

# 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

<b>45,000</b>	<b>112,500</b>	<b>500,000</b>	<b>1,140,000</b>	<b>3,900,000</b>
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!*

*\*Compiled from reader survey*

## 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 Followers



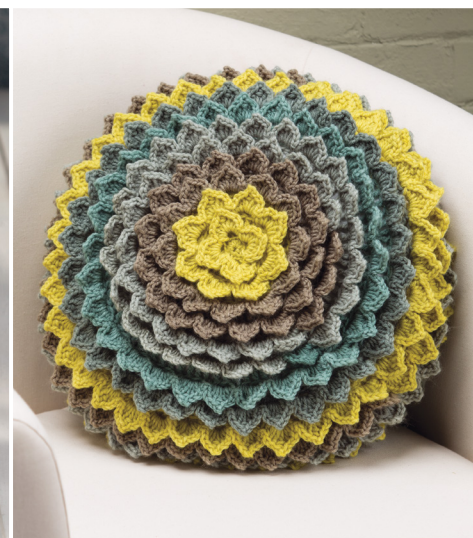
1,350,000



16,000



200,000





## Reader Testimonials

"I look forward to your magazine. It always contains so many different projects to choose from. Please keep up the good work."

"Love your magazine and have had a subscription forever!"

"I enjoy *Crochet!* magazine very much . . . it seems very balanced in the projects it portrays and has a good selection of different types of projects."

"I love it! Keep up the good work. I can't wait until the next issue to see what you guys came up with for me to choose to make. Thank you."

## Crochet! Features

**Done in One**—Projects made using just one skein of yarn or one day.

**Beginner's Corner**—Easy projects made using simple stitches for beginners.

**Crochet Tutorial 101**—Learn a new technique, then start a project that uses the technique.

**Crochet Classics**—Favorite designs restitched with current yarns and color schemes.

**What's New in Crochet**—Discovering what makes crochet fun and exciting in today's world.

## Print Schedule\*

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Spring 2022	10/19/2021	10/26/2021	12/18/2021	12/28/2021
Spring 2022 SIP	12/07/2021	12/14/2021		02/15/2022
Summer 2022	01/18/2022	01/25/2022	03/19/2022	03/29/2022
Autumn 2022	04/12/2022	04/19/2022	06/18/2022	06/28/2022
Autumn 2022 SIP	06/14/2022	06/21/2022		08/23/2022
Winter 2022	07/12/2022	07/19/2022	09/17/2022	09/27/2022
Spring 2023	10/11/2022	10/18/2022	12/10/2022	12/20/2022

*\*Editorial calendar is subject to change without notice.*





## Editorial Calendar\*

### Spring 2022

Submission due date: 4/01/2021

On-sale date: 12/28/2021

- **Springtime Hues:** Add design using stripes, simple color blocking, chevrons, polka-dots, and even patterns to add color and interest.
- **Budding Beauty:** Fun floral patterns using heavier or even bulky-weight yarn, especially sweaters, cardigans, wraps and capes, plus accessories and baby items.
- **New Beginnings & Great Endings:** Projects using decorative trims and lacy, cabled, scalloped designs or leaf, trims and edgings.
- **Spring Clean:** Stylish items for the home, including blankets, pillows, rugs and wall hangings with lots of texture. Plus, fun projects that can help you organize or clean your home.

### Summer 2022

Submission due date: 7/15/2021

On-sale date: 3/29/2022

- **Full Bloom:** Creating gorgeous floral motifs is easy with crochet. Add a bouquet of beautiful shawls, sweaters and tops to your closet, and enjoy these flowers for years to come.
- **Coast to Coast:** Whether you live by an ocean, a lake or a pond, everyone loves a day at the beach, and these lightweight sweaters, tops and coverups will have you itching to put your toes in the sand. It is hot outside, but there is no reason not to crochet. These simple little designs work up quick and are a great way to use up scraps.
- **Summer Sherbet:** Sweet and refreshing, these accessories and home decor items in delightful pastel hues are sure to satisfy your sweet tooth.

### Autumn 2022

Submission due date: 9/01/2021

On-sale date: 6/28/2022

- **Into the Woods:** Crisp and cool days call for long walks and cozy accessories. Quick to crochet and cozy to wear, these accessories and garments crocheted with chunky-weight yarn will fly off your hook.
- **Back to Nature:** Inspired by nature, these stunning sweaters all feature a leaf, tree or forest motif. The neutral palette is accented with a hint of green to showcase the stitches, allowing the designs to shine.
- **Fall Foliage:** Tapestry crochet is the perfect medium to paint a picture with stitches. Explore the stunning palette of fall with these cozy accessories and home decor items.

### Winter 2022

Submission due date: 1/10/2022

On-sale date: 9/27/2022

- **Magical Monochrome:** You can never go wrong with a strong solid color, from stripes and checkerboard to creative color-blocked patterns, let the stitches shine with this simple color palette.
- **Holiday Happiness:** Need a last-minute gift or a charming way to deck your halls this holiday season? We have just the thing to keep your loved ones cozy this season. From slippers and cowls to fun home decor, these quick projects can be worked up in a weekend.
- **Fireside Chats:** Creative cables embellish cozy sweaters and home decor, creating stylish pieces you will love wearing and displaying for years to come.

### Spring 2023

Submission due date: 04/01/2022

On-sale date: 12/27/2022

- **Easy Breezy:** Light and lovely designs to brighten your day, such as soft and loose throws, light shawls and touch-of-warmth cowls.
- **Fun and Fanciful:** Whimsical designs using either a creative stitch or a colorful yarn, or else a charming motif. You'll find fun bags, colorful wall hangings, amigurumi, and delights for kids and babies.
- **Popular Patterns:** New takes on those old favorites. Stylish pieces featuring updated granny-stitch designs, creative new stitches, a mixture of patterns and fresh colorways.

*\*Editorial content is subject to change.*

**Send all editorial submissions to:**

Tara\_Orchard@Annies-Publishing.com





## Specifications

### Full Page

Trim 8" x 10¾"  
Bleed 8¼" x 11"  
Live 7½" x 10¼"

### 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

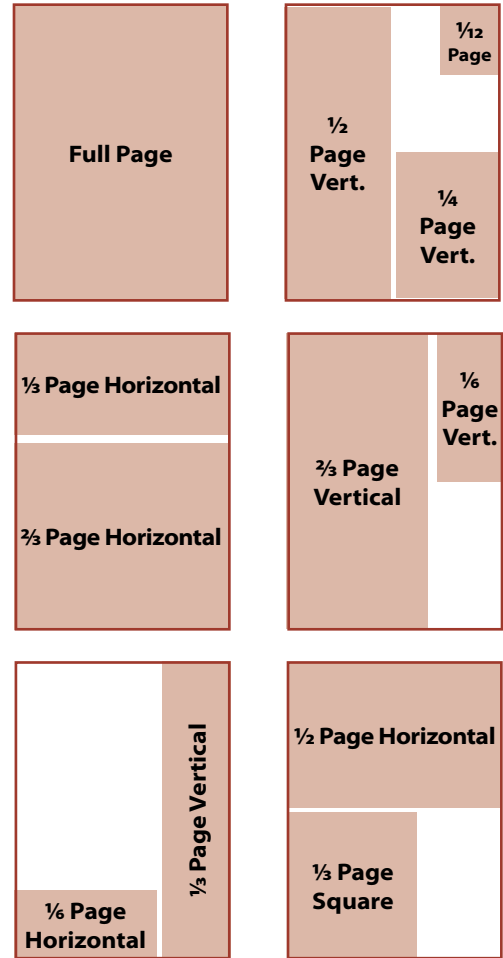
Vertical 3½" x 4⅝"

### One-Sixth Page

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

### One-Twelfth Page

Square 2¼" x 2¼"



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## Online

### Unit

Leaderboards  
Wide Skyscraper  
Medium Rectangle

### Size (Pixels)

728 x 90  
160 x 600  
300 x 250

### 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.