

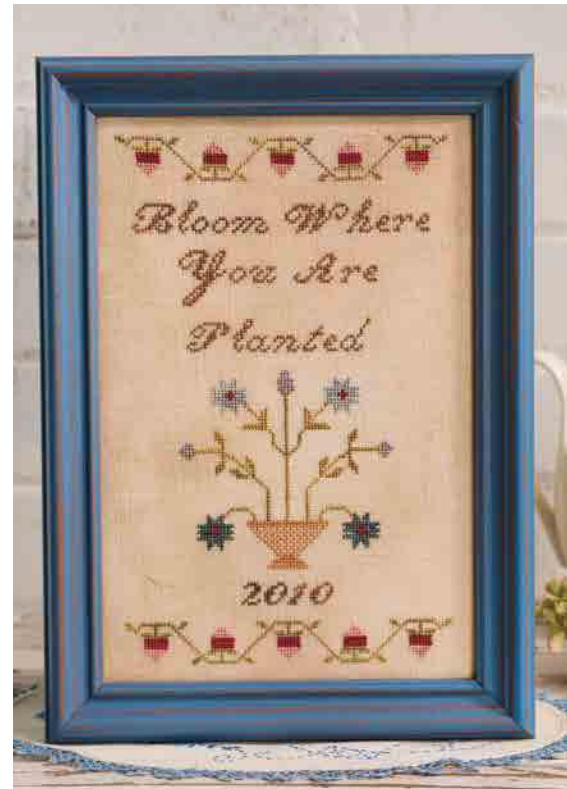


Just  
**CrossStitch**®



2019

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 loyal readers who look no further than *Just CrossStitch* for their inspiration.

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

- 54%** have made a purchase as a result of seeing an advertisement
- 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
- Skill level is distributed between Intermediate, Advanced and Experienced

# EDITORIAL CALENDAR\*

## JANUARY/FEBRUARY 2019 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 4/30/2018

**Project/instruction deadline:** 7/18/2018

**On-sale date:** 12/25/2018

The theme is *"Hearts & Flowers."* Designs might include a band sampler (six parts to continue through the year); romantic, Victorian-inspired designs; elegant heart motifs; lovely vases of flowers; floral borders; and early spring landscapes.

Holiday projects will include gifts to welcome the New Year and thoughtful, heartfelt tokens for Valentine's Day.

The popular "Christmas Stitch" column will feature an ornament or small holiday design.

The dominant colors for this issue will be red, pink, blush, gold, white and off-white. Yellow and blue will be subordinate colors. Beads, buttons and metallic threads may be used to enhance your design.

We will begin a new band sampler series that teaches a new stitch in each issue throughout 2019. The sampler will be in a modern style with sufficient detail to attract both new and experienced stitchers. How-to instructions will be included.

Design finishing ideas include needlework accessories, decorative throw pillows and bench pillows, table runners, dimensional home decor pieces and various wall art. Prefinished items that can be made as quick gifts, such as hand towels, will also be considered. We always welcome smalls such as pincushions, scissor fobs, needlebooks and stitcher's pouches to round out our project selections.

## MARCH/APRIL 2019 ISSUE

**Submissions deadline: 8:00 a.m.** (EST) 6/27/2018

**Project/instruction deadline:** 9/13/2018

**On-sale date:** 2/26/2019

Editorial Focus: *"Springtime and Rebirth,"* featuring bird and floral designs.

Easter is the featured holiday, and our popular "Christmas Stitch" column is included.

The color scheme includes lavender and spring green along with vibrant shades of yellow, pink and blue. Designs may include hand-dyed and variegated floss.

We will be looking for detailed spring landscapes, lush garden scenes, floral designs, decorator pillows, samplers and needlework accessories, as well as a variety of smalls.

We will begin a new band sampler series that teaches a new stitch in each issue throughout 2019. The sampler will be in a modern style with sufficient detail to attract both new and experienced stitchers. How-to instructions will be included.

Design finishing ideas include needlework accessories, decorative throw pillows and bench pillows, table runners, dimensional home decor pieces and various wall art. Prefinished items that can be made as quick gifts, such as hand towels, will also be considered. We always welcome smalls such as pincushions, scissor fobs, needlebooks and stitcher's pouches to round out our project selections.

Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

## MAY/JUNE 2019 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 8/29/2018

**Project/instruction deadline:** 11/15/2018

**On-sale date:** 4/30/2019

The theme is *"Home is ..."* and the featured designs will focus on family, home, faith, children and gifts.

Mother's Day and Father's Day are the featured holidays, and our popular "Christmas Stitch" column is included.

The color scheme includes seasonal summer colors. The use of some specialty stitches is encouraged.

We will be looking for both masculine and feminine designs; designs depicting traditional family settings and activities from now and looking back; faith-based designs (decorative crosses, churches, etc.); Welcome bell pulls and framed pieces; samplers; and needlework accessories, as well as a variety of smalls.

Design finishing ideas include needlework accessories, decorative throw pillows and bench pillows, table runners, dimensional home decor pieces and various wall art. Prefinished items that can be made as quick gifts, such as hand towels, will also be considered. We always welcome smalls such as pincushions, scissor fobs, needlebooks and stitcher's pouches to round out our project selections.

## JULY/AUGUST 2019 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 10/25/2018

**Project/instruction deadline:** 1/17/2019

**On-sale date:** 6/25/2019

The theme is *"In the Good Old Summertime"* and may include designs for farmhouse-style projects, birds, florals, sunny landscapes, hot-air balloons, sailing boats and patriotic pieces.

This issue includes the annual Christmas Ornament Issue preview, with approximately 10 Christmas ornaments.

The Fourth of July is the featured holiday.

The color scheme includes shades of blue, crimson, green and yellow. Designs may include hand-dyed and variegated floss. The use of some specialty stitches is encouraged.

Among the projects will be ornaments, wall art, pillows, home decor and needlework accessories. Because summer is busy, we'll include a variety of quick-to-stitch and portable pieces. Prefinished items that can be made as quick gifts, such as hand towels, will also be considered.

Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

## HALLOWEEN 2019 SPECIAL ISSUE

This best-selling issue features 4–6 chapters of projects built around specific Halloween themes.

The typical Halloween color scheme includes deep shades of black, jack-o'-lantern orange, eerie yellow, haunting purple and ghoulish green. Products used include solid, variegated and metallic floss and threads; Aida, linen and evenweave fabrics; solid and variegated fabrics; and 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—beginner, intermediate and experienced—will find something fun to stitch!

#### SEPTEMBER/OCTOBER 2019 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 1/3/2019

**Project/instruction deadline:** 3/21/2019

**On-sale date:** 8/27/2019

The theme is “*Outdoor Living*” and may include autumn landscapes, Halloween projects, florals, birds and wildlife.

This issue includes the annual Halloween Spooktacular featuring Halloween ornaments.

Halloween is the featured holiday.

The color scheme includes orange, gold, rust, forest green and black.

Among the projects will be ornaments, wall art, pillows, home decor and needlework accessories.

Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

#### ORNAMENTS 2019 SPECIAL ISSUE

This 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; and 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—beginner, intermediate and experienced—will find something fun to stitch!

#### NOVEMBER/DECEMBER 2019 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) 3/7/2019

**Project/instruction deadline:** 5/23/2019

**On-sale date:** 10/29/2019

The theme is “*Home for the Holidays*,” with joyful, optimistic designs.

Thanksgiving and Christmas are the featured holidays.

The color scheme includes crimson, green, gold and silver.

Projects may include typography for Thanksgiving and related sentiments, an angel, ornaments, gift items, a sampler, needlework accessories and wall art. Specialty stitches are encouraged with the elegant designs featured in this issue.

Feature stories include a designer Q&A, Sampler Sleuth history article and Favorite Finds Product Reviews.

#### JANUARY/FEBRUARY 2020 ISSUE

**Submissions deadline:** 8:00 a.m. (EST) TBD

**Project/instruction deadline:** TBD

**On-sale date:** TBD

The theme is “*Snow Days*.”

Designs might include snowy landscapes, snowman-themed projects, Whitework and fireside scenes.

Featured holiday is Valentine’s Day.

The popular “Christmas Stitch” column will feature an ornament or small holiday design.

The dominant colors for this issue will be blues, gray, shades of purple, silver, white and off-white. Beads, buttons and metallic threads may be used to enhance your design.

Design finishing ideas include needlework accessories, decorative throw pillows and bench pillows, table runners, dimensional home decor pieces and various wall art. Prefinished items that can be made as quick gifts, such as hand towels, will also be considered. We always welcome smalls such as pincushions, scissor fobs, needlebooks and stitcher’s pouches to round out our project selections.

**Designer Contact:** [Editor@Just-CrossStitch.com](mailto:Editor@Just-CrossStitch.com)

#### PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
February 2019	10/16/18	10/23/18	12/4/18	12/25/18
April 2019	12/18/18	12/25/18	02/05/19	02/26/19
June 2019	02/19/19	02/26/19	04/09/19	04/30/19
August 2019	04/16/19	04/23/19	06/04/19	06/25/19
Halloween 2019	05/14/19	05/21/19	07/02/19	07/23/19
October 2019	06/18/19	06/25/19	08/06/19	08/27/19
Ornaments 2019	07/09/19	07/16/19	08/27/19	09/17/19
December 2019	08/20/19	08/27/19	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

## 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 85,000 subscribers

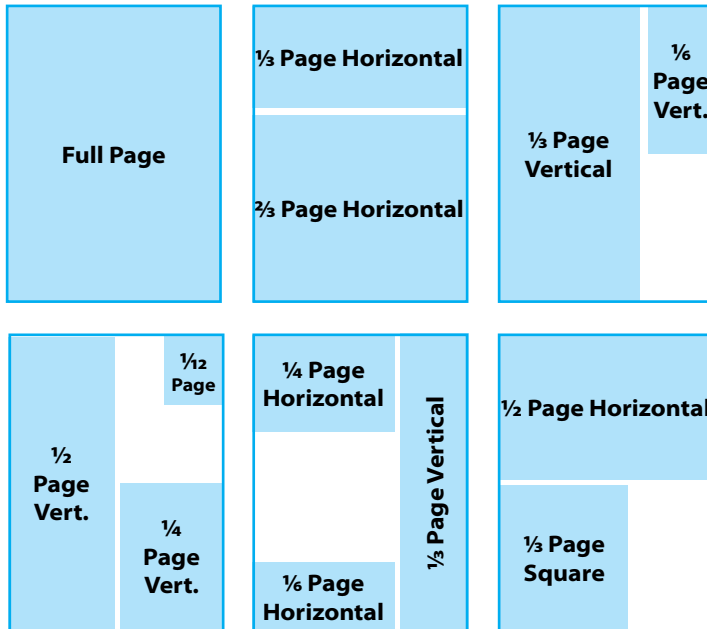
## JUST CROSSSTITCH UPDATE

- 85,000 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 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-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> "

## 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> "

## 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-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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## Shop.Web Listings

Single	2 <sup>1</sup> / <sub>8</sub> " x <sup>3</sup> / <sub>4</sub> "
Double	2 <sup>1</sup> / <sub>8</sub> " x 1 <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

### 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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