



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



2014 Media Kit

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	07/22/14	07/29/14	09/16/14	10/07/14
Spring 2015	10/28/14	11/04/14	12/12/14	01/06/15



2014 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, appliqués 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.

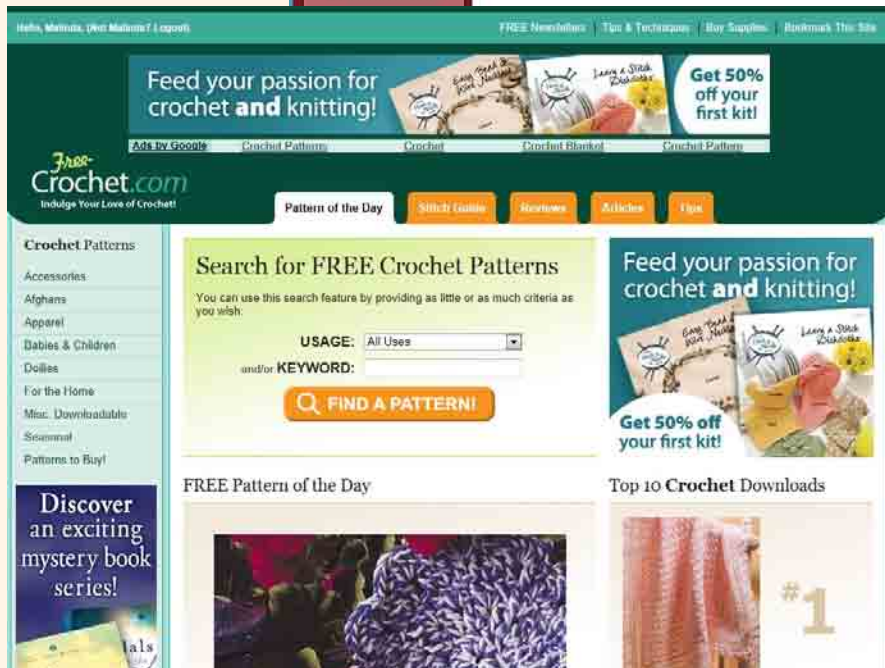
Other items: Easy last-minute gift ideas. Quick projects using bulky yarns and large-size hooks.

**Editorial calendar subject to change.

Send yarn cards to:
Ellen Gormley • 1691 Cliff Road • North Bend, OH 45052

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

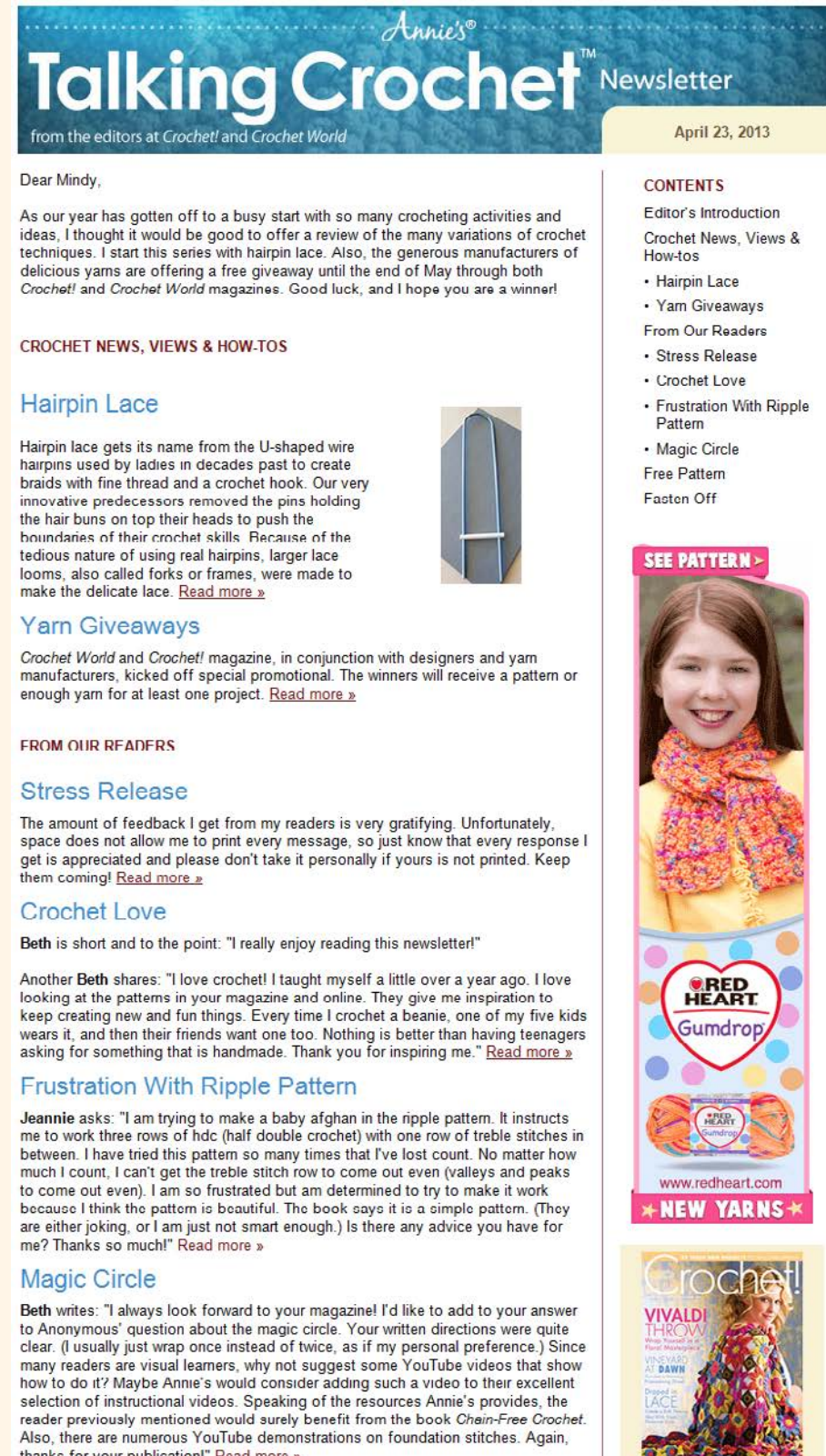


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- 325,000 monthly crochet downloads
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- 53% of *Crochet!* readers look for project ideas via single-pattern purchases

FREE PATTERN

EASTER BUNNY WREATH

2013

MO TU WE TH FR SA SU

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

Red Heart and You.
Two Hearts One Passion.

REDHEART.COM

Wreath
OF THE
Month

Enter
to Win!

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!

ch
& Hot Pad

INSTRUCTIONS

LACE MAT
MAKE 2 WITH CELERY, LIGHT SAGE,
VORY, IVORY, CELERY AND IVORY.
MAKE 2 WITH IVORY, LIGHT SAGE,
CELERY, CELERY, IVORY AND CELERY.

row 1: With celery or ivory, ch 42, med shell
(see Special Stitches) in 3rd ch from hook, *sk
next 2 chs*, sc in next ch, sk next 2 chs, med
shell in next ch, rep from * across, ending last
rep at **, sl st in next ch, do not turn.

row 2: Working back across ch on row 1, *med
shell in ch at bottom of next med shell*, sc in
sp between shells, rep from * across, ending last
rep at **, join (see Pattern Note) in 2nd ch of beg
ch on row 1. Fasten off.

row 3: With light sage, ch 42, sm joining shell
(see Special Stitches) in 3rd ch from hook, join
in 4th dc of first yo-yo, sm shell (see Special
Stitches) in same ch as last sm joining shell, *sk
next 2 chs*, sc in next ch, sk next 2 chs, (sm
joining shell, join in 4th dc of next yo-yo, sm
shell) in next ch, rep from * across, ending last
rep at **, sl st in last ch, do not turn.

row 4: Working back across ch of last row, med
shell in ch at bottom of next shell, [sc in sp
between shells, med shell in ch at bottom of
next med shell] across, join in 2nd ch of beg
ch of last row. Fasten off.

Ind 5: Now working in rnds, with ivory/celery,
ch 84, sm shell in 3rd ch from hook, [sk next
2 chs, sc in next ch, sk next 2 chs, med shell in
next ch] 5 times, [sk next 2 chs, sc in next ch,
sk next 2 chs, sm shell in next ch] twice, [sk
next 2 chs, sc in next ch, sk next 2 chs, (sm
joining shell, join to 4th dc of last med shell
worked, sm shell) in next ch] 5 times, sk next
2 chs, sc in next ch, sk next 2 chs, sm shell in
next ch, sk next 2 chs, sl st in last ch, join to
2nd ch of beg ch-2.

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Print

Full Page	1/3 Page Horizontal	2/3 page Horizontal	1/4 Page Vertical	1/6 Page Vert
Full Page Trim 8 5/8" x 10 3/4" Bleed 8 7/8" x 11 1/4" Live 7 7/8" x 9 3/4"	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-Half Page Vertical 3 1/2" x 9 1/2" Horizontal 7" x 4 5/8"	1/4 Page Horizontal	1/3 Page Vert
Two-Thirds Page Vertical 4 5/8" x 9 1/2" Horizontal 7" x 6 1/4"	1/12 Page	1/4 Page Vert	1/2 Page Horizontal	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). Proofs and CDs can be mailed to:

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Berne, IN 46711

Contact us with questions:
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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!®

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