



Just CrossStitch delivers an appealing mix of designs for needle artists, whether they are advanced or novice stitchers.

Our designs intermingle traditional cross stitch with popular embroidery techniques, Hardanger and blackwork.

Featuring artistically crafted patterns from world-class designers, *Just CrossStitch* includes a wide range of projects from historic reproduction samplers to whimsical Halloween ornaments.

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

Circulation & Stats

60,000	120,000	60,000	95,000	200,000
Distribution	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

60 median reader age	76% will spend as much as or more than they did last year on supplies
45 median Facebook follower age	45% spent over \$200 last year on supplies
\$58,300 median reader income	54% have made a purchase as a result of seeing an advertisement
85% married	70% hang on to their copies of <i>Just CrossStitch</i> for 10 or more years
68% have been cross stitching for over 30 years	
80% spend 20 hours or more cross stitching weekly	

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



*Compiled from Reader Survey



Advertiser Testimonials

"Throughout our long association, *Just CrossStitch* has consistently enabled us to reach a dedicated and engaged audience of needleworkers. For these important readers, it is a welcoming magazine that is filled with inspiring patterns and projects designed to reach a spectrum of skill levels and special interests. As such, it strengthens our marketing efforts to this core market. We appreciate the excellent communication with advertising manager Molly Beals, who brings suggestions and opportunities to us in a spirit of true partnership."

—Lynn Pearl, DMC Corporation

"I've just celebrated my 20-year anniversary with Rosewood Manor. I love advertising in *Just CrossStitch* magazine because I reach customers that never knew about my designs."

—Karen Kluba, Rosewood Manor

Reader Testimonials

"I've been a longtime reader/ subscriber to *Just CrossStitch* since the 1990s. I love to see what everyone's making, designing etc. I'm an intermediate so to speak. I prefer whole cross stitches but will do a partial if I really have to! I'm still stitching on Aida—16 and 18 are my faves. I would love to learn Linen but not quite ready to make that jump yet. I love *Just CrossStitch*!!!! Thank you so much for a wonderful magazine!!!!"

"Love this magazine from the 'very beginning'—from way back when."

"I love the colorful patterns and wonderful gift ideas. I have tried several cross stitch magazines but had not found one that I enjoyed everything about until I found *Just CrossStitch*."

Just CrossStitch Features

The Christmas Stitch—Enjoy a little Christmas stitching all year long.

Favorite Finds Product Reviews—Learn about our favorite stitching products.

The Sampler Sleuth—Read about a featured antique needlework sampler and a bit of its history.

Mystery Stitchalong—Our year-long mystery stitchalong showcases specialty stitches to practice and perfect.

Christmas Ornament Showcase (August issue)—We showcase companion pieces to designs that are featured in the annual *Christmas Ornaments* special issue.

Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
February 2020	10/22/2019	10/29/2019	12/17/2019	12/31/2019
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	05/12/2020	05/19/2020	07/07/2020	07/21/2020
October 2020	06/16/2020	06/23/2020	08/11/2020	08/25/2020
Winter 2020	06/30/2020	07/07/2020	08/25/2020	09/08/2020
December 2020	08/18/2020	08/25/2020	10/13/2020	10/27/2020
February 2021	10/21/2020	10/28/2020	12/16/2020	12/30/2020

*Editorial calendar is subject to change without notice.



Editorial Calendar

January/February 2020

On Sale: 12/31/2019

Winter Wonderland: We are looking for designs showing snow-covered scenes, snowmen, winter wildlife, cozy fireside scenes as well as typography designs featuring inspiring phrases, quotes and sentiments with proper credits.

Valentine's Day is our featured holiday: Romantic Roses is the theme for this section of projects. Designs featuring all colors and varieties of roses are encouraged. Suggested finishing: framed pieces, borders for table sets or pillows, stitcher's accessories and greeting cards.

March/April 2020

Projects Due: 9/9/2019

On Sale: 2/25/2020

Hello Spring: We will be looking for detailed spring landscapes, lush garden scenes and floral designs.

The color scheme includes, but is not limited to: lavender, spring green and vibrant shades of yellow, pink and blue. Designs may include variegated floss and hand-dyed flosses and fabrics.

Easter is the featured holiday. We are looking for designs that include crosses and other faith-based motifs, Easter samplers, ornaments, Easter basket bands, and perforated paper cards.

Welcome Baby: We will also feature designs to welcome new baby boys and girls: announcement samplers, cards, bibs and keepsake gifts.

May/June 2020

Submissions: 8/29/2019

Projects Due: 11/12/2019

On Sale: 4/28/2020

Charts due if JCS is having the piece stitched: 9/13/2019

Celebrating Home & Family: We welcome faith-based designs (decorative crosses, churches, etc.); designs featuring summer weddings, brides, floral bouquets, wedding samplers or strolls in the park; and designs depicting traditional family settings and activities, both modern-day and looking back.

The color scheme includes seasonal, bright and fresh summer colors.

Mother's Day and Father's Day are the featured holidays: We are looking for designs that are appropriate for women and men. These designs will reflect a variety of interests and hobbies, or favorite quotes or scripture. Family-tree designs or samplers including family history or other personal details will also be considered.

Farmhouse style continues to be popular: gardening-themed designs, farm living, dogs and cats, relaxing porch scenes and typography.

July/August 2020

Submissions: 10/24/2019

Projects Due: 1/14/2020

On Sale: 12/31/2019

Charts due if JCS is having the piece stitched: 11/8/2019

Hello Summer! Design inspiration includes Americana and folk art; county fairs; garden motifs (flowers and veggies); beach, seashore or lakeside scenes; and animals and fish.

The color palette will be bright and bold colors of summer.

Fourth of July is the featured holiday.

The issue also includes the annual *Christmas Ornaments Preview* with approximately 10 Christmas ornaments. Designs submitted for this issue require a companion piece to be submitted at the same time for the annual *Just CrossStitch Christmas Ornaments* issue.

September/October 2020

Submissions: 1/6/2020

Projects Due: 3/18/2020

On Sale: 8/25/2020

Charts due if JCS is having the piece stitched: 1/21/2020

Autumn Escapade: Designs may include stunning autumn landscapes, birds and wildlife designs, word art, fall foliage, cabins in the woods, apple orchards, pumpkin patches, scarecrows, plaid patterns and other favorite autumn motifs.

The color scheme includes shades of orange, gold, rust, plum, olive, forest green, gray and black.

Halloween is the featured holiday. This issue includes the annual Halloween Spooktacular featuring Halloween ornaments. This collection will feature traditional Halloween motifs.

November/December 2020

Submissions: 2/28/2020

Projects Due: 5/19/2020

On Sale: 10/27/2020

Charts due if JCS is having the piece stitched: 3/20/2020

Happy Holidays: Projects may include typography or designs with appropriate sentiments for Thanksgiving and Christmas. Motifs to consider: angels, nativity scenes, holy family, Santas (vintage or classic), advent calendar (includes pockets for small gift items), a Christmas or Thanksgiving sampler, menorahs, needlework accessories and wall art.

Thanksgiving, Hanukkah and Christmas are the featured holidays.

The primary color scheme includes bright red, crimson, bright green and forest green, along with wintry blues, winter white, gold and silver. Feel free to share designs in your holiday color preferences.

Editorial Calendar (continued)

January/February 2021

Submissions: 5/8/2020

Projects Due: 7/19/2020

On Sale: 12/27/2020

Charts due if JCS is having the piece stitched: 5/22/2020

Winter Wonderland: We are looking for designs showing snow-covered scenes, snowmen, winter wildlife, cozy fireside scenes and typography designs featuring inspiring phrases, quotes and sentiments (make sure to give proper credit).

The color scheme includes: blues, pinks, purples, sage green, winter whites, grays and reds.

Valentine's Day is our featured holiday: Design inspiration is vintage valentine card-style designs, elegant Victorian-style designs, cupids and lace.

2020 Just CrossStitch Halloween issue

Submissions: 9/13/2019

Projects Due: 11/20/2019

On Sale: 7/21/2020

Charts due if JCS is having the piece stitched: 9/27/2019

This best-selling issue features 4–6 chapters of projects built around specific Halloween themes, such as pumpkins and pumpkin patches, witches, ghosts, goblins, black cats, skeletons, sugar skulls, haunted woods, haunted castles, spiders and webs, spell books and cauldrons.

The typical Halloween color scheme includes the deepest 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 in solid and variegated colors; 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 will find something fun to stitch—beginners, intermediate stitchers and those with years of experience.

2020 Just CrossStitch Christmas Ornaments issue

Submissions: 1/21/2020

Projects Due: 4/7/2020

On Sale: 9/8/2020

Charts due if JCS is having the piece stitched: 1/21/2020

This is an issue of the 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. We will also feature projects from up-and-coming designers in the industry. In addition to ornaments, designers have the opportunity to provide headshots, recipes and stories about favorite Christmas memories and traditions.

Want to know more about becoming a designer for this magazine?

Contact Editor@Just-CrossStitch.com





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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

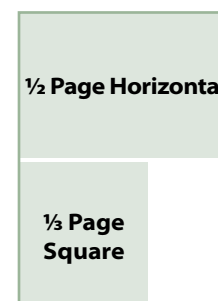
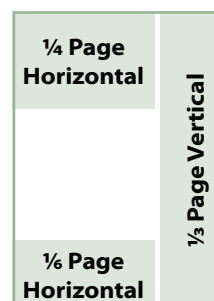
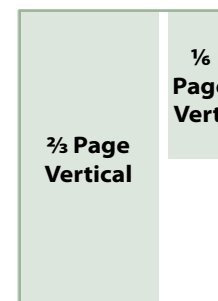
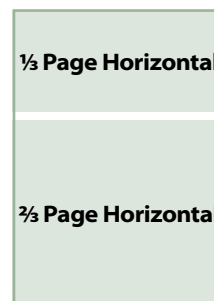
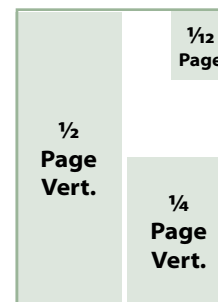
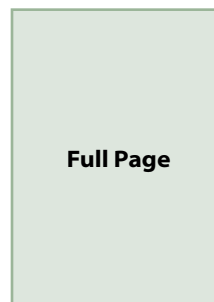
Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"

One-Sixth Page

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

One-Twelfth Page

Square 2¼" x 2¼"



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.