Crochet!®

Crochet! magazine's mission is to create classic but on-trend apparel designs that feel and look good when wearing them, plus designs for the home that keep it looking fresh.

Each issue features 18+ patterns ranging from easy to intermediate in skill level, including a Learn it! Do it! article and project, items for babies, fashion apparel and accessories, and home decor. *Crochet!* is the official magazine of the Crochet Guild of America organization.

Annie's®
Celebrating home, family and the creative spirit

Circulation & Stats

55,000	**137,500**	**950,000**	**1,925,000**	**3,000,000**
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

59 median age

40 median Facebook follower age

$52,500 median reader income

88% married

55% hold on to their copy of *Crochet!* for 10 or more years

61% spend more than 3 hours with each issue

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

75% complete 6 or more projects per year

69% have visited a website from an advertisement in *Crochet!*

50% have made a purchase as a result of seeing an advertisement

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

53% of subscribers only subscribe to *Crochet!*

Creative Marketing Opportunities

- Solo email blasts
- Banners in newsletters
- Sponsored content
- Sponsored sweepstakes
- Banners on websites
- Affiliate programs
- Content submissions
- Sponsored posts on social media
- Facebook live content
- Unique print opportunities – gatefolds and inserts
- Polybag onsert program
- Custom solutions
- Partnership opportunities

Social Media Users

f 1,400,000

O Newly Launched!

*Compiled from Reader Survey

Crochet! Features

Easy as 1-2-3—Easy projects made using basic stitches.
Done in One—Projects made using just one skein of yarn.
Beginner's Corner—Easy projects made using simple stitches for beginners.
Caring & Sharing—Features an article that highlights different charities and a crochet project that can be donated to these charities.
Learn It! Do It!—Learn a new technique, then start a project that uses the technique.
Slip Into Style—On-trend and classic fashions designed to flatter every body type.
Dress It Up—Accessories to enhance your wardrobe.
Baby Love—Sweet little projects perfect for baby showers.
At Home—Home accessories, such as dishcloths, hot pads and afghans.

Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Spring 2020	10/22/2019	10/29/2019	12/17/2019	12/31/2019
Spring 2020 SIP	12/10/2019	12/17/2019	02/04/2020	02/18/2020
Summer 2020	01/21/2020	01/28/2020	03/17/2020	03/31/2020
Autumn 2020	04/21/2020	04/28/2020	06/16/2020	06/30/2020
Autumn 2020 SIP	06/16/2020	06/23/2020	08/11/2020	08/25/2020
Winter 2020	07/21/2020	07/28/2020	09/15/2020	09/29/2020
Spring 2021	10/21/2020	10/28/2020	12/16/2020	12/30/2020

Editorial calendar is subject to change without notice.

Editorial Calendar

Spring 2020: Ring in the new year with crochet!
On Sale: 12/31/2019

- Trend alert: spring hair accessories and skinny scarves
- Trend alert: crochet dresses and granny square fashions
- The amazing pineapple stitch
- Top-down tunics and cardigans
- Light and stylish farmhouse-style afghans and pillows

Summer 2020: Feel the breeze—welcome summer with portable road trip projects! These are projects with simple, easy-to-memorize stitch repeats that are small enough to take with you in a large tote.
On Sale: 03/31/2020

- Summer chic projects: swimwear and swim cover-ups, cold shoulder tops and tunics—all designed to flatter your figure!
- Irish crochet
- Colorful little accents for your home—wreaths, place mats, pillows and throws
- Simple and easy baby essentials
- Crocheting with glass—projects that incorporate glass stones into the crochet

Autumn 2020: Style refresh! Transition your look from summer to fall!
Submission Due Date: 09/09/2019
On Sale: 06/30/2020

- Transitional apparel: statement-making cardigans!
- Layer-it-on accessories, such as cowls and wraps
- Snuggle-worthy afghans
- Add stylish elements to your home with seasonal decorations
- Recycle and reuse—crocheting with plastic bags

Winter 2020: It's all about texture!
Submission Due Date: 12/30/2019
On Sale: 09/29/2020

- Winter accessories: awesome duos—hat and scarf sets
- Cozy cold-weather cowls and scarves
- Make it quick—bulky-weight fashions
- Last-minute gifts—slippers, winter headbands, tablet covers, bookmarks and baskets
- Vintage edgings to embellish pillowcases, sheets and pillows

Spring 2021: Simple is the new black—easy-to-stitch designs for everyday living!
Submission Due Date: 05/01/2020
On Sale: 12/30/2020

- Sustainable living crochet—small projects using organic yarns. Bring your own water bottle—crochet covers for water bottles; reuseable cloths instead of paper towels; bring your own reusable shopping bags
- Simple-to-stitch summer toppers and spring cardigans
- Around the home projects that incorporate spring crochet flowers
- Simple and easy baby dresses embellished with flowers
- Crocheting with wire

Send project submissions, questions and fabric cards through UPS or FedEX to:
Connie Ellison
P.O. Box 950, 113 E. Gilmer St.
Big Sandy, TX 75755
Connie_Ellison@Annies-Publishing.com

Specifications

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

Two-Thirds Page
Vertical   4⅝" x 9½"
Horizontal   7" x 6¼"

One-Half Page
Vertical   3½" x 9½"
Horizontal   7" x 4⅝"

One-Third Page
Vertical   2¼" x 9½"
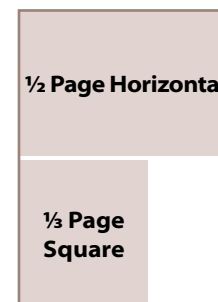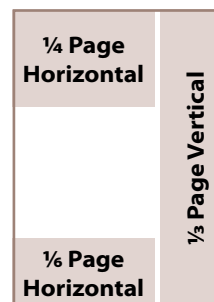Horizontal   7" x 3⅛"
Square   4⅝" x 4⅝"

One-Fourth Page
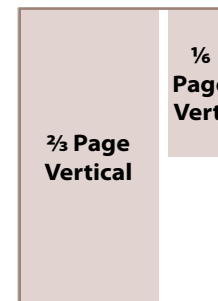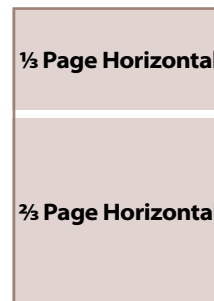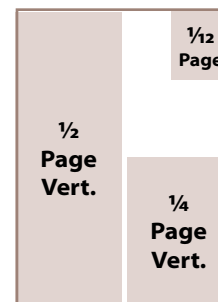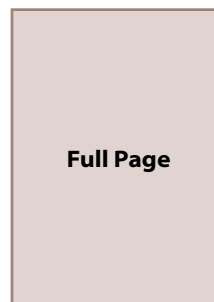Vertical   3½" x 4⅝"
Horizontal   4⅝" x 3½"

One-Sixth Page
Vertical   2¼" x 4⅝"
Horizontal   4⅝" x 2¼"

One-Twelfth Page
Square   2¼" x 2¼"

Full Page	½ Page Vert. / ¼ Page Vert. / ¹⁄₁₂ Page
⅓ Page Horizontal / ⅔ Page Horizontal	⅔ Page Vertical / ⅙ Page Vert.
¼ Page Horizontal / ⅙ Page Horizontal / ⅓ Page Vertical	½ Page Horizontal / ⅓ Page Square

Contact Information

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

Advertising Account Manager
Joan Lynch Luckett
(260) 849-4504
JoanLynch_Luckett@Annies-Publishing.com

Advertising Account Manager
Stephanie Crowe
(914) 827-0015
Stephanie@RBAdvertisingReps.com

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

Editor
Connie Ellison
(903) 636-0376
Connie_Ellison@Annies-Publishing.com

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.
Contact Adriana Wagner for login information.

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.