



Just CrossStitch magazine delivers an appealing collection of designs for novice to advanced needle artists.

Our designs are comprised mainly of cross stitch with a tasteful mix of specialty stitches, Hardanger and blackwork.

Each issue features artistically and expertly crafted patterns from world-class designers.

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

Circulation & Stats

70,000
Distribution

120,000
Readership

100,000
Unique
Website
Users

650,000
Impressions

Demographics & Reader Profile*

60 median reader age

45 median Facebook follower age

\$58,300 median reader income

85% married

68% have been cross stitching for over 30 years

80% spend 20 hours or more cross stitching weekly

76% will spend as much as or more than they did last year on supplies

45% spent over \$200 last year on supplies

54% have made a purchase as a result of seeing an advertisement

70% hang on to their copies of Just CrossStitch for 10 or more years

**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



25,000



14,000



Reader Testimonials

"I'm thankful that I still have a great cross-stitch magazine to go to. Thank you."

"I look forward to each issue and usually find at least one project I would like to do each time (sometimes more)!"

"You have a quality publication. I have been doing embroidery for over 65 years and have seen many other specialty magazines come and go. Yours rates an A+."

"Lovely patterns for every skill level. Love *Just CrossStitch*!"

"I have always enjoy *Just CrossStitch* over the years. Especially the seasonal extras."

"Love the magazine, love the hobby—thanks so much!"

Just CrossStitch Regular Features

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

Favorite Finds Product Reviews—The editorial team shares information about their favorite stitching products.

The Sampler Sleuth—Read a bit of needle art history and stitch designs inspired by antique needlework samplers from around the world.

Mystery Stitchalong—Join our six-part mystery stitchalong for a full year of stitching fun!

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

Note: Designs should be primarily cross-stitch with limited inclusion of specialty stitches. We strive to include designs featuring both solid and hand-dyed fabrics and flosses. If finishing stitched projects is your forte, we'd love to see your submissions. Include instructions and how-to photos.

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
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
Halloween 2022	05/10/2022	05/17/2022		07/19/2022
October 2022	06/07/2022	06/14/2022	08/13/2022	08/23/2022
Ornament 2022	06/28/2022	07/05/2022		09/13/2022
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.



Editorial Calendar*

February 2022

Submission due date: 4/19/2021

On-sale date: 12/28/2021

Winter Wonderland: Designs showing snow-covered scenes, friends ice skating or sledding, detailed winter wildlife and fowl (deer, fox, cardinals, blue jays, etc.), silly gnomes and snowmen (or snowwomen), decorative snowflakes (singles or a whole flurry!) and typography designs featuring inspiring phrases, quotes and sentiments.

Color Scheme: Blues, pinks, purples, sage green, winter whites, grays and reds.

Valentine's Day: Show us how you say "I love you" not just on Valentine's Day but the whole year long! Heart-warming designs in a number of valentine styles: modern, traditional, Victorian, whimsical, retro, etc. Suggested finishing might include framed pieces, 3-D decor, pincushions or other stitcher's accessories, and greeting cards, gift bags and tags.

The Christmas Stitch: It's never too early to start stitching for next Christmas. Fun hanging tree ornament designs (maximum design size: 70W x 70H) with detailed, step-by-step instructions for finishing.

April 2022

Submission due date: 6/30/2021

On-sale date: 2/22/2022

Celebrating Spring With Colorful Blooms: Designs featuring the prettiest spring blooms—daffodil, tulip, crocus, iris, hyacinth and magnolia—with specialty flosses to help build color shading and dimension in the designs.

Color Scheme: Vibrant shades of yellow, pink, lavender, green and blue; also could include variegated-color floss and hand-dyed flosses and fabrics.

Easter Egg-stravaganza!: Designs that include crosses and other faith-based motifs, as well as eggs and bunnies. Projects might include Easter samplers, ornaments, Easter basket bands, cards or gifts tags.

Welcome to the Family: This section will welcome new babies by birth and adoption with birth announcement samplers, cards, keepsake gifts and more. Color palette features hues for boys and girls as well as hues that are gender neutral.

June 2022

Submission due date: 8/31/2021

On-sale date: 4/26/2022

Celebrating Family & Home: A collection of stitched pieces that showcase all the love and joy that reflects your life. Designs can include framed pieces, pillows or home decor.

Color Scheme: Vibrant summer colors.

Out in the Garden: It's an outdoor extravaganza with designs abundant with veggies, fruit, garden gnomes, wheelbarrows or baskets full of produce, and urban or rural garden scenes.

Mother's Day and Father's Day: This section includes pieces appropriate for women and/or men that reflect a variety of interests and hobbies or favorite quotes. Plus, family tree designs or samplers including family history or other personal details.

August 2022

Submission due date: 10/27/2021

On-sale date: 6/21/2022

Hello, Summer!: Inspiration includes folk art motifs and scenes; state fairs; beach, seashore or lakeside; and animals, birds and fish.

Color Scheme: Bright and bold colors of summer.

Fourth of July: Americana, folk art or primitive patriotic-inspired designs.

Christmas Ornaments Issue Preview: The issue will include 8 to 9 Christmas ornaments. Designs submitted for this issue will require a companion design to be submitted at the same time for the 2022 *Just CrossStitch Christmas Ornaments* issue. Charts should be no larger than 70W x 70H.

October 2022

Submission due date: 12/15/2021

On-sale date: 8/23/2022

Autumn Escapades: Designs of vibrant autumn landscapes, water fowl and wildlife imagery, word art, fall foliage, cabins in the woods, apple orchards, pumpkin patches, scarecrows, plaid patterns and other favorite autumn motifs.

Color Scheme: Shades of orange, gold, rust, plum, olive and forest green, gray and black.

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

Editorial Calendar (continued)

December 2022

Submission due date: 2/21/2022

On-sale date: 10/25/2022

Happy Holidays: Projects featuring motifs and colors for the autumn and winter seasons, including Christmas or Thanksgiving samplers, Hanukkah-themed designs, nativity scenes, Holy family, Santas (vintage or classic), small giftable items, decorative pillows and wall art.

Color Scheme: Bright red, crimson, bright green, forest green along with wintry blues, winter white, gold and silver.

Thanksgiving, Hanukkah and Christmas: The featured holidays for this issue are all about the classic season that we love.

February 2023

Submission due date: 4/25/2022

On-sale date: 12/27/2022

Let It Snow: Designs featuring snow-covered scenes, detailed winter wildlife and fowl (deer, fox, cardinals, blue jays, etc.), snowfolk, decorative snowflakes and cozy fire-side scenes.

Color Scheme: Blue, pink, purple, sage green, winter white, warm beige, gray and red.

Valentine's Day: Designs featuring hearts of all sizes, shapes and styles (vintage, modern, conversation candies), single roses or lovely florals bouquets, and other themes that speak of love.

2022 Halloween Special Issue

Submission due date: 7/27/2021

On-sale date: 7/19/2022

The Second-Favorite Holiday for Stitchers! Halloween is one of stitchers' favorite holidays and this issue is packed with fabulous designs. Projects include more than 30 ornaments along with a variety of fun smaller projects and larger designs. Finishing can include frames, pillows, wall hangings and banners, table toppers, mug rugs and mug wraps, home decor, stand-ups, hand towels, bookmarks, pincushions, cards and gift tags, treat totes and treat bag toppers.

Specifically Themed Chapters: The projects in this special issue are all built around specific Halloween themes such as: pumpkins and pumpkin patches, witches (frightening and friendly), ghosts and goblins, monsters, black cats, skeletons, sugar skulls, candy treats, haunted woods, haunted castles, dripping candles, spiders and webs, spell books and cauldrons. The design possibilities are unlimited!

Color Scheme: Deepest shades of black, jack-o'-lantern orange, eerie yellow, haunting purple, midnight blue and ghoulish green. Pops of bright unexpected color to make these designs truly unique too. Hand-dyed and specialty flosses along with beads, buttons, ribbons and other trim types make the designs in this issue spectacular.

2022 Christmas Ornaments Special Issue

Submission due date: 1/20/2022

On-sale date: 9/13/2022

A Reader-Favorite Collectible Issue: The special ornament issue is packed with a wide offering of creative designs to trim your tree and other parts of your home. Readers return to this issue year after year to start their holiday stitching.

A Full Spectrum of Cross-Stitch Styles: In this issue, you'll find traditional, elegant, modern, whimsical and primitive looks. Designs are primarily cross stitch, but also include a limited amount of specialty stitches, Hardanger and blackwork. You'll also find hand-dyed and specialty flosses and fabrics, plus beads, buttons, ribbons and other embellishments.

A Showcase of Elite Designers: This issue is a showcase of the best designs submitted from top-notch designers. Readers will find ornaments from their favorite longtime designers as well as up-and-coming designers in the industry. In addition to ornaments, the issue includes some headshots, memories, short stories or snippets of favorite Christmas memories and family traditions from the designers themselves.



**Editorial content is subject to change.*

Send all editorial submissions to:
Editor@Just-CrossStitch.com



Specifications

Full Page

Trim 8" x 10 $\frac{3}{4}$ "
Bleed 8 $\frac{1}{4}$ " x 11"
Live 7 $\frac{1}{2}$ " x 10 $\frac{1}{4}$ "

Two-Thirds Page

Vertical 4 $\frac{5}{8}$ " x 9 $\frac{1}{2}$ "
Horizontal 7" x 6 $\frac{1}{4}$ "

One-Half Page

Vertical 3 $\frac{1}{2}$ " x 9 $\frac{1}{2}$ "
Horizontal 7" x 4 $\frac{5}{8}$ "

One-Third Page

Vertical 2 $\frac{1}{4}$ " x 9 $\frac{1}{2}$ "
Horizontal 7" x 3 $\frac{1}{8}$ "
Square 4 $\frac{5}{8}$ " x 4 $\frac{5}{8}$ "

One-Fourth Page

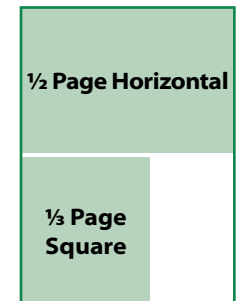
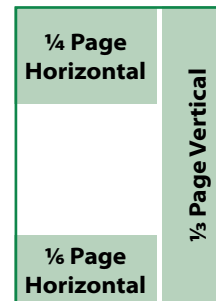
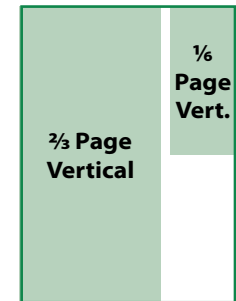
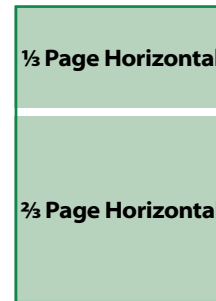
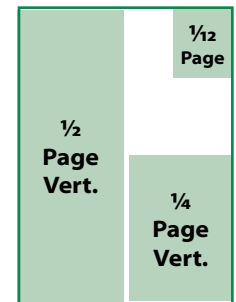
Vertical 3 $\frac{1}{2}$ " x 4 $\frac{5}{8}$ "
Horizontal 4 $\frac{5}{8}$ " x 3 $\frac{1}{2}$ "

One-Sixth Page

Vertical 2 $\frac{1}{4}$ " x 4 $\frac{5}{8}$ "
Horizontal 4 $\frac{5}{8}$ " x 2 $\frac{1}{4}$ "

One-Twelfth Page

Square 2 $\frac{1}{4}$ " x 2 $\frac{1}{4}$ "



Contact Information

Advertising Director

Michelle Thorpe
(260) 849-4508
Michelle_Thorpe@Annies-Publishing.com

Advertising Account Manager

Molly Beals
(260) 849-4509
Molly_Beals@Annies-Publishing.com

Advertising Coordinator

Courtney Shoda
(260) 849-4860
Courtney_Shoda@Annies-Publishing.com

Executive Editor

Tanya Fox
(260) 849-4230
Tanya_Fox@Annies-Publishing.com

Associate Editor

Barbara Laux
(260) 849-4216
Barbara_Laux@Annies-Publishing.com

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.