



29 INSPIRING IDEAS FOR SUMMERTIME CROCHETING!

Crochet!

DEFINING CROCHET

SUMMER 2012 / CROCHETMAGAZINE.COM

Vibrant Color & Pretty
Stitch Patterns Combine
For Standout Style

WEAR
EVERYWHERE
SWEATER

Create the Look With an
Easy Drop-Stitch Technique!

MOCK
HAIRPIN LACE

You'll Love This Breezy Little
Jacket for Vacation Getaways

TRADE WINDS
SHRUG



2013 Media Kit

An Annie's Publication

Crochet!®

Crochet! is the official magazine of the Crochet Guild of America. It 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, CDs and books.

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

Circulation: 70,000



The Crochet! Reader Profile:

Responsive

74% of readers have visited an advertiser's website;
48% have made a purchase because of that advertisement.

78% of readers plan on spending as much or more than the previous year for supplies.
78% will complete **6+** projects this year.

Passionate

92% of readers use magazines as their go-to source for projects;
70% use websites;
63% use books.

Engaged

An average of **75%** of readers do not subscribe to another crochet publication

Unique





2013 Crochet! Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	News-stand Date
Winter 2012	09/25/12	10/02/12	11/13/12	12/04/12
March 2013 SIP	12/11/12	12/18/12	NA	02/19/13
Spring 2013	01/22/13	01/29/13	03/12/13	04/02/13
Summer 2013	03/26/13	04/02/13	05/14/13	06/04/13
Autumn 2013	04/30/13	05/07/13	06/14/13	07/09/13
November 2013 SIP	06/11/13	06/18/13	NA	08/20/13
Winter 2013	07/30/13	08/06/13	09/13/13	10/08/13

2013 Crochet! Editorial Calendar

Spring 2013 Issue: Theme: Air
Ad Close: 01/22/2013 · Materials Due: 01/29/2013 · On Sale: 04/02/2013
Garments: Breezy jackets, cardis and tunics for layering, some with belt or tie details.
Tops with multicolored yarn features, ruffle or floral motif accents.
Accessories: Lightweight hats, lacy berets. Ascot-length scarves. Openwork shawls.
Dress-up purses. Beaded jewelry.
Home decor: Throws in lighter weights, colors, sizes and stitch patterns. Colorful rugs, lap robes, pillows and baskets.
Other items: Quick and easy designs. Small gift items. Technique-specific articles and projects.

Summer 2013 Issue: Theme: Water
Ad Close: 03/26/2013 · Materials Due: 04/02/2013 · On sale date: 06/04/13
Garments: Fashions with asymmetric color blocking or texture; multicolored patterning; color, texture or stitch change at the shoulders; peek-a-boo cutouts. Soft, flowy skirts with belts or ties.
Accessories: Bags and totes with asymmetry, bold color patterns, ties or accent details on one side. Hats, shawls and jewelry in vivid ocean colors. Beaded sandal accents.
Home decor: Overall patterned throws and large pillows. Table mats, coasters, chair pads. Light, lacy valances.
Other items: Portable projects for on-the-go. Small gift items. Travel accessories.

Autumn 2013 Issue: Theme: Earth
Ad Close: 04/30/2013 · Materials Due: 05/07/2013 · On sale date: 07/09/13
Garments: Jackets, sweaters, vests and tunics in rich colors of autumn landscapes and warm earthy tones. Focus on earth-based yarns with natural fibers. Patterns with subtle striping and color blends.
Accessories: Bags, hats, socks, scarves and wraps with interesting textures, stitch patterns and colorways.
Home decor: Mix purple as the new neutral 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.

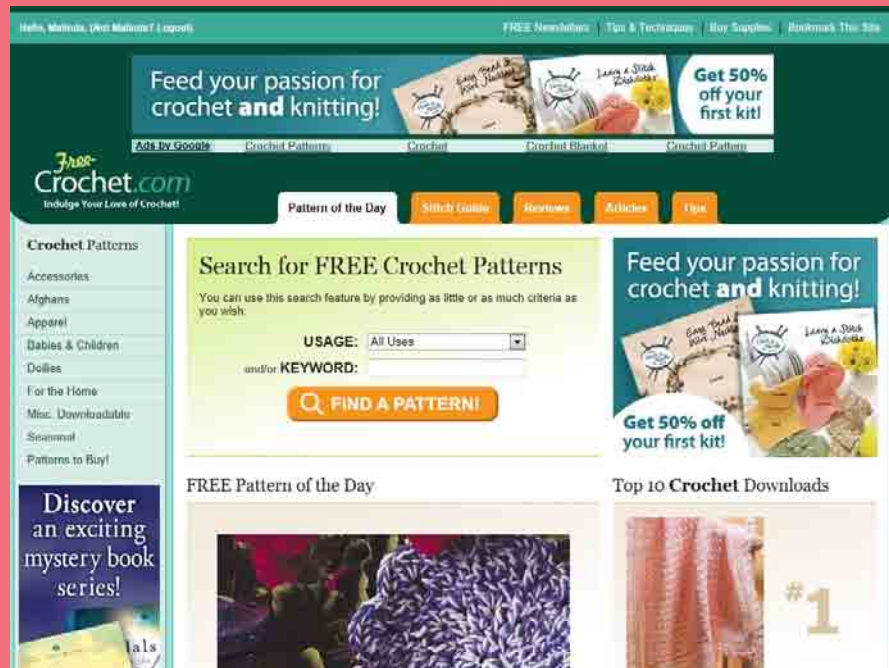
Winter 2013 Issue: Theme: Fire
Ad Close: 07/30/2013 · Materials Due: 08/06/2013 · On sale date: 10/08/13.
Garments: Oversized sweaters, simple-structure jackets, relaxed vests. Designs with curved shaping, angular lines or cutouts, subtle relief jacquard.
Accessories: Scarves, cowls, neck warmers and wraps in plush textured yarns. Slippers, mittens, muffs.
Home decor: Cozy throws, pillows and rugs with dimensional elements. Colorful bowls, baskets, vase cozies.
Other items: Quick, last-minute gift ideas. Bulky and super-bulky yarn projects.

**Editorial calendar subject to change.



www.CrochetMagazine.com

- 130,000 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

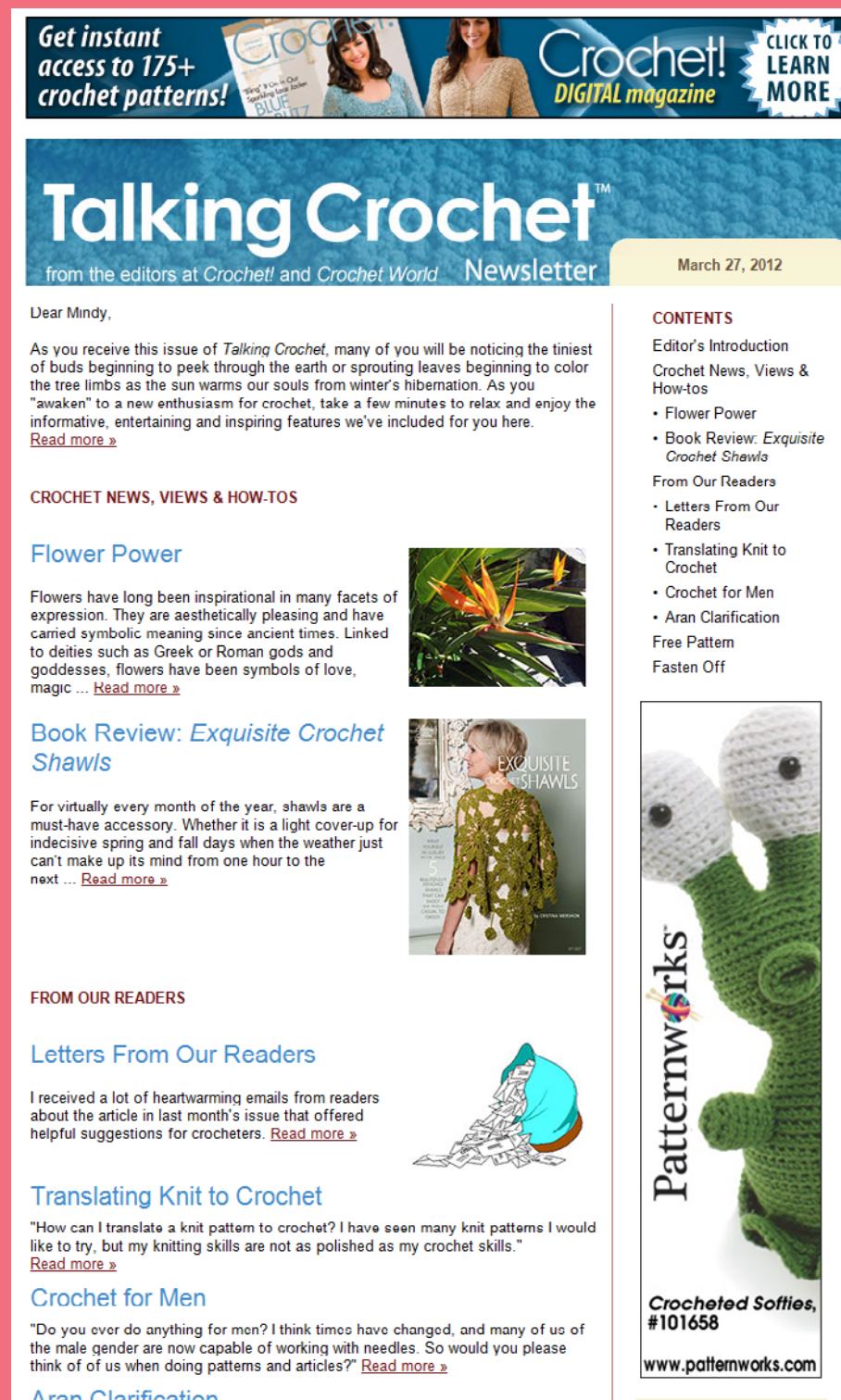


www.Free-Crochet.com

- 1,750,000 monthly page views
- Hundreds of free crochet patterns live on this robust site

Talking Crochet Newsletter Dedicated Email Blasts

- 130,000 subscribers
- Delivered twice monthly
- Reach crocheters with skyscraper and leaderboard ad units
- Get response by sending your marketing message to our 130,000 subscribers





- Follow us on Facebook!
- 28,500 Facebook fans and growing!
- www.facebook.com/CrochetMagazine

Full-page ad placement within our free pattern downloads

- 110,000 monthly crochet downloads
- Advertisers receive first full page before pattern
- 53% of *Crochet!* readers look for project ideas via single-pattern purchases

Yarn

OF THE MONTH

GIVEAWAY

LW2917
Renaissance Capulet

This month's yarn...

ENTER TO WIN

INSTRUCTIONS

LACE MAT
MAKE 2 WITH CELERY, LIGHT SAGE, VIOY, 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	1/6 Page Vert
	2/3 page Horizontal	
	1/4 Page Vertical	
Full Page	One-Third Page	One-Fourth Page
	Vertical 2 1/4" x 9 1/2"	
	Horizontal 7" x 3 1/8"	
Full Page	Square 4 5/8" x 4 5/8"	One-Sixth Page
	One-Half Page	
	Vertical 3 1/2" x 9 1/2"	
Full Page	Horizontal 7" x 4 5/8"	One-Twelfth Page
	Square 2 1/4" x 2 1/4"	
	1/2 Page Vert	
1/2 Page Vert	1/4 Page Horizontal	1/2 Page Horizontal
	1/3 Page Vert	
	1/6 Page Horizontal	
1/2 Page Vert	1/4 Page Vert	1/3 Page Square
	1/6 Page Horizontal	
	1/6 Page Horizontal	

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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Malinda_Webster@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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- 18 years in marketing and advertising
- 8 years in providing solutions to the craft market
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Annie's

Celebrating home, family™
and the creative spirit

Crochet!® Creative Knitting® CardMaker® QUILTER'S WORLD® Crochet World®