

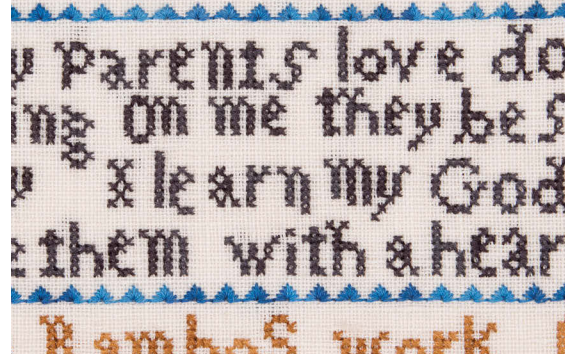


Just
CrossStitch®



2018

MEDIA KIT



MAGAZINE PROFILE

Just CrossStitch delivers an eclectic mix of designs for serious needle-art hobbyists, whether they are longtime, advanced stitchers or newcomers attracted by popular embroidery social media. Don't be fooled by the title, as our designs intermingle traditional cross stitch with popular embroidery genres like Hardanger and blackwork. *Just CrossStitch* is a unique resource for stitchers of all experience levels who want artistically crafted patterns from world-class designers, whether the projects are historic reproduction samplers or whimsical Halloween ornaments. In continuous production since 1983, *Just CrossStitch* has a loyal following who look no further than *Just CrossStitch* for their cross-stitch inspiration.

Each issue includes Where to Find It information, providing a list of retailers who carry products used in each issue. Favorite Finds product reviews feature new items as well as "diamonds in the rough" that might be long-existing but new and interesting to our readers.

Distribution: 75,000



READER PROFILE

ACTIVE

- 68%** have been cross stitching for over 30 years
- 80%** spend 20 hours or more cross stitching weekly

RESPONSIVE

- Skill level is distributed between Intermediate, Advanced and Experienced
- 68%** have visited a website as a result of advertisements

PASSIONATE

- 76%** will spend as much as or more than they did last year on supplies
- 45%** spent over \$200 last year on supplies

ENGAGED

- 70%** hang on to their copies of *Just CrossStitch* for 10 or more years
- 54%** have made a purchase as a result of seeing an advertisement

EDITORIAL CALENDAR*

JANUARY/FEBRUARY 2018 ISSUE

Submissions deadline: May 3, 2017

Winter in the Woods is the theme for the February 2018 issue of Just CrossStitch. A snowy landscape, rustic decor, cabins and wildlife will populate the pages. New Year's and Valentine's Day are the featured holidays, and our popular Christmas Stitch is included.

The dominant colors are rust and white. Subordinate colors are earth tones of gold, orange and brown. Beads, buttons and metallic floss will be incorporated in designs.

This issue will include the first of a three-part series, Bride's Jewelry Roll Needlework Case. This envelope-shaped design will include dainty stitches in shades of pink and green stitched on linen with a gold-beaded accent. The jewelry roll will open to include a pocket, three rings to hold floss and a pin pillow. The project will be divided into parts for the February, April and June issues to include stitching and construction.

We will also launch a yearlong series for beginners, Mini-Bunnies designed by Eileen Gurak. Each issue will include two small designs at a beginner level with how-to instructions.

Projects will include a snowy landscape, a small sampler, a wildlife design in a trendy hoop frame, and a pillow featuring the phrase, "Let It Snow." Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

MARCH/APRIL 2018 ISSUE

Submissions deadline: June 27, 2017

Springtime and Rebirth is the theme for the April 2018 issue of Just CrossStitch. Birds, flowers, hares, rainbows and possibly a unicorn or leprechaun will populate the pages. St. Patrick's Day and Easter are the featured holidays and our popular Christmas Stitch is included.

Bright blue is the dominant color. Subordinate colors will be yellow, spring green, magenta and violet. Designs will include beads, buttons and metallic floss.

This issue will include the second of a three-part series, Bride's Jewelry Roll Needlework Case. This envelope-shaped design will include dainty stitches in shades of pink and green stitched on linen with a gold-beaded accent. The jewelry roll will open to include a pocket, three rings to hold floss, and a pin pillow. The project will be divided into parts for the February, April and June issues to include stitching and construction.

Our beginner series, Mini-Bunnies, continues. Two small beginner-level designs will be presented with how-to instructions.

Projects will include a spring landscape, a fringed pillow, sampler and a home-decor item incorporating typography. Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

MAY/JUNE 2018 ISSUE

Submissions deadline: September 1, 2017

Celebrating Family is the theme for the June 2018 issue of Just CrossStitch. A tree of life family-tree design will be included, along with baby items and gifts for Mother's Day and Father's Day. The popular Christmas Stitch will be included featuring an ornament or small holiday design.

The dominant color will be spring green. Subordinate colors will be teal, bright blue, yellow and pink. Beads, buttons, metallic threads and various trims for ornaments will be used.

This issue will include the final installment of a three-part series, Bride's Jewelry Roll Needlework Case. This envelope-shaped design will include dainty stitches in shades of pink and green stitched on linen with a gold-beaded accent. This issue will include full instructions for constructing the project.

Our beginner series, Mini-Bunnies, continues. Two small beginner-level designs will be presented with how-to instructions.

Among the projects will be a beach scene, a fantasy figure such as a mermaid or fairy, a small sampler and prefinished items including baby booties and bibs. Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

JULY/AUGUST 2018 ISSUE

Submissions deadline: October 27, 2017

The Great Outdoors is the theme for the August 2018 issue of Just CrossStitch. Birds, flowers, wildlife, pets and sports will populate the pages. The Fourth of July is the featured holiday. This issue also includes the annual Christmas Ornament Preview, with approximately 10 Christmas ornaments.

Navy blue will be the dominant color. Subordinate colors will be red, green and white. Beads, buttons, metallic threads and various trims for ornaments will be used.

Our beginner series, Mini-Bunnies, continues. Two small beginner-level designs will be presented with how-to instructions.

Projects include a sunny landscape, prefinished items such as a tote bag and towels, a sampler, needlework accessories and ornaments. Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

EDITORIAL CALENDAR*

HALLOWEEN 2018 SPECIAL ISSUE

Submissions deadline: August 14, 2018

24 Hours of Halloween is the theme of the Halloween special issue. From 12:01 a.m. to midnight on October 31, everything is just a little bit weird, spooky and/or funny. The issue includes four chapters to coincide with different times of day. Examples are graveyard ghouls and ghosts before dawn, magical coffee beans and a "ghoul bus" in the morning, a trip to a BOOtique and haunted gardens in the afternoon, and trick-or-treating and Halloween parties in the evening.

The Halloween color scheme includes black, orange, purple and green. Products used include solid, variegated, and metallic floss and threads; Aida, linen and evenweave fabrics; solid and variegated fabrics; beads, buttons, ribbons and other types of trim.

Halloween is the second-favorite holiday—besides Christmas—for cross stitchers to make decorations. Projects include more than 30 ornaments, plus several small projects and a few large designs. Cross stitchers of all skill levels will find something fun to stitch—beginners, intermediate stitchers and those with years of experience.

SEPTEMBER/OCTOBER 2018 ISSUE

Submissions deadline: January 5, 2018

Harvesttime is the theme for the October issue of Just CrossStitch. Apples, pumpkins and country landscapes complete with migrating birds will populate the pages. This issue includes the annual Halloween Spooktacular featuring Halloween ornaments and designs. The popular Christmas Stitch will be included featuring an ornament or small holiday design.

Gold is the dominant color. Subordinate colors will be forest green, orange, rust and black. Beads, buttons, metallic threads and various trims for ornaments will be used.

Our beginner series, Mini-Bunnies, continues. Two small beginner-level designs will be presented with how-to instructions.

Projects will include wall art, pillows, ornaments, and prefinished items such as an afghan and table runner. Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

ORNAMENTS 2018 SPECIAL ISSUE

Submissions deadline: January 15, 2018

The *Just CrossStitch Christmas Ornaments* issue is a magazine that many readers save and refer to year after year as they plan their holiday stitching.

Elite designers are invited to submit ornaments and are honored to participate. Readers will find ornaments from their favorite designers who are well-established in the industry and who do not regularly submit projects to magazines. In addition to ornaments, designers provide photographs, recipes and stories about favorite Christmas memories and traditions.

Christmas colors of red, green, gold, silver, blue and white are used throughout the magazine. Products used include solid, variegated, and metallic floss and threads; Aida, linen and evenweave fabrics; solid and variegated fabrics; beads, buttons, ribbons and other types of trim.

All cross-stitch styles are represented: traditional, whimsical and primitive. Stitching types include Hardanger and blackwork in addition to cross stitch. Cross stitchers of all skill levels will find something fun to stitch—beginners, intermediate stitchers and those with years of experience.

NOVEMBER/DECEMBER 2018 ISSUE

Submissions deadline: March 6, 2018

Home for the Holidays is the theme for the October issue of Just CrossStitch. A townscape, Victorian house, children waiting for Santa, pets, Christmas stockings by a fireplace and ornaments will populate the pages. In addition to Christmas, a Thanksgiving-themed design will be included.

The dominant color is bright green. Subordinate colors are red, white, pale blue, silver and gold. Beads, buttons, metallic threads and various trims for ornaments will be used.

Among the projects will be gifts, ornaments, a table runner, a Christmas banner/mantel decoration, a sampler, needlework accessories and wall art. The issue will include prefinished items that can be made as quick gifts, such as towels.

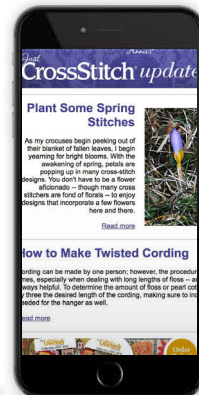
Our beginner series, Mini-Bunnies, continues. Two small beginner-level designs will be presented with how-to instructions.

Designer Contact: Editor@Just-CrossStitch.com

PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2018	10/17/17	10/24/17	12/05/17	12/26/17
April 2018	12/19/17	12/26/17	02/06/18	02/27/18
June 2018	02/20/18	02/27/18	04/10/18	05/01/18
August 2018	04/17/18	04/24/18	06/05/18	06/26/18
Halloween 2018	05/15/18	05/22/18	07/03/18	07/24/18
October 2018	06/19/18	06/26/18	08/07/18	08/28/18
Ornaments 2018	07/10/18	07/17/18	08/28/18	09/18/18
December 2018	08/21/18	08/28/18	10/09/18	10/30/18
February 2019	10/16/18	10/23/18	12/04/18	12/25/18

*Editorial calendar is subject to change without notice.



DIGITAL PRESENCE

JUST-CROSSSTITCH.COM

- 105,000 monthly page views
- Offers a Stitch Guide, Featured Patterns and Favorite Finds
- Home to our online community where cross stitchers find inspiration and ideas!

DEDICATED EMAIL BLASTS

- Get response by sending your marketing message to our 118,000 subscribers.

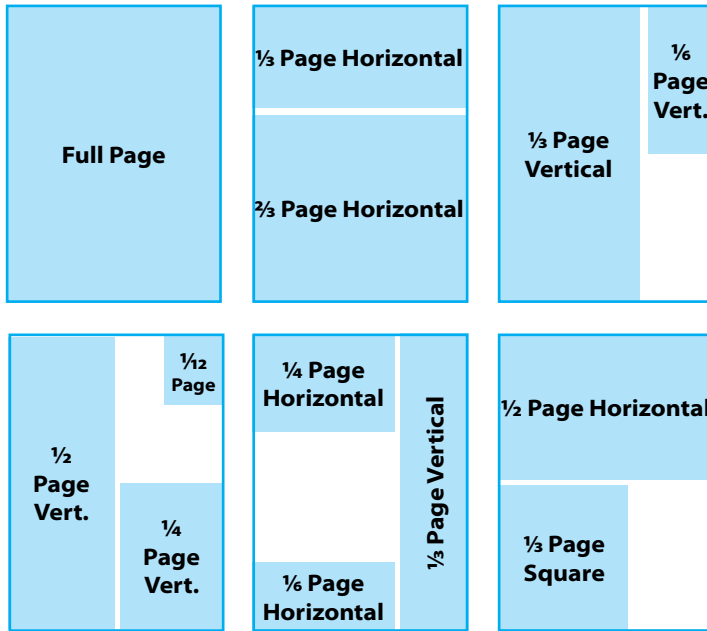
JUST CROSSSTITCH UPDATE

- 118,000 subscribers
- Delivered every three weeks
- Reach cross stitchers with a skyscraper, leaderboard or content block ad units

SOCIAL MEDIA

- Facebook: 14,000 fans and growing!
- Pinterest: 60,000 followers

SPECIFICATIONS



Full Page

Trim 8" x 10³/₄"
 Bleed 8¹/₄" x 11"
 Live 7" x 9³/₄"

One-Third Page

Vertical 2¹/₄" x 9¹/₂"
 Horizontal 7" x 3¹/₈"
 Square 4⁵/₈" x 4⁵/₈"

Two-Thirds Page

Vertical 4⁵/₈" x 9¹/₂"
 Horizontal 7" x 6¹/₄"

One-Half Page

Vertical 3¹/₂" x 9¹/₂"
 Horizontal 7" x 4⁵/₈"

One-Fourth Page

Vertical 3¹/₂" x 4⁵/₈"
 Horizontal 4⁵/₈" x 3¹/₂"

One-Sixth Page

Vertical 2¹/₄" x 4⁵/₈"
 Horizontal 4⁵/₈" x 2¹/₄"

One-Twelfth Page

Square 2¹/₄" x 2¹/₄"

Shop.Web Listings

Single 2¹/₈" x 3¹/₄"
 Double 2¹/₈" x 1⁵/₈"

ONLINE

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400

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

Tanya Fox
(260) 849-4230
Tanya_Fox@Annies-Publishing.com

ADVERTISING ACCOUNT MANAGER

Molly Beals
(260) 849-4509
Molly_Beals@Annies-Publishing.com

MANAGING EDITOR

Brooke Smith
(260) 849-4900
Brooke_Smith@Annies-Publishing.com

ADVERTISING COORDINATOR

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

Annie's®