



Crochet World®



2019

MEDIA KIT



# MAGAZINE PROFILE

*Crochet World* is one of the first magazines dedicated to crocheters, and its long-held recognition generates tremendous reader loyalty. Its reputation is built on the fact that it offers the most projects per issue, with traditional designs that feature innovative techniques and styling.

*Crochet World* is extremely reader-friendly, with a balanced blend of both yarn and thread designs that include excellent directions and professional photos. Projects include a variety of affordable designs and materials for home decor, fashion and accessory items, decorations, toys, baby items and more. As a result, *Crochet World* attracts a dynamic cross section of readers who archive every issue.

We deliver a qualified and engaged audience to help build your business and promote your brand and products. Let us customize a marketing solution for you.

*Circulation: 90,000*



# READER PROFILE

## ENGAGED

**63%** hold on to their copy of *Crochet World* for 10 or more years

**65%** spend more than 3 hours with each issue

## RESPONSIVE

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

**53%** have made a purchase as a result of seeing an advertisement

## PASSIONATE

**75%** spend as much as or more than the previous year on supplies

**80%** complete 6 or more projects per year

## SAVVY

**94%** of readers use magazines as their go-to source for project inspiration

**77%** use websites

# EDITORIAL CALENDAR\*

## FEBRUARY 2019 ISSUE

**Let's Celebrate Crochet!** March is National Crochet Month! We'll show our love of crochet with unique projects that highlight the beauty and diversity of this time-honored craft.

**Socks, Slippers & More!** Baby, it's cold outside! In this chapter you'll find a bevy of toasty socks, slippers and crocheted booties for yourself and the family. We'll feature a range of projects that are not only colorful and fun but practical and warm, in fingering- to chunky-weight yarns.

## APRIL 2019 ISSUE

**Signs of Spring:** The first signs of spring bring thoughts of tulips, chocolate bunnies and days filled with the sun's warmth. We'll include patterns that celebrate spring with pretty pastel colors, light and lacy designs, and fun spring holiday-inspired projects.

**A Place for Everything:** Get organized with this unique assortment of crocheted baskets, totes, carryalls and organizers! We'll showcase projects that can be used in every room of the house, in addition to totes or carryalls that you can take with you.

## JUNE 2019 ISSUE

**Summertime Blues:** Soothing shades of blue remind us of the best of summer and invite us to slow down and relax. You'll find creative projects in all shades from tropical to ice blue, including items for the home such as pillows, throws, table runners and kitchen accessories. We'll also feature fashionable tops, cardigans, shawls and more.

**Craft Fair Favorites:** This chapter will feature craft fair best-sellers that are easy to crochet and inexpensive to make. We'll include small projects for the home, quick-to-make fashion accessories and toys for little ones.

## AUGUST 2019 ISSUE

**Pineapples Aplenty!** The pineapple stitch remains popular among crocheters, and in this chapter we'll showcase new designs and exciting ways to use this all-time favorite stitch!

**Upcycle Crochet:** Upcycling is not only a hot decorating trend, but it's a practical one too! We'll feature patterns that use common household items that can be transformed into unique and useful crochet projects for the home!

## OCTOBER 2019 ISSUE

**It Takes the Cake!** Self-stripping cake yarn is today's hottest trend! With long color repeats, beautiful designs come to life in an explosion of color! We'll include projects for the home, fashionable garments and accessories in this colorful chapter.

**Going in Circles!** Begin at the center with just a few stitches and increase your fun as you crochet clever circular projects! Wearables and home decor projects that feature circular shapes of all sizes to create unique designs will take center stage.

## DECEMBER 2019 ISSUE

**Winter Wonderland:** Decorate your home with projects that create magical holiday memories. Crocheted throws, baskets, pillows, ornaments and more covered with sparkly snowflakes, snow-laden trees, snowmen and colorful lights create extra-special moments during the holiday season.

**Last-Minute Stocking Stuffers:** Small, easy-to-make gifts for everyone in the family that are perfectly sized for Christmas stockings! In this chapter we'll include games and toys, fashion accessories, and spa and home items that can be crocheted quickly.

## FEBRUARY 2020 ISSUE

**Hearts All Around:** This February, create special handmade gifts for the ones you love with a heart theme! Ideas for small projects such as jewelry, cowls, scarves, slippers, washcloths and gift-card holders, and home items such as dishcloths, tea cozies, hot pads, coasters and doilies will be included.

**Heirloom Treasures:** Winter invites us to slow down and take our time with a special crochet project. This chapter will include extra-special patterns that are sure to create beautiful heirlooms that will be treasured by generations to come. Beautiful tablecloths, intricate doilies, cabled and textured throws and more will be included.

**Send submission inquiries to:**

Jackie\_Daugherty@Annies-Publishing.com

## PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2019	10/16/18	10/23/18	12/04/18	12/25/18
Spring SIP 2019	11/27/18	12/4/18	01/15/19	02/05/19
April 2019	12/18/18	12/25/18	02/05/19	02/26/19
June 2019	2/19/19	2/26/19	04/09/19	04/30/19
August 2019	4/16/19	4/23/19	06/04/19	06/25/19
Autumn SIP 2019	5/21/19	5/28/19	07/09/19	07/30/19
October 2019	6/18/19	6/25/19	08/06/19	08/27/19
December 2019	8/20/19	8/27/19	10/08/19	10/29/19
February 2020	10/15/19	10/22/19	12/03/19	12/24/19

\*Editorial calendar is subject to change without notice.



# DIGITAL PRESENCE

## WEBSITES

### Crochet-World.com

- 111,000+ monthly page views
- Home to our online community where crocheters can find stitch guides, yarn calculators and more
- Crochet Connection: Interactive editor's blog with tips, ideas and news to inspire and inform

### Free-Crochet.com

- 800,000+ monthly page views
- Hundreds of free crochet patterns
- 77,000 monthly crochet downloads

## NEWSLETTERS

### Talking Crochet Newsletter

- 125,000 subscribers
- Delivered twice monthly
- Reach crocheters with leaderboard and content block ad units

### Dedicated Email Blasts

- Get response by sending your marketing message to our 125,000 subscribers

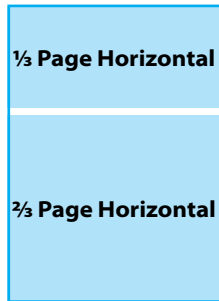
## SOCIAL MEDIA

- Facebook: 407,000+ fans
- Pinterest: 68,000+ followers
- Ravelry: 1,453 members

# SPECIFICATIONS

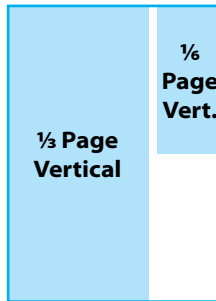


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

1/6 Page Vert.

## Full Page

Trim	8" x 10 <sup>3</sup> / <sub>4</sub> "
Bleed	8 <sup>1</sup> / <sub>4</sub> " x 11"
Live	7" x 9 <sup>3</sup> / <sub>4</sub> "

## One-Fourth Page

Vertical	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
Horizontal	4 <sup>5</sup> / <sub>8</sub> " x 3 <sup>1</sup> / <sub>2</sub> "

## One-Third Page

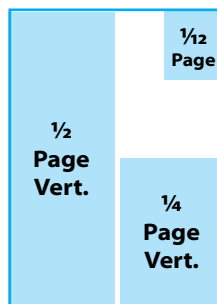
Vertical	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
Horizontal	7" x 3 <sup>1</sup> / <sub>8</sub> "
Square	4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "

## One-Sixth Page

Vertical	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
Horizontal	4 <sup>5</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>4</sub> "

## One-Twelfth Page

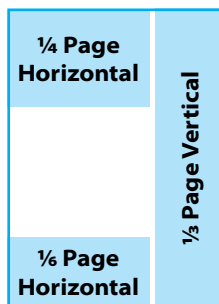
Square	2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "
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1/2 Page Vert.

1/12 Page

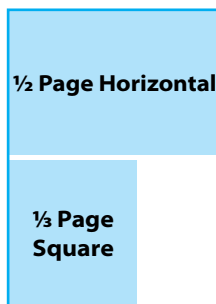
1/4 Page Vert.



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

## Two-Thirds Page

Vertical	4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
Horizontal	7" x 6 <sup>1</sup> / <sub>4</sub> "

## One-Half Page

Vertical	3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
Horizontal	7" x 4 <sup>5</sup> / <sub>8</sub> "

## 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 <sup>1</sup> / <sub>2</sub> " (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  
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