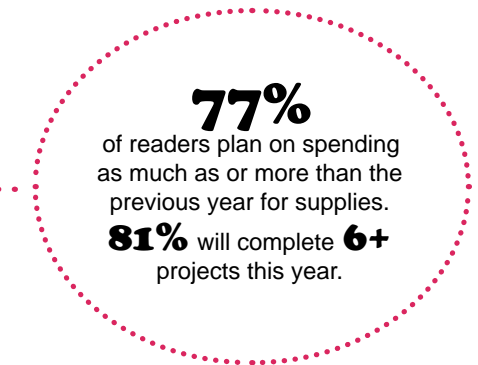
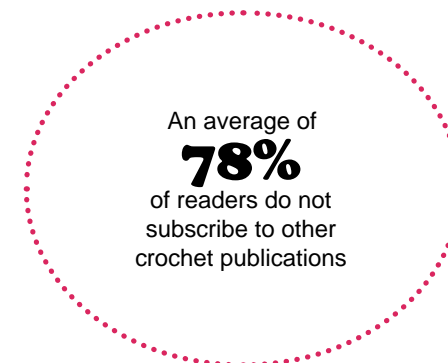
Demographics

Responsive



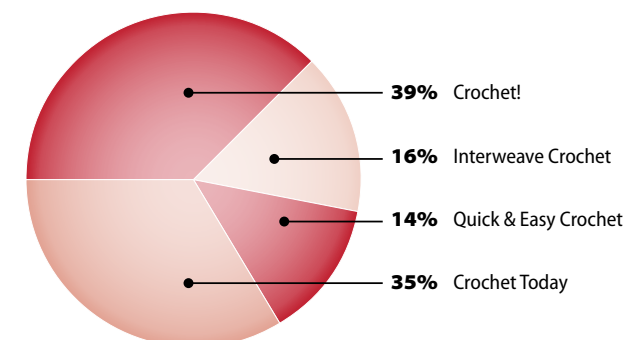
Engaged

Passionate



Unique

Percentage of Overlap





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.

**Editorial calendar subject to change.

Send yarn cards to:

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



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

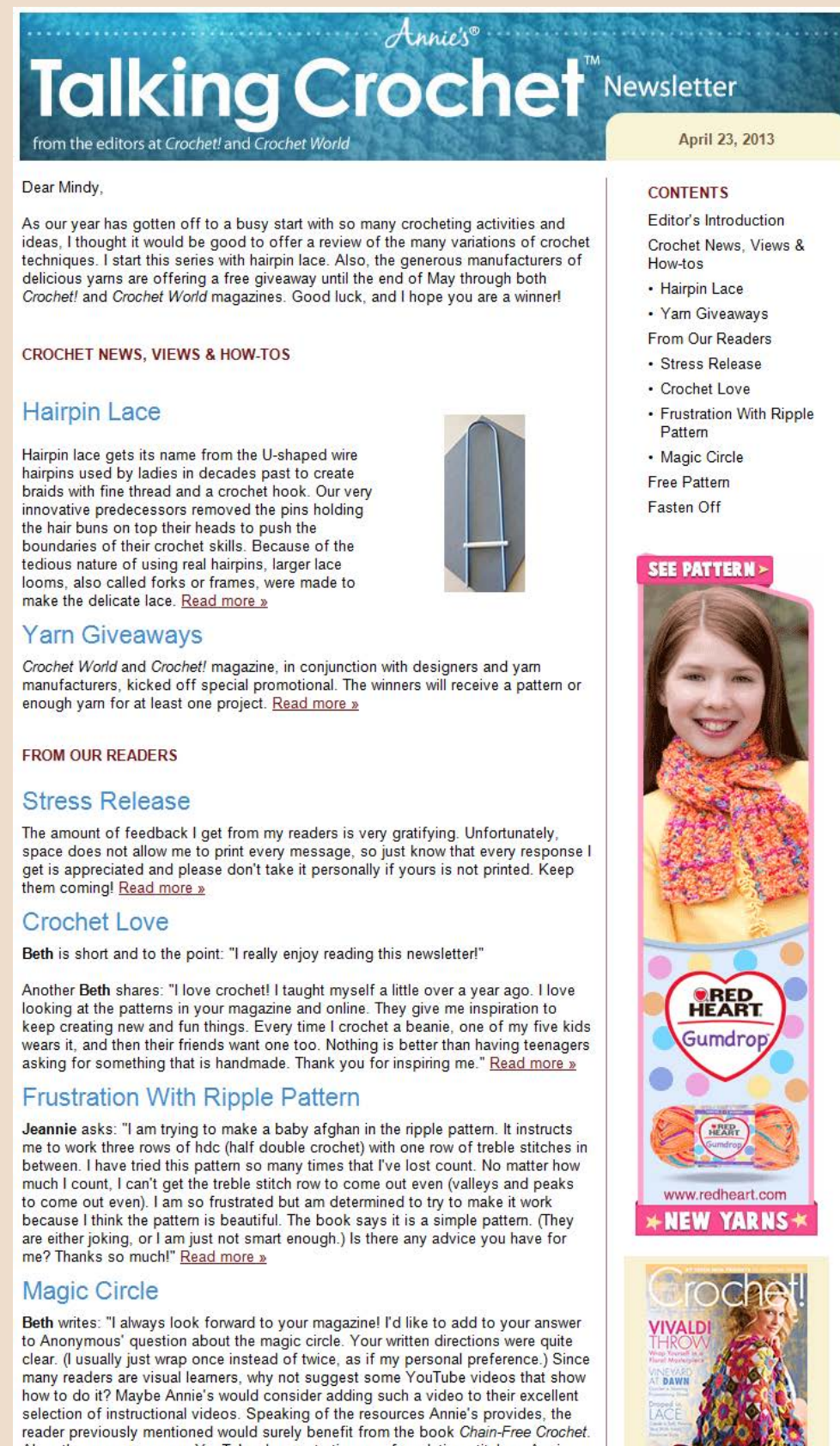
- 2,000,000 monthly page views
- Hundreds of free crochet patterns live on this robust site

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



Wreath OF THE Month

EASTER BUNNY WREATH

2013

MO TU WE TH FR SA SU

1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 31

MARCH

3 Lucky people will win the yarn, needles and hooks to make this project.

Each month during 2013 Red Heart will feature a new wreath made of yarn. The wreath pattern is **free**, plus visit our blog to read tips and see photos for assembly help from the designer *Sharon Mann*.

March's featured wreath is the Easter Bunny Wreath!

Red Heart and You.
Two Hearts One Passion.

REDHEART.COM

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 single-pattern purchases



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

Print

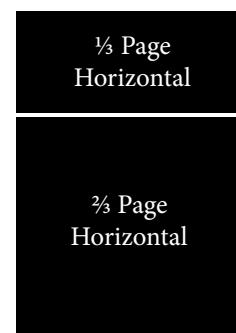
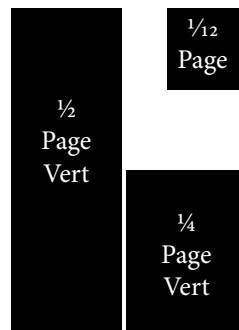


Full Page

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

Two-Thirds Page

Vertical 4⅝" x 9½"
Horizontal 7" x 6¼"

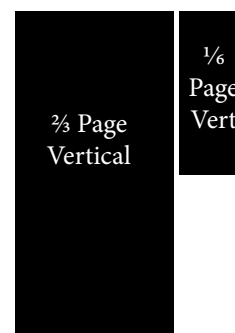
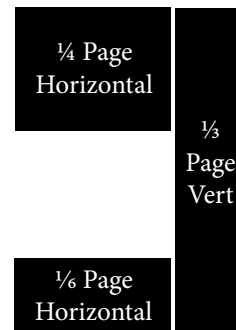


One-Third Page

Vertical 2¼" x 9½"
Horizontal 7" x 3⅛"
Square 4⅝" x 4⅝"

One-Half Page

Vertical 3½" x 9½"
Horizontal 7" x 4⅝"



One-Fourth Page

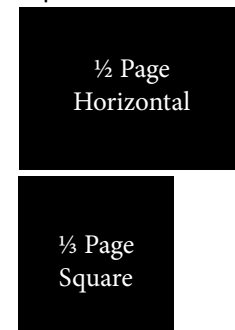
Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"

One-Sixth Page

Vertical 2¼" x 4⅝"
Horizontal 4⅝" x 2¼"

One-Twelfth Page

Square 2¼" x 2¼"



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

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

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Crochet World®

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Annie's®

Celebrating home, family
and the creative spirit

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CrossStitch®

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Knitting®

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