



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

70,000	120,000	40,000	30,000	140,000
Distribution	Readership	Email Subscriber 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
- 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



25,000



7,000



*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 really like how you show what the finished work will look like. I also appreciate the clarity and sharpness of the diagrams—it makes the pattern so much easier to read. I absolutely love the picture quality of the finished projects—they make you want to just dive in and start stitching. The articles are well-written and even beginners can understand what the article is about. I just love your magazine. I will always be an avid reader and crafter of the beautiful projects in *Just CrossStitch* magazine."

—Sarah

"I love this magazine the most. The articles in each mag are very interesting and I love all of the projects."

—Diana

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.

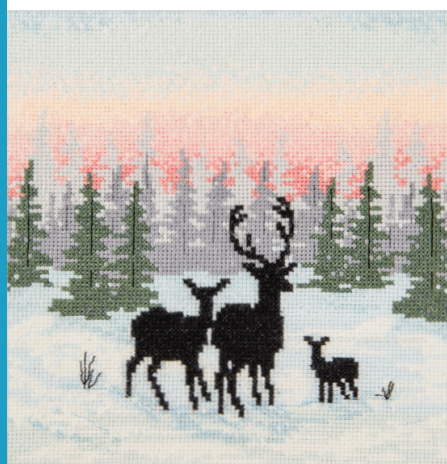
Mystery Stitchalong—Our year-long mystery stitchalong showcases specialty stitches to practice and perfect.

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 2021	10/20/2020	10/27/2020	12/16/2020	12/29/2020
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
Halloween 2021	05/11/2021	05/18/2021	07/07/2021	07/20/2021
October 2021	06/15/2021	06/22/2021	08/11/2021	08/24/2021
Ornament 2021	07/06/2021	07/13/2021	09/01/2021	09/14/2021
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.



January/February 2021

Submissions Due: 5/4/2020

Projects Due: 7/17/2020

Issue Goes On Sale: 12/31/2020

The winter holidays have passed, but there are still lots of winter days to fill with lovely stitched goodness. The color scheme includes but is not limited to: blue, pink, purple, sage green, winter white, warm beige, gray and red.

Let It Snow is the theme for this issue. We are looking for designs featuring snow-covered scenes, detailed winter wildlife (deer, foxes, cardinals, blue jays, etc.), silly snowmen (and snowwomen), decorative snowflakes (singles or a whole flurry!) and cozy fireside scenes.

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.

Fabulous Finish: If finishing stitched projects is your forte, we'd be interested in seeing your submissions for finishing ideas. Accepted proposals must be able to provide clearly written, detailed step-by-step instructions and photos of the process.

March/April 2021

Submissions Due: 6/25/2020

Projects Due: 9/10/2020

Issue Goes On Sale: 2/23/2021

Charts due if JCS is having the piece stitched: 7/10/2020

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

Spring Blooms is the theme for this issue. We will be looking for designs featuring the prettiest spring blooms: Daffodils, tulips, crocuses, irises, hyacinths and magnolias are just a few of the pretty flowers that we'll showcase. Pick your favorite and showcase it in your design. Please consider using specialty flosses to help build color shading and dimension in your floral design.

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 cards and gifts tags created with perforated paper or Aida. Feel free to submit other Easter-themed concepts.

Babies: We will include a section of designs to welcome new babies: Birth announcement samplers, cards and keepsake gifts are just a few suggestions. The color palette can be for boys or girls, and we appreciate you providing an alternate color key (use the same chart and symbols for both) so these designs can be worked for either gender. Unless we request otherwise, we will show only one stitched sample.

Fabulous Finish: If finishing stitched projects is your forte, we'd be interested in seeing your submissions for finishing ideas. Accepted proposals must be able to provide clearly written, detailed step-by-step instructions and photos of the process.

May/June 2021

Submissions Due: 9/1/2020

Projects Due: 11/16/2020

Issue Goes On Sale: 4/27/2021

Charts due if JCS is having the piece stitched: 9/16/2020

The color scheme suggestion for this issue is vibrant summer colors.

Celebrating Home & Family is the featured holiday.

Mother's Day and Father's Day are the featured holidays. Designs for this section will include pieces appropriate for women and/or men that reflect a variety of interests and hobbies or favorite quotes. Family-tree designs or samplers including family history or other personal details will also be considered.

How Does Your Garden Grow? Suggested motifs include veggies, fruit, garden gnomes, wheel barrows or baskets full of produce, and urban and rural garden scenes.

Fabulous Finish: If finishing stitched projects is your forte, we'd be interested in seeing your submissions for finishing ideas. Accepted proposals must be able to provide clearly written, detailed step-by-step instructions and photos of the process.

July/August 2021

Submissions Due: 10/21/2020

Projects Due: 1/11/2021

Issue Goes On Sale: 6/22/2021

Charts due if JCS is having the piece stitched: 11/5/2020

Suggested color palette: bright and bold colors of summer.

Hello Summer! is the theme for this issue. Inspiration includes folk art motifs and scenes; state fairs; beach, sea shore or lakeside; and animals, birds and fish.

Fourth of July is the featured holiday.

Christmas Ornament Issue Preview: The issue will include 8 to 10 Christmas ornaments. Designs submitted for this issue will require a companion design to be submitted at the same time for the annual *Just CrossStitch* Christmas ornament issue. Charts should be **no larger** than 70W x 70H.

Fabulous Finish: If finishing stitched projects is your forte, we'd be interested in seeing your submissions for finishing ideas. Accepted proposals must be able to provide clearly written, detailed step-by-step instructions and photos of the process.

September/October 2021

Submissions Due: 12/21/2020

Projects Due: 3/18/2021

Issue Goes On Sale: 8/24/2021

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

Autumn Escapade is the theme for this issue. Designs may include vibrant autumn landscapes, water fowl and wildlife designs, word art, fall foliage, cabins in the woods, apple orchards, pumpkin patches, scarecrows, plaid patterns and other favorite autumn motifs.

Editorial Calendar (continued)

Halloween is the featured holiday. This issue includes the annual Halloween Spooktacular featuring Halloween ornaments. The charted designs should be no larger than 70W x 70H. Finishing should be appropriate for hanging on a tree. This collection will feature motifs such as witches, ghosts and goblins, pumpkins, black cats, skeletons, sugar skulls, haunted woods, haunted castles, spiders and webs, spell books and cauldrons.

Fabulous Finish: If finishing stitched projects is your forte, we'd be interested in seeing your submissions for finishing ideas. Accepted proposals must be able to provide clearly written, detailed step-by-step instructions and photos of the process.

November/December 2021

Submissions Due: 2/1/2021

Projects Due: 5/16/2021

Issue Goes On Sale: 10/26/2021

Charts due if JCS is having the piece stitched: 3/23/2021

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

Happy Holidays is the theme for this issue.

Thanksgiving, Hanukkah and **Christmas** are the featured holidays.

Projects should feature appropriate motifs and colors for the autumn and winter seasons. Motifs to consider: Christmas or Thanksgiving samplers, Hanukkah-themed designs, nativity scenes, holy family, Santas (vintage or classic), small giftable items, decorative pillows and wall art.

Fabulous Finish: If finishing stitched projects is your forte, we'd be interested in seeing your submissions for finishing ideas. Accepted proposals must be able to provide clearly written, detailed step-by-step instructions and photos of the process.

January/February 2022

The schedule is not yet available for this issue

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

Winter Wonderland is the theme for this issue. 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).

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

Suggested finishing: framed pieces, dimensional decor, pincushions or other stitcher's accessories, and valentine greeting cards or gift tags.

The Christmas Stitch: It's never too early to start stitching for next Christmas, so we're looking for a fun ornament-size design to share with our readers. Maximum design size: 70W x 70H. This must be a hanging tree-ornament with basic ornament finishing.

The use of some specialty stitches is welcome with the elegant designs featured in this issue, but the majority of your design should be cross stitch.

Feature stories include "The Sampler Sleuth" history article and "Favorite Finds Product Reviews."

2021 Just CrossStitch Halloween issue

Submissions Due: 7/27/2020

Projects Due: 9/20/2020

Issue Goes On Sale: 7/20/2021

Charts due if JCS is having the piece stitched: 8/14/2020

Halloween is the second-favorite holiday—besides Christmas—for cross stitchers to make decorations. Projects will include more than 30 ornaments along with a variety of small projects and larger designs. Finishing may include but is not limited to: frames, pillows, banners, table toppers, 3-D home decor, hand towels, bookmarks, pincushions, cards and gift tags, treat bag toppers and, of course, various styles of ornaments.

This best-selling issue features 4–6 chapters of projects built around specific Halloween themes such as: pumpkins and pumpkin patches; witches (freaky and friendly); ghosts and goblins; monsters; black cats; skeletons; sugar skulls; haunted woods; haunted castles; dripping candles; spiders and webs; and spell books and cauldrons. Design options are unlimited!

The typical Halloween color scheme includes the deepest shades of black, jack-o'-lantern orange, eerie yellow, haunting purple, midnight blue and ghoulish green. Products used in the issue include solid, variegated, hand-dyed and metallic floss and threads; and Aida, linen and evenweave fabrics in solid and hand-dyed colors. Designs are often embellished with beads, buttons, ribbons and other types of trim.

2021 Just CrossStitch Christmas Ornaments issue

Submissions Due: 1/20/2021

Projects Due: 4/6/2021

Issue Goes On Sale: 9/7/2021

Charts due if JCS is having the piece stitched: 1/20/2021

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 short stories recalling favorite Christmas memories and family traditions.

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 and embellishments. The use of hand-dyed floss and fabrics is encouraged.

All cross-stitch styles are represented: traditional, elegant, modern, whimsical and primitive. Designs should be primarily cross stitch, but a limited inclusion of specialty stitches, Hardanger and blackwork are welcome.

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

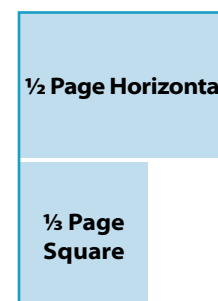
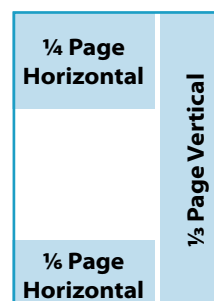
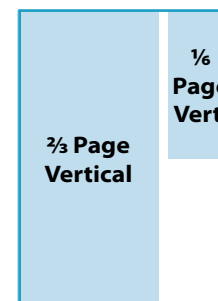
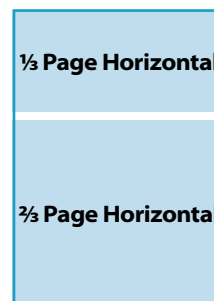
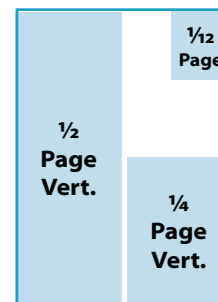
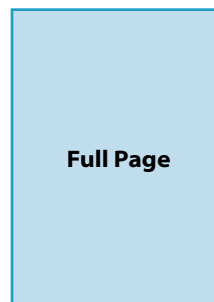
Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"

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 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.