

# 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 a new and exciting technique.

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

## Circulation & Stats

<b>85,000</b>	<b>210,000</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  
**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
- 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



405,000



20,000



200,000





## Reader Testimonials

"Of all the publications I get, *Crochet World* is my favorite, I love to sit down and read it when it comes."

"Love your magazine! I look forward to receiving each issue and read it through, cover to cover!"

"I love this magazine! The projects are well chosen and well explained. I love doing the projects."

"Excellent publication. The best crochet magazine because it offers patterns in all categories."



## Crochet World Project Features

**Learn a Stitch**—Projects that focus on one crochet stitch or technique for in-depth learning. A video link demonstrating the stitch is included with most of the patterns.

**Photo Tutorials**—Some issues feature how-to articles related to one project in the issue or a particular stitching technique.

**Beginner's Luck**—Simple yet stylish projects that are easy for beginners to make. Tips for beginners are also included when possible.

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

**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.

**Just Threads**—An entire section devoted to just thread crochet projects of all types and styles.

## Articles

**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 2022	10/19/2021	10/26/2021	12/18/2021	12/28/2021
Spring 2022 SIP	11/23/2021	11/30/2021		02/01/2022
April 2022	12/14/2021	12/21/2021	02/12/2022	02/22/2022
June 2022	02/08/2022	02/15/2022	04/16/2022	04/26/2022
August 2022	04/05/2022	04/12/2022	06/11/2022	06/21/2022
Fall 2022 SIP	05/17/2022	05/24/2022		07/26/2022
October 2022	06/07/2022	06/14/2022	08/13/2022	08/23/2022
December 2022	08/09/2022	08/16/2022	10/15/2022	10/25/2022
February 2023	10/11/2022	10/18/2022	12/17/2022	12/27/2022

\*Editorial calendar is subject to change without notice.



### February 2022

Submission due date: 5/1/2021

On-sale date: 12/28/2021

**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 a 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.

### April 2022

Submission due date: 7/13/2021

On-sale date: 2/22/2022

**Colorful Escapes:** Crocheters love their color. We are looking for any projects with variegated yarns, loads of color, striping or color blocking. And don't forget your scraps! Scrappy projects are a great way to use up bits of yarn and mix and match colors.

**Splendid Kitchen:** Kitchens need a bit of dressing up too. Think hot pads and mats, oven mitts, dishcloths, dish towels, oven towels, baskets or cylinder shapes to hold kitchen utensils, hanging baskets for fruit and vegetables, etc.

### June 2022

Submission due date: 9/1/2021

On-sale date: 4/26/2022

**Relaxing Retreat:** Sometimes we forget about the place we go to retreat from the world and relax. Let's dress up the bedroom with rugs, pillows, throws and afghans. Also, doilies or coasters that would look nice on a nightstand, or even valances for the windows.

**Waterfront Living:** It's summer and the hot weather is upon us. It's time to chill by the water. We are looking for pillows and throws for lounging in the shade or sun, or that give a waterfront vibe to your living room. Also, picnic blankets, can cozies, picnic baskets or games for hanging out when the heat is upon us.

### August 2022

Submission due date: 10/12/2021

On-sale date: 6/21/2022

**It's All in the Bag:** We are looking for bags of all sizes and types: backpacks, totes, weekend bags, duffle bags, small purses and market bags, to name a few. Don't forget the kiddos—this is the perfect time of year to make them crayon holders, pencil bags, book bags, small blankets that fold up into bags (kids can take them to kindergarten) and even throws for college kids' rooms.

**Geometry of the Home:** Shapes are the key here: circles, squares, hexagons, octagons, cylinders and others. How can these shapes be formed into an afghan, throw, pillow, rug, light wrap or shawl, place mat or other piece? No need to just think motifs either. Finished projects in a particular shape will work as well; not just projects made of shaped motifs.

### October 2022

Submission due date: 1/17/2022

On-sale date: 8/23/2022

**Kids Play:** Think dress up! If you were a kid, what would you like to use for dress up and play? Crowns, masks, capes, wands, whimsical toys, slippers with a dress up theme to them and fun-shaped hats are some options. Objects the kiddos could use for dress up or even as a costume for Halloween. Nothing scary. Fun and easy to use year-round for enjoyment. Please choose nonspecific objects to avoid copyright issues with popular fictional characters.

**Entwining Cables:** When the cold starts seeping back into the world, it's time to cuddle up in the thick luxury of cables. Use cables in afghans and throws for the house, slippers for your feet, and hats, mitts, cowls and ponchos for keeping the rest of you warm and cozy.

### December 2022

Submission due date: 3/21/2022

On-Sale date: 10/25/2022

**Scrap Happy:** It's the end of the year and your scrap basket has to be overflowing. Any type of project is a possibility. The sky is the limit. What can you make with all of those bits and bobs?

**Home for the Holidays:** Doilies, seat mats or covers, table runners, place mats, coasters, baskets and bowls, lapghans, afghans and throws with a holiday theme or in holiday colors.

### February 2023

Submission due date: 5/2/2022

On-sale date: 12/27/2022

**Wrapped in Love:** Let's give our loved ones something to wrap up and keep warm in during this last bout of cold before spring. Shawls, wraps, afghans, throws and scarves would all be lovely. Don't forget your furry friends—they like a nice place to curl up on or hideaway in during the frigid months too!

**Work the Surface:** How can you take a simple project and add some embellishment to it? We are looking for projects that feature embroidery, surface crochet, cross stitch, sashiko, appliqué and more. These surface techniques are a great way to add detail to crochet projects that otherwise use very simple stitches.

*\*Editorial content is subject to change.*

**Send submission inquiries to:**  
Editor@Crochet-World.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

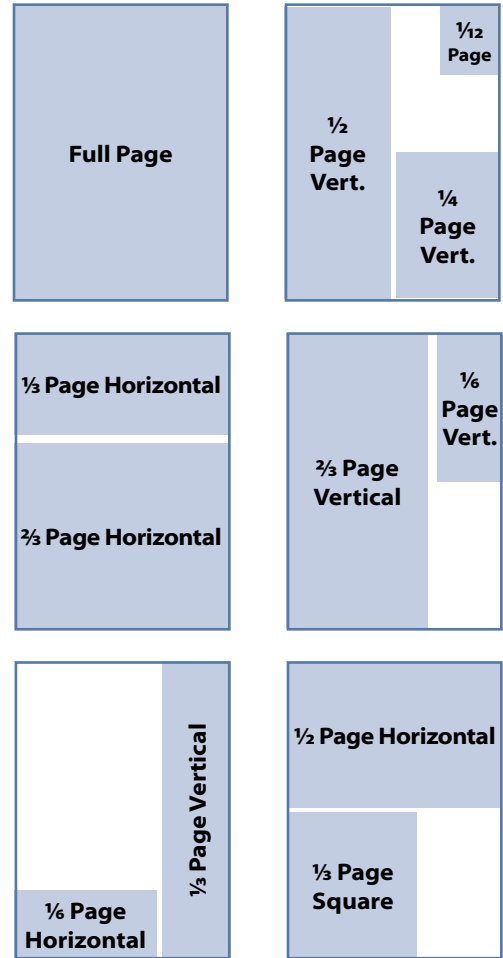
Vertical 3½" x 4⅝"

### 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.