

Elegant Wedding Sampler

Just CrossStitch

VOLUME 31 ISSUE 3

Stitch a Set
of
Smalls

Plus

Elegant Black & White Bookend
Colorful Pansy Trio
Vibrant Parrot Floral
8 More Fabulous Projects



2014 Media Kit



SAMPLER &
ANTIQUE NEEDLEWORK
Summer 2013 *Quarterly*



#71
Volume 19, Number 2
\$6.99

*Historical Patterns
and More*

An Annie's Publication

Just CrossStitch®

Just CrossStitch is the first magazine devoted exclusively to counted cross-stitch and the only cross-stitch title written for the intermediate- to advanced-level hobbyist. Recognized as the industry's leading publication, it was launched in 1983. We celebrated 30 years during our pearl anniversary year in 2013. Each issue will feature a breathtaking array of original designs to bring beauty and elegance to any decor.

Just CrossStitch presents each design complete with lavish photographs; clear, easy-to-read charts; and complete, detailed instructions. An in-depth Where to Find It source guide appears in every issue and guides readers in locating choice supplies and vendors to ensure stitchers can successfully duplicate each project. Join us as we create timeless heirlooms that will be treasured for years to come.

Distribution: 60,000



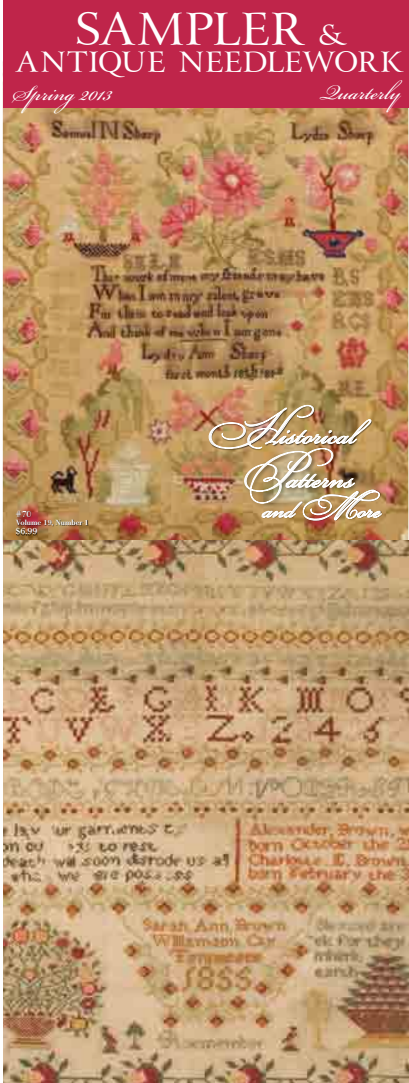
An Annie's Publication

SAMPLER & ANTIQUE NEEDLEWORK Quarterly®

Sampler & Antique Needlework Quarterly is the premier magazine for those who look at the handwork from centuries past with a sense of awe, wonder and inquisitiveness. Each issue contains a wealth of information that is sure to delight, educate and instruct. SANQ is packed with articles that shed light on the world in which the hand-wrought wonders of the past were produced, and shares needlework projects that challenge and build the skills of the contemporary needlework artist.

Each project includes clear, easy-to-read charts; complete and detailed instructions and supply lists; and stunning photography. Articles include lavish photographs of antique needlework pieces and sewing tools and are written by industry leaders and passionate scholars. SANQ readers include an experienced audience who are enthusiastic about needlework and dedicated to sharing their love of this timeless craft with others. Join us as we journey into the past in search of treasures made with needle and thread that range from simple to sublime.

Distribution: 11,000



The *Just CrossStitch* Reader Profile

Demographics

Average Age: 54 years • Average Household Income: \$67,300

Engaged

92% rate *Just CrossStitch* as very good/one of my favorite publications

cross-stitchers who rate their skill level as advanced or experienced: **68%**

27: average number of years readers have been cross-stitching

average number of hours spent cross-stitching each week: **11**

Active

95% purchased cross-stitch products in the past 12 months

cross-stitchers who purchased supplies online: **74%**

42% purchased needlework kits in the past 12 months

cross-stitchers who purchased at a local retail shop: **79%**

\$395: average amount spent on cross-stitching supplies in the past 12 months

The *Sampler & Antique Needlework Quarterly* Reader Profile

Demographics

Average Age: 57 years • Average Household Income: \$111,000

Engaged

38: average number of years readers have been cross-stitching

average number of hours spent cross-stitching each week: **14**

Active

number of projects completed in past 12 months: **6**

\$606: average amount spent on cross-stitching supplies in the past 12 months

Unique

64: percent of *SANQ* readers who do not subscribe to *Just CrossStitch*



2014 *Sampler & Antique Needlework* Quarterly Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2014	12/17/13	12/24/13	02/04/14	02/25/14
Summer 2014	03/18/14	03/25/14	05/06/14	05/27/14
Autumn 2014	06/17/14	06/24/14	08/05/14	08/26/14
Winter 2014	09/16/14	09/23/14	11/04/14	11/25/14
Spring 2015	12/16/14	12/23/14	02/03/15	02/24/15





2014 Just CrossStitch 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
April 2014	12/17/13	12/24/13	02/04/14	02/25/14
June 2014	02/18/14	02/25/14	04/08/14	04/29/14
August 2014	04/22/14	04/29/14	06/10/14	07/01/14
Halloween 2014	05/13/14	05/20/14	NA	07/22/14
October 2014	06/24/14	07/01/14	08/12/14	09/02/14
Ornament 2014	07/15/14	07/22/14	09/02/14	09/23/14
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 Just CrossStitch Editorial Calender*

February 2014 Issue:

Editorial Focuses: winter, early spring, Valentine's Day, snowmen
Color Themes: cool colors (aqua, violet, soft green, pinks)

April 2014 Issue:

Editorial Focuses: spring, Easter, St. Patrick's Day, florals
Color Themes: bright, saturated colors

June 2014 Issue:

Editorial Focuses: celebrations, weddings, nursery, home decor, early summer
Color Themes: jewel colors; clean, pure colors

August 2014 Issue:

Editorial Focuses: 2014 Ornament Preview, summer, beach
Color Themes: red, white and blue; vibrant summer colors

Halloween 2014 Issue:

Editorial Focus: Halloween

October 2014 Issue:

Editorial Focus: Halloween, fall
Color Themes: orange, brown, yellow, teal

Ornament 2014 Issue:

Editorial Focus: Ornaments

December 2014 Issue:

Editorial Focus: Christmas, Hanukkah, winter
Color Themes: red, gold, white, green

*Editorial calendar subject to change.



2014 Halloween Issue



Ad Close: 05/13/14
Materials Due: 05/20/14
On Sale: 07/22/14



Ghosts & witches & pumpkins—oh my!

Halloween is one of the most colorful and fun holidays! It has become the second-most popular one for people who cross-stitch. After readers told us how much they loved the last two years' Halloween Collections, we decided to publish another Just CrossStitch Halloween.

This third-annual special Halloween publication, coming late summer 2013, from *Just CrossStitch* contains all-new projects from some of the industry's top designers. This special issue features full-color photos and detailed charts and instructions for a wide variety of projects, including framed pieces, ornaments, wall hangings and much more.

Projects will appeal to all levels of stitchers—from beginners to intermediate and advanced. Styles include everything from the whimsical to the classically spooky. There is something in this treasury to fulfill every stitcher's Halloween desires.

It's Stitch-a-Treat time again!

Distribution: 60,000

2014 Ornaments Issue

Ad Close: 07/15/14
Materials Due: 07/22/14
On Sale: 09/23/14



The most highly anticipated issue of the year is the annual Christmas Ornaments issue from *Just CrossStitch*!

Featuring at least 75 NEW ornaments from the industry's top designers, the issue contains full-color photos, detailed charts and complete instructions for each and every ornament. Designers also share a favorite Christmas memory or recipe, which gives this issue a personal touch and offers readers a closer look at their favorite designers and the stories behind them.

Designs are perfect for all stitching levels, from beginner to the advanced stitcher, and feature a myriad of Christmas motifs, sayings and favorites. Past favorites include Santas, reindeer, holly trees, snowflakes, gingerbread houses, animals, hardanger and snowmen! Styles range from elegant to whimsical, fun to sublime and funky to classy.

Christmas is the most popular stitching holiday, and it offers an unending color palette and supply of motif fun! The 2013 Christmas Ornaments issue is the 16th annual ornament issue and will be available in early fall.

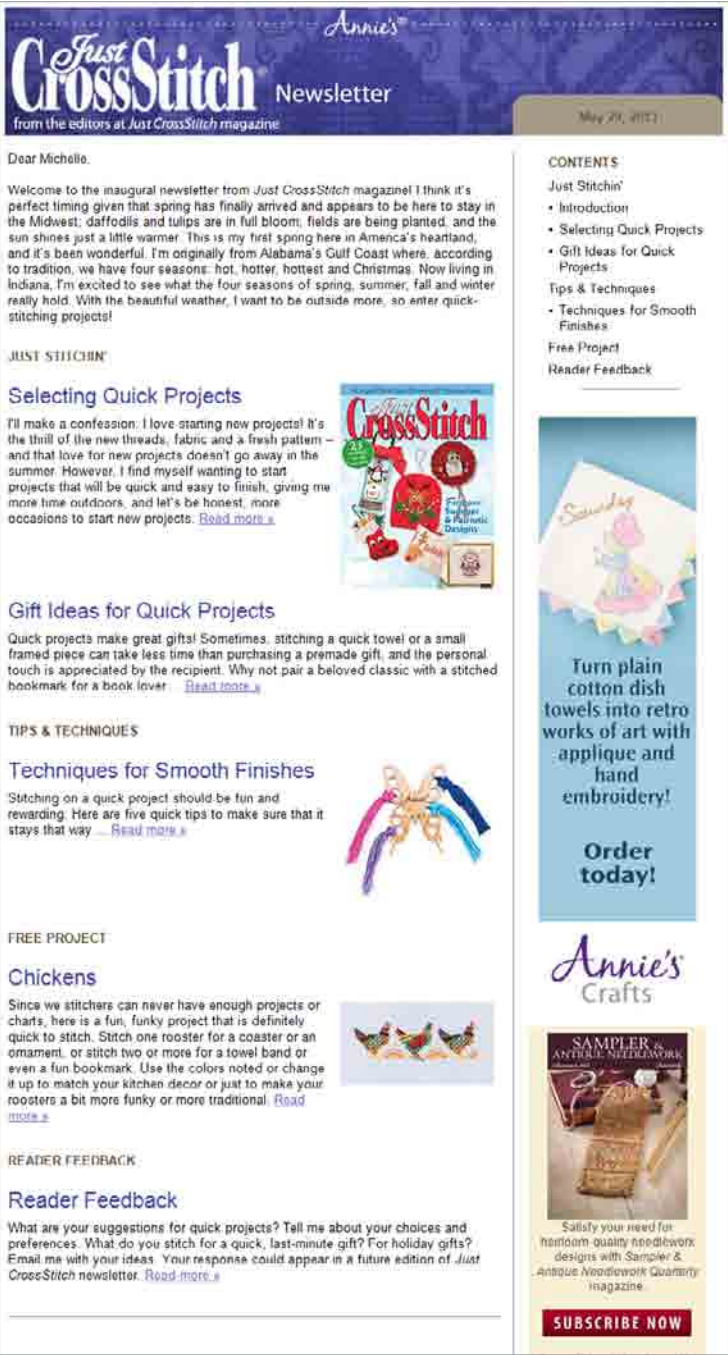
Distribution: 80,000 + JCS subscribers

Introducing the Just CrossStitch Newsletter!

Stay connected with our 79,000+ dedicated cross-stitchers by sponsoring the *Just CrossStitch* Newsletter!

Features:

- Free Projects
- How-tos
- Technique Guidance
- Project Ideas
- Reader Feedback
- Sends Every 3 Weeks



Print

Full Page	½ Page Horizontal	¾ Page Vertical	⅓ Page Vertical
	⅔ Page Horizontal		
Full Page	One-Third Page	One-Fourth Page	
	Vertical 2¼" x 9½"		Vertical 3½" x 4⅝"
	Horizontal 7" x 3⅛"		Horizontal 4⅝" x 3½"
Two-Thirds Page	One-Half Page	One-Sixth Page	
	Vertical 3½" x 9½"		Vertical 2¼" x 4⅝"
	Horizontal 7" x 4⅝"		Horizontal 4⅝" x 2¼"
½ Page Vert	¼ Page Horizontal	½ Page Horizontal	
	Shop		⅓ Page Vert
	Listing		
¼ Page Vert	⅓ Page Horizontal	½ 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:

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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ANTIQUE NEEDLEWORK**
Quarterly®

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Annie's®

Celebrating home, family
and the creative spirit

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