

Crochet World®



Crochet World magazine has remained the go-to source for “all things *crochet*” for over 40 years. Each issue features over 20 patterns to satisfy crocheters of all skill levels.

You'll find a wide variety of patterns for your home, fashion accessories and classically styled garments for yourself and quick and easy projects that are perfect to give as gifts. Each issue features a human interest story about crochet, as well as a photo tutorial introducing readers to new and exciting techniques.

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

Circulation & Stats

| | | | | |
|---------------|----------------|-------------------|----------------------|------------------|
| 75,000 | 187,500 | 950,000 | 1,925,000 | 2,950,000 |
| Circulation | Readership | Newsletter Counts | Unique Website Users | Impressions |

Demographics & Reader Profile*

| | |
|---|---|
| 59 median age | 80% complete 6 or more projects per year |
| 42 median Facebook follower age | 75% have visited a website from an advertisement in <i>Crochet World</i> |
| \$52,500 median reader income | 53% have made a purchase as a result of seeing an advertisement |
| 82% married | 94% of readers use magazines as their go-to source for projects |
| 63% hold on to their copies of <i>Crochet World</i> for 10 or more years | 97% are experienced or advanced crocheters |
| 65% spend more than 3 hours with each issue | |
| 75% spend as much as or more than the previous year on supplies | |

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



400,000



Newly Launched!

**Compiled from Reader Survey*



Advertiser Testimonials

"Year after year, advertising in *Crochet World* consistently performs the best for us!"

—Handy Hands

"Your magazines are so lovely and I'm so happy to see how many wonderful designs are made with our yarns."

—Omega

Reader Testimonials

"*Crochet World* is my favorite crochet pattern magazine. Your variety and skill levels are such that everyone can find a pattern they'd like to try. I've been a very long-term subscriber, and I find yours to be the BEST!!!! All of my crochet students agree as well and subscribe. Keep up the great work. The more variety the better for me."

—Anonymous

"I absolutely treasure *Crochet World*. I have received every issue from day one. It is the only magazine I refuse to do without. There are so many wonderful patterns to make. Thank you *Crochet World* for always bringing sunshine to my world."

—Wendy

"*Crochet World* is my all time favorite magazine barring none. I love the format. The patterns are a good mixture of different projects, skill level and technique. This is the one subscription I will always renew. Thank you for all your work and the years of enjoyment your magazine has brought me."

—Kerri

Crochet World Features

Designer Spotlight—Features a bio and tips pertaining to the project.

Beginner's Luck—Stylish projects that are easy for beginners to make. Tips for beginners are also included.

Touch of Style—A classic garment that is wearable by women of all ages, offered in a range of sizes.

Fast, Easy, Fun!—Quick and easy projects to make in no time.

Scraps Delight—A variety of projects that can be made from leftover and scrap yarn.

Heirloom Treasures—Heirloom thread crochet designs from Annie's archives.

Photo Tutorials—How-to articles related to one project in each issue.

Special Features—Each issue features two chapters covering different techniques and topics.

Lifestyle

In the World of Crochet—Anything a crocheter would find of interest, such as interviews, information on charities accepting crocheted items, human interest stories that feature crochet, etc.

Editor's Fave—Product reviews of all the latest books, gadgets and yarns a crocheter could want!

Print Schedule

| Issue | Ad Close Date | Materials Due Date | In Home Date | On Sale Date |
|-----------------|---------------|--------------------|--------------|--------------|
| February 2020 | 10/15/2019 | 10/22/2019 | 12/10/2019 | 12/24/2019 |
| Spring 2020 SIP | 11/26/2019 | 12/03/2019 | 01/21/2020 | 02/04/2020 |
| April 2020 | 12/17/2019 | 12/24/2019 | 02/11/2020 | 02/25/2020 |
| June 2020 | 02/18/2020 | 02/25/2020 | 04/14/2020 | 04/28/2020 |
| August 2020 | 04/14/2020 | 04/21/2020 | 06/09/2020 | 06/23/2020 |
| Fall 2020 SIP | 05/19/2020 | 05/26/2020 | 07/14/2020 | 07/28/2020 |
| October 2020 | 06/16/2020 | 06/23/2020 | 08/11/2020 | 08/25/2020 |
| December 2020 | 08/18/2020 | 08/25/2020 | 10/13/2020 | 10/27/2020 |
| February 2021 | 10/14/2020 | 10/21/2020 | 12/09/2020 | 12/23/2020 |

*Editorial calendar is subject to change without notice.



Editorial Calendar

February 2020

On Sale: 12/24/2019

Hearts All Around: Create special handmade gifts with a heart theme for the ones you love! This chapter will include ideas for small projects, such as jewelry, cowls, scarves, slippers and gift-card holders; home items such as dishcloths, tea cozies, hot pads, coasters and doilies will also 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 become beautiful heirlooms for future generations to treasure. Beautiful tablecloths, intricate doilies, cabled and textured throws and more will be included.

April 2020

On Sale: 2/25/2020

Stash-Busting Crochet: Every crocheter has a stash of yarn—odd bits and pieces that are hard to part with and sometimes difficult to use up! This chapter will include small projects that are quick and easy, as well as larger projects that use up scrap yarn in practical and beautiful ways!

Corner-to-Corner Crochet: What started out as a way to crochet large pictorial afghans has become a hot trend with designers exploring new and unique approaches to C2C. This chapter will include different ways to use C2C for garments, fashion accessories, home decor and more.

June 2020

Submission Deadline: 9/23/2019

On Sale: 4/28/2020

Make It in a Day! Enjoy the laid-back days of summer with a selection of small take-along projects that can be made quickly. This chapter will include fun and easy projects to make for yourself or your home, or to give as gifts.

Baby Love: There is nothing more precious than a little one tucked under a crocheted blanket! This chapter will include projects that are perfect for gift-giving, including small items that are fast and easy, such as bibs, toys and booties, plus heirloom-quality blankets, sweaters and more.

August 2020

Submission Deadline: 11/18/2019

On Sale: 6/23/2020

Stress-Free Crochet: Enjoy the last days of summer and some stress-free crochet time! Each project featured in this chapter uses a simple stitch or pattern repeat, so you can relax and enjoy your favorite craft!

Mosaic Crochet: Make colorful designs that look complicated but are crocheted using just one color at a time! This chapter will include easy projects for when you are new to the technique and more complex projects for when you have mastered the basics. We've included a photo tutorial to guide you step by step through your first project!

October 2020

Submission Deadline: 12/18/2019

On Sale: 7/28/2020

Harvest Home: The colors of autumn add a warm and inviting touch to our homes. This chapter is filled with projects that are sure to up the cozy factor this fall. Afghans, pillows, rugs, table decor and smaller items for the home will have you busy crocheting throughout the season.

The New Granny Square: Tried-and-true, a granny square is often the first project new crocheters make. This chapter is filled with exciting new designs that expand the boundaries of this simple motif, taking the humble granny square to the next level!

December 2020

Submission Deadline: 3/22/2020

On Sale: 10/27/2020

Holiday Countdown: It's never too late to start crocheting for the holidays! This chapter is filled with projects that can be made in a few hours or a few days. You'll find projects to make for your home, including afghans, ornaments and holiday decor.

Gifts on a Budget: Make beautiful gifts that are sure to be appreciated without breaking the bank. You'll find a selection of thoughtful and quick-to-make gifts for everyone on your list.

February 2021

Submission Deadline: 5/1/2020

On Sale: 12/29/2020

Today's Irish Crochet: Traditional Irish crochet was created to mimic the delicate lace of yesteryear, but today's designers are creating stunning lace in a myriad of colors and taking this traditional technique to new heights of artistry! Your creativity will soar as you use this technique to add a touch of lace to an existing outfit or crochet an entire shawl!

Crochet for a Cause: Crocheters are the best! Many give their crochet creations to charities and other worthy causes. We'll include five crochet-worthy causes, each featuring a pattern for an item that you can donate.



Send submission inquiries to:
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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 3⅝"
Square 4⅝" x 4⅝"

One-Fourth Page

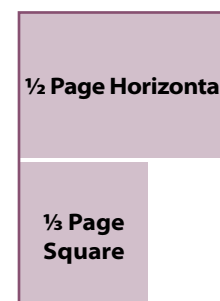
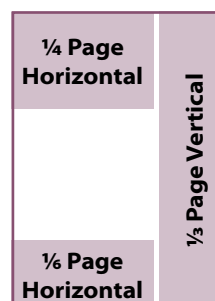
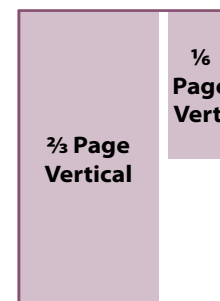
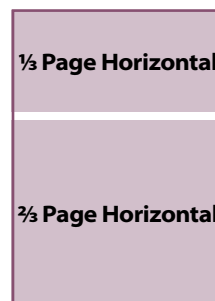
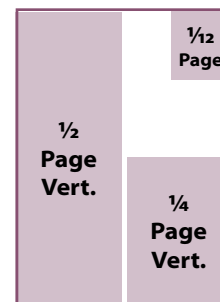
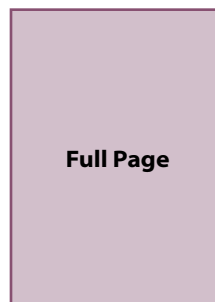
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Horizontal 4⅝" x 3½"

One-Sixth Page

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

One-Twelfth Page

Square 2¼" x 2¼"



Online

Unit

Leaderboards
Wide Skyscraper
Medium Rectangle
Newsletter Content Block

Size (Pixels)

728 x 90
160 x 600
300 x 250
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.