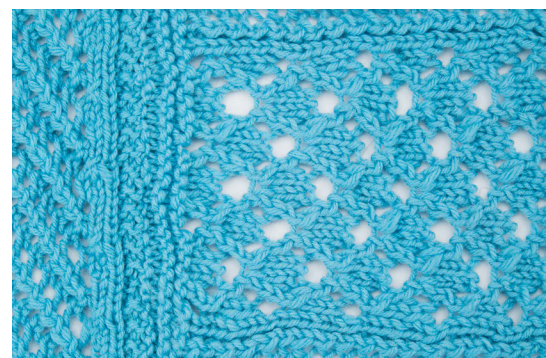


Creative
Knitting®



2018

MEDIA KIT



MAGAZINE PROFILE

Creative Knitting keeps pace with today's knitting trends, fostering a passion for knitting and focusing on technique, teaching, and new products and ideas—the key things people love about knitting. With projects suitable for novices through seasoned experts, *Creative Knitting* features wearable designs that are stylish yet classic. Designs feature a handpicked selection of today's best yarns.

Each pattern includes concise, easy-to-read instructions with full-color professional photos that provide a 360-degree view of the project that includes back shots and close-ups that zero in on special stitch patterns and shaping sections. *Creative Knitting* offers a range of project choices from cardigans, pullovers, accessories, baby and children's items, home decor and more. In addition to our

comprehensive tutorials, we also feature lifestyle stories that empower knitters on their journey to stay excited to pick up their needles again and again. Each pattern conveniently lists all the materials that are needed to create a chosen project. This results in a magazine that readers return to again and again.

We've evolved to include patterns that "tell the story" with comprehensive tutorials for those tricky parts that can trip knitters up.

We deliver to nearly 1.5 million qualified and engaged knitters through our integrated media solutions that will help you build your business and promote your brand and products.

Circulation: 55,000



READER PROFILE

ENGAGED

64% hold onto their copy of Creative Knitting for 5 or more years

60% spend more than 3 hours with each issue

RESPONSIVE

75% have visited a website from an advertiser's website

52% have made a purchase from the result of seeing an advertisement

PASSIONATE

70% spend as much or more than the previous year on supplies

70% complete 6 or more projects a year

SAVVY

94% of readers use magazines as their go-to source for projects

71% use websites

EDITORIAL CALENDAR*

SPRING 2018 ISSUE

Design Theme: Season-Spanning Knits & Simple Colorwork

Let's shrug off those bulky sweaters and work on light layers and wardrobe pieces that keep the chill away and usher in spring. No more cold shoulders is our motto as we look for shawls, shrugs and capelets to cover up and keep us warm during this season of fluctuating temperatures. We are also all about the slip stitch and striping this spring, and we're looking for items using one-color-at-a-time colorwork techniques that deliver big results via easy techniques.

SUMMER 2018 ISSUE

Design Theme: Diagonal Directions & Modular Motifs

Summer 2018 we are focusing on knitting in different directions. Show us your best accessories and garments using diagonal or modular construction. Add in the popular mini skein sets or gradient yarns to really make something spectacular for summer. Keep it light with fingering-, sport- or lace-weight yarns in bright, beachy colors.

AUTUMN 2018 ISSUE

Design Theme: Early Gift Knitting & the Perfect Cardigan

For autumn 2018 we are thinking ahead—who is on your holiday gift knitting list? Focusing on accessories including matching sets of hats, mitts and/or neckwear—these small projects will be perfect for quick knitting and gift-giving. We are exploring the concept of the "Perfect Cardigan," asking designers to work up their very best cardigan with all the features that make it a must-have.

To be added to our call for submissions, email:

Corrina_Ferguson@Annies-Publishing.com

WINTER 2018 ISSUE

Design Theme: Comfy Cozy Knits, Hats for Him & Her

This winter, the word is warm. Keep it cozy in 2018 with bulky cardigans and quick layers that you can wear while cuddling up by the fire. And just to make sure the heat doesn't escape, we will top off this issue with hats for him and her. For him, we are looking for the best hats to make that man look handsome. For her, we want cozy hoods and snoods that cover her head and keep her neck snuggly too. We want all your warmest designs for winter 2018.

SPRING 2019 ISSUE

Design Theme: Lovely Lace & Layers

Spring 2019 is the time for lace knitting. Lace fabrics can make all sorts of yarns good for year-round wear by adding a light and open feel. Add lace touches to unexpected places for engaging knitting that is easy to wear. We are also looking at twinsets—both traditional and non. A twinset with a knitted tank and a lace shawl to cover up the shoulders? Just what we want to see. Show us how to combine a knitted wardrobe for lots of looks.

Send Yarn Cards to:

Corrina Ferguson
2444 Paris Mill Road, Jacksonville, FL 32221

PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2018	10/24/17	10/31/17	12/12/17	01/02/18
Spring 2018 SIP	12/05/17	12/12/17	01/23/18	02/13/18
Summer 2018	01/23/18	01/30/18	03/13/18	04/03/18
Autumn 2018	04/24/18	05/01/18	06/12/18	07/03/18
Autumn 2018 SIP	06/05/18	06/12/18	07/24/18	08/14/18
Winter 2018	07/24/18	07/31/18	09/11/18	10/02/18
Spring 2019	10/23/18	10/30/18	12/11/18	01/01/19

*Editorial calendar is subject to change without notice.



DIGITAL PRESENCE

WEBSITES

CreativeKnittingMagazine.com

- 100,000+ monthly page views
- Home to our online community where knitters find tools such as stitch guides, yarn calculators and more
- Splendid Sticks: Interactive editor's blog featuring tips, trends, tutorials, interviews, knitalongs and more

Free-KnitPatterns.com

- 242,000+ monthly page views
- Hundreds of free knitting patterns on this robust site
- 11,000 monthly knitting downloads

NEWSLETTERS

Creative Knitting Newsletter

- 189,000 subscribers
- Delivered every three weeks
- Reach knitters with leaderboard and content block as units

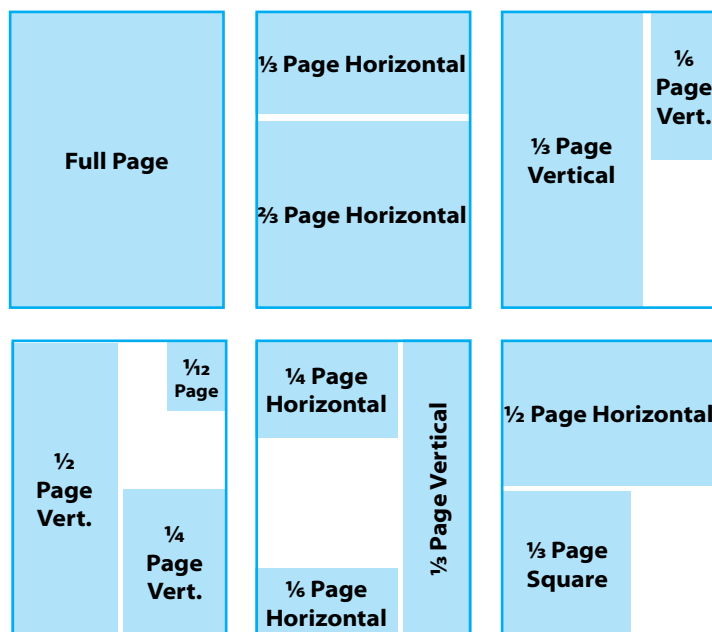
Dedicated Email Blast

- Get response by sending your marketing message to our 189,000 subscribers.

SOCIAL MEDIA

- Facebook: 92,000 fans
- Pinterest: 60,000+ followers
- Instagram: 2,639 followers
- Ravelry: 4,700 followers and growing!

SPECIFICATIONS



Full Page

Trim	8½" x 10¾"
Bleed	8¾" x 11"
Live	7⅝" x 9¾"

One-Third Page

Vertical	2¼" x 9½"
Horizontal	7" x 3⅞"
Square	4⅝" x 4⅝"

Two-Thirds Page

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

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"
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ONLINE

Unit

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400
Full Page PDF Download	8" x 10.5" (144–350 dpi)

Submitting Materials

Materials can be submitted via Mediabank.

For login information, contact:

Adriana Wagner
Advertising Coordinator
(260) 849-4860
Adriana_Wagner@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.

Questions? contact: Adriana Wagner
Advertising Coordinator
(260) 849-4860
Adriana_Wagner@Annies-Publishing.com



CONTACT INFORMATION

ADVERTISING DIRECTOR

Michelle Thorpe
(260) 849-4508
Michelle_Thorpe@Annies-Publishing.com

EXECUTIVE EDITOR

Corrina Ferguson
(260) 849-6018
Corrina_Ferguson@Annies-Publishing.com

ADVERTISING ACCOUNT MANAGER

Joan Lynch Lockett
(260) 849-4504
JoanLynch_Lockett@Annies-Publishing.com

MANAGING EDITOR

Barb Sprunger
(260) 849-4902
Barb_Sprunger@Annies-Publishing.com

ADVERTISING COORDINATOR

Adriana Wagner
(260) 849-4860
Adriana_Wagner@Annies-Publishing.com

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