

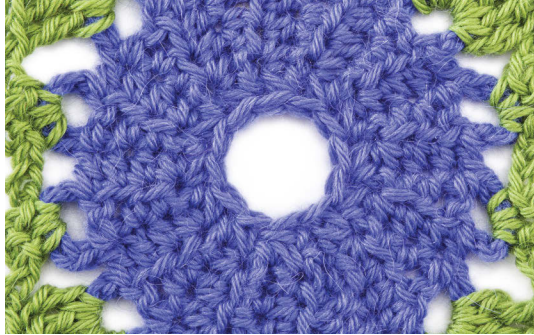


Crochet!®



2018

MEDIA KIT



MAGAZINE PROFILE

Crochet! is a must-have magazine for every crocheter, from beginner to expert with an emphasis on women's apparel and accessories. Each issue is filled with 20+ patterns, including classic, on-trend fashions and accessories for women in a wide range of sizes, handy home accessories ranging from unique afghans to function small items like dishcloths and hotpads, plus sweet and special items for babies—all with full-color photographs and easy-to-follow instructions. Plus you will find projects using innovative and unusual techniques and articles about people, events and products to keep readers current about the world of crochet! It also offers product reviews of the latest yarns, crochet tools, accessories, DVDs and books. *Crochet!* is the official magazine of the Crochet Guild of America.

Circulation: 60,000



READER PROFILE

ENGAGED

- 55%** hold onto their copy of *Crochet!* for 10 or more years
- 61%** spend more than 3 hours with each issue

RESPONSIVE

- 69%** have visited a website from an advertiser's website
- 50%** have made a purchase from the result of seeing an advertisement

PASSIONATE

- 75%** spend as much as or more than the previous year on supplies
- 75%** complete 6 or more projects a year

SAVVY

- 91%** of readers use magazines as their go-to source for projects
- 77%** use websites

EDITORIAL CALENDAR*

SPRING 2018 ISSUE

Submission Deadline: 4/7/2017

Projects/Instructions Deadline: 6/19/2017

Theme: Transition to spring—simple and easy pieces to layer over camis or tanks. All designs made using sport-, DK- or worsted-weight summer yarns with fiber content of linen, cotton, bamboo or cotton/acrylic blends.

Slip Into Style: Cardigans to wear with sleeveless dresses and tops: $\frac{3}{4}$ -length sleeves and cap sleeves, oversized tees, tops and tunics

Dress It Up: Unique totes, jewelry and colorful scarves and vests

At Home: Colorful, easy and unique easy afghans, hot pads and baskets. Recycled, everyday home items by using crochet.

Baby Love: Blankets and Lovies (small blankets): blankets using multiple stitches, blankets with beautiful edging, in the round, reversible, simple sundress and hat—sizes 3–6, 6–9 and 12–18 months

Done In One: Projects done with just one skein of yarn—no wool yarns.

Easy As 1-2-3: Simple accessories for women: cuff bracelet, belt or simple throw

Beginner's Corner: Super easy projects for Baby, home or fashion accessories

SUMMER 2018 ISSUE

Submission Deadline: 7/15/2017

Projects/Instructions Deadline: 9/7/2017

Theme: Oh so easy and colorful summer crochet! As warm weather approaches so does the season for baseball games, vacations and kids at home. We are looking for easy take-along projects using colorful yarns with warm-weather fibers. Looking for updated granny square designs and flower accents to projects in all sections.

Slip Into Style: Cardigans with $\frac{3}{4}$ -length sleeves, open mesh sleeves with various lace stitches in body. Loose-fit granny square cardigan; tank top, oversized tees and tunics.

Dress It Up: Summer Flowers: flip-flop makeovers, summer hats, easy scarves and cowls, mandala earrings and necklaces, bobby pin or hair clip accents and shawls, crochet trims and applique on premade t-shirts

At Home: Take-and-go projects: Afghans made using granny squares or strips, table runners, pillows, dishcloths in bright summer colors; add pompom and tassels when possible. Recycled everyday home items by using crochet.

Baby Love: Oversized stuffed animals, baby sandals or shoes, and blankets

Done In One: Projects made using just one skein of any yarn

Easy As 1-2-3: Swimsuit cover-up, summer slippers with flowers or summer wraps

Beginner's Corner: Take-and-go summer cowls and scarves

AUTUMN 2018 ISSUE

Submission Deadline: 10/15/2017

Projects/Instructions Deadline: 12/15/2017

Theme: Celebrate fabulous fall yarns, fringe and tempting textures! Refresh your fall wardrobe with stunning sweaters and layering pieces featuring a mix of traditional and textured stitches using fringe.

Slip Into Style: The casual sweater: include traditional, top-down and side-to-side sweaters that flatter all body types; incorporate textured stitches with traditional ones

Dress It Up: Transition to fall toppers perfect for layering: Fall shawls: long rectangle, asymmetrical; triangle shawls made with gradient yarns or one color at a time colorwork techniques or self-stripping yarns; vests with fringe, small, stunning coin purses and belts

At Home: Bag holder for any home perfect for recycling plastic bags, Embossed Crochet table runner, dish soap covers, unique fall-theme door wreaths, fall coffee cozies, coasters

Baby Love: Easy beanie hats, textured and ripple baby blankets, and booties

Done In One: Projects made using just one skein of any yarn

Easy As 1-2-3: Easy pocket scarves or scoodies

Beginner's Corner: Easy-to-stitch ripple afghans

**Editorial calendar is subject to change without notice.*

EDITORIAL CALENDAR*

WINTER 2018 ISSUE

Submission Deadline: 1/15/2018

Projects/Instructions Deadline: 3/15/2018

Theme: Gear up for winter! Make it quick, small projects to wear now using chunky- and worsted-weight yarns, plus projects that make you happy to stay inside and cuddle up on the couch to crochet.

Slip Into Style: The Perfect Winter Cardigan: Design the ultimate winter cardigan with all the must-have features and let us know why it is perfect. Pockets? Hood? Buttons? Drape? Simplicity?

Dress It Up: Holiday style: perfect little accessories for parties or church outings or just looking festive at home and all items would make great gifts. Bling it up hats and scarves, slippers, cozy hoods and snoods, and beaded jewelry

At Home: holiday accents for the entire home including afghans, dishcloths, table runners, ornaments and decorative items such as small crochet Christmas trees, snowmen or hanging snowflakes

Baby Love: Cozy items for babies: hooded cardigan for Baby, round infant circle jacket, hooded blanket, softees (animals) for gift-giving

Done In One: hats made using just one skein of any yarn

Easy As 1-2-3: Make it tonight or make it in a weekend winter projects: hats, scarves, hooded neck warmer using chunky- or worsted-weight yarns.

Beginner's Corner: Easy gift ideas for the beginner crocheter

SPRING 2019 ISSUE

Submission Deadline: 4/7/2018

Projects/Instructions Deadline: 6/19/2018

Theme: Transition to spring—simple and easy pieces to layer over camis or tanks. All designs made using sport-, DK or worsted-weight summer yarns with fiber content of linen, cotton, bamboo or cotton/acrylic blends.

Slip Into Style: Light and lacy tops made from either top down or side to side

Dress It Up: Unique accessories including purses, hats and jewelry

At Home: Colorful dishcloths, place mats and pillows

Baby Love: Special little things for Baby 3 months to 18months ranging from afghans, pacifier holders, blankets and stuffed animals

Done In One: Projects done with just one skein of yarn—no wool yarns

Easy As 1-2-3: Simple accessories for women or home

Beginner's Corner: Super easy projects for Baby, home or fashion accessories

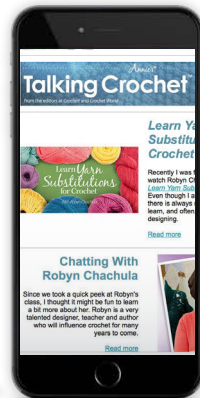
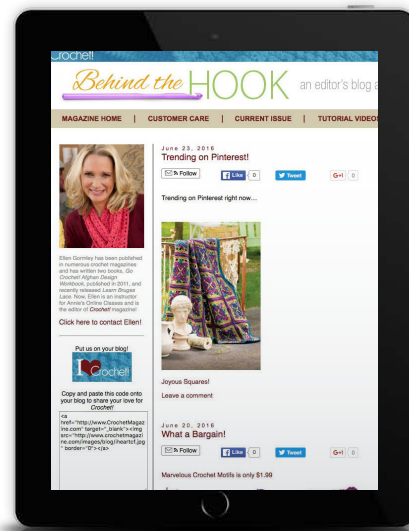
Send project submissions, questions and fabric cards to:

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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	12/12/17	12/19/17	01/30/18	02/20/18
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
Fall 2018 SIP	06/19/18	06/26/18	08/07/18	08/28/18
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	01/01/18

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DIGITAL PRESENCE

WEBSITES

CrochetMagazine.com

- 74,000+ 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
- Behind the Hook, our editor's blog, where you'll find tips, trends and all things crochet

Free-Crochet.com

- 800,000 monthly page views
- Hundreds of free crochet patterns live on this site
- 116,000+ monthly crochet downloads

NEWSLETTERS

Talking Crochet Newsletter

- 185,000 subscribers
- Delivered twice monthly
- Reach crocheters with leaderboard and content blocks and units

Dedicated Email Blasts

- Get response by sending your marketing message to our more than 185,000 subscribers

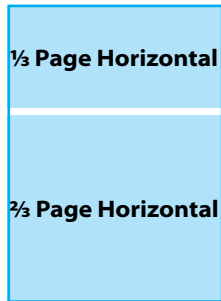
SOCIAL MEDIA

- Facebook 1,352,000 fans and growing!
- Pinterest: 63,000+ followers
- Ravelry: 3,300+ followers and growing!

SPECIFICATIONS

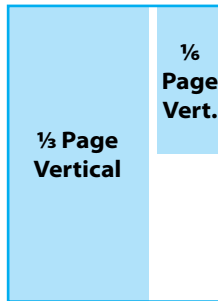


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

1/6 Page Vert.

Full Page

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

One-Fourth Page

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

One-Third Page

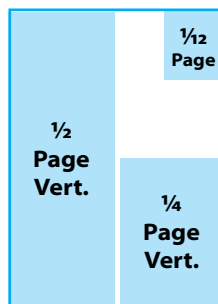
Vertical	2¼" x 9½"
Horizontal	7" x 3⅝"
Square	4⅝" x 4⅝"

One-Sixth Page

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

One-Twelfth Page

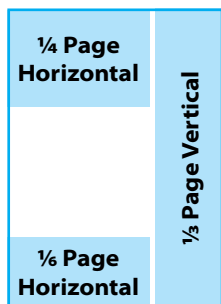
Square	2¼" x 2¼"
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1/2 Page Vert.

1/12 Page

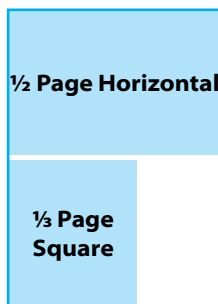
1/4 Page Vert.



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

Two-Thirds Page

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

One-Half Page

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

ONLINE

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.

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Annie's®

Crochet!