

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, 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

85,000	210,000	700,000	2,450,000	3,300,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

59 median age
42 median Facebook follower age
\$52,500 median reader income
82% married
63% hold on to their copies of *Crochet World* for 10 or more years
65% spend more than 3 hours with each issue
75% spend as much as or more than the previous year on supplies

80% complete 6 or more projects per year
75% have visited a website from an advertisement in *Crochet World*
53% have made a purchase as a result of seeing an advertisement
94% of readers use magazines as their go-to source for projects
97% are experienced or advanced crocheters

**Compiled from Reader Survey*

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



410,000



10,000



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

"I have loved *Crochet World* for many, many years, and I still am inspired by all the patterns in each issue. I have made many items from patterns in *Crochet World* and look forward to making many more in years to come."

—Denise

"I enjoy every issue I receive and read it as soon as possible. I enjoy the instructions given for a new item or stitch and I enjoy the variety of articles and information."

—Karen

"*Crochet World* has a nice mix of pattern projects with an easy-to-read context. I enjoy being able to work on my project at home in my recliner, or pick up and go on vacation with my project. *Crochet World* is my go-to source whenever I get the itch to stitch."

—Donna

Crochet World Features

Learn A Stitch—Projects that focus on one crochet stitch for in-depth learning. A video link demonstrating the stitch is included with the pattern.

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 2021	10/20/2020	10/27/2020	12/16/2020	12/29/2020
Spring 2021 SIP	11/24/2020	12/01/2020	01/20/2021	02/02/2021
April 2021	12/15/2020	12/22/2020	02/10/2021	02/23/2021
June 2021	02/16/2021	02/23/2021	04/14/2021	04/27/2021
August 2021	04/13/2021	04/20/2021	06/09/2021	06/22/2021
Fall 2021 SIP	05/18/2021	05/25/2021	07/14/2021	07/27/2021
October 2021	06/15/2021	06/22/2021	08/11/2021	08/24/2021
December 2021	08/17/2021	08/24/2021	10/13/2021	10/26/2021
February 2022	10/19/2021	10/26/2021	12/15/2021	12/28/2021

*Editorial calendar is subject to change without notice.



February 2020

Submission Deadline: 5/1/2020

Scrap-Happy Crochet: Raid your scrap basket and crochet a bunch of great projects that whittle down your stash! You'll find a great selection of throws and other projects sure to add a splash of color to your home!

Today's Irish Crochet: Traditional Irish crochet has inspired modern designers to adapt intricate lace and cable patterns of the past into practical and stunning projects you'll love making. Small projects offer you the chance to learn techniques and progress to creating stunning projects you'll cherish for years to come.

April 2020

Submission Deadline: 7/15/2020

It's Spring!: Spring flowers burst forth, creating a kaleidoscope of color to brighten your day! This chapter includes floral designs that will add a touch of color to your home and wardrobe.

One-Stitch Wonders: Crocheting with just one stitch makes these projects a breeze to create! You'll find lots of fun and easy projects for your home and wardrobe in this chapter.

June 2021

Submission Deadline: 8/20/2020

Plenty of Shells: Shell patterns are popular designs and make easy-to-stitch projects with plenty of style. You'll find shell-stitch variations, both traditional and new, for home decor and fashion accessories.

Cool Cotton: Add a breezy cotton top or shawl to your summer wardrobe and stay cool this summer! Learn the ins and outs of crocheting with cotton while crocheting with some of the new yarns available to stitchers this season.

August 2021

Submission Deadline: 10/1/2020

All in a Row: Sampler-style afghans crocheted row upon row are a great way to try new stitch patterns, yarns and color combinations.

Clever Clusters: Cluster stitch patterns add a pretty, textural touch to crocheted fabrics. You'll find several projects all using variations of the cluster stitch in this chapter.

October 2021

Submission Deadline: 1/20/2021

All About Alpaca!: If you have never crocheted with alpaca yarn before, you are in for a treat! Luxurious, lacy confections can be crocheted from just 1 skein of fine-weight yarn, adding a touch of warmth and style to your fall wardrobe.

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.

December 2021

Submission Deadline: 3/20/2021

Say It With Crochet!: Home decor items with typography are a hot trend. Add a touch of the holiday spirit by crocheting projects with heartfelt greetings on pillows, throws, baskets and more!

Make Two, Give One!: Create quick, easy and practical gifts in just hours! You may find yourself making two, so you can keep one and give one! This chapter will feature projects for the home, including dishcloths, pot holders, small baskets, coasters and more.

February 2022

Submission Deadline: 5/1/2021

Bunches of Bobbles!: Add some texture to your crochet! Bobbles are not only fun to make, but they also add a lot of dimension to any project. Warm and cozy throws, hats, mittens and more will be featured in this chapter.

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 to be treasured by generations to come. Beautiful tablecloths, intricate doilies, cabled and textured throws and more will be included.



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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

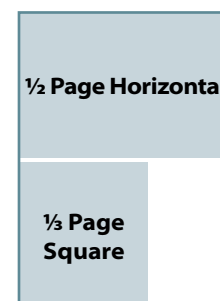
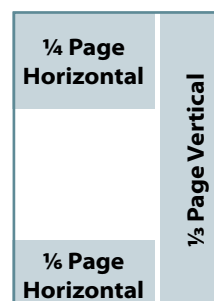
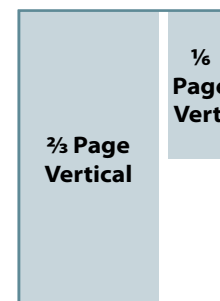
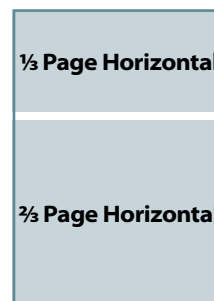
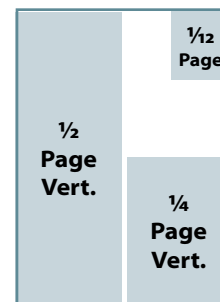
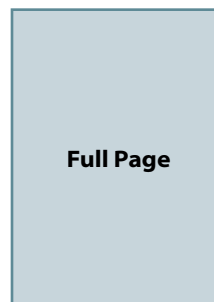
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One-Sixth Page

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 Courtney Shoda 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.