

Crochet!®

2023
MEDIA KIT



CROCHET! magazine's mission is to create classic but on-trend apparel designs that feel and look good when you're wearing them, as well as designs for the home that keep it looking fresh.

Each issue features 18+ patterns ranging from Beginner to Challenging in skill level, and includes a Crochet Tutorial 101 article and project, fashion apparel and accessories, items for babies and home decor. *Crochet!* is the official magazine of the Crochet Guild of America.

Annie's®

READER PROFILE*

59

median reader 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
three hours with each issue

75%

spent as much as or more on
supplies than the previous year

75%

complete six or more
projects per year

69%

have visited a website from an
advertisement in *Crochet!*

53%

have made a purchase
as a result of seeing an
advertisement

84%

feel brand recognition is
somewhat or very important
when making a purchase

Readers rank magazines and
books as their most trusted
sources for patterns and
crochet-related news.

**Compiled from reader survey*



CREATIVE MARKETING OPPORTUNITIES

- Solo Email Campaigns
- Editorial Content Submissions
- Sponsored Social Media
- Polybagged Onserts
- Custom Print Solutions
- Website Banners
- Sponsored Sweepstakes
- Customized Partnerships

MAGAZINE CIRCULATION & STATS

45,000
Circulation

112,500
Readership

550,000
Email Counts



TESTIMONIALS

What an awesome issue! So many fun and beautiful designs! As always the photo department did great! Thank you for including my design; it is such an honor!
—Joyce G.

This is one of the very best issues ever!
—Dianne U.

The photography is really incredible. It makes the clothes look so perfect.
—Lisa G.

My subscription issue just arrived! It looks awesome and I am so pleased.
—Tory S.

SOCIAL MEDIA USERS

 1,350,000

 20,000

REGULAR FEATURES

DONE IN 1, 2, 3 SKEINS

Projects made using only one, two or three skeins of yarn.

BEGINNER'S CORNER

Beginner projects made using simple stitches and easy techniques.

CROCHET TUTORIAL 101

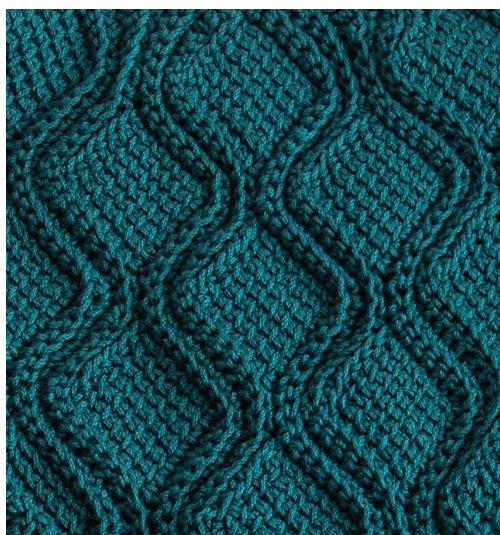
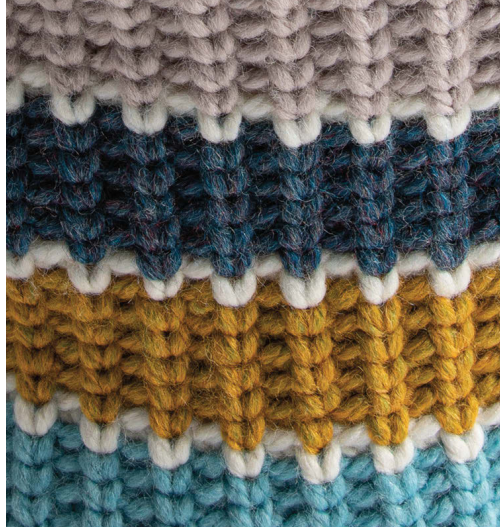
An article that teaches a new technique or skill, plus a project that puts that information to use.

WHAT'S HOT

Projects that feature one or more trend(s), whether with yarn, color, motif, style, etc.

YOU LOVED, WE LISTENED

Favorite designs restitched with current yarns and color schemes.



PRINT SCHEDULE*

**Print schedule is subject to change without notice.*

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2023	10/11/2022	10/18/2022	12/17/2022	12/27/2022
CROCHET HOME SIP	11/29/2022	12/06/2022		02/14/2023
SUMMER 2023	01/10/2023	01/17/2023	03/18/2023	03/28/2023
AUTUMN 2023	04/11/2023	04/18/2023	06/17/2023	06/27/2023
RAINY DAY CROCHET SIP	06/06/2023	06/13/2023		08/22/2023
WINTER 2023	07/11/2023	07/18/2023	09/16/2023	09/26/2023
SPRING 2024	10/10/2023	10/17/2023	12/16/2023	12/26/2023



2023 EDITORIAL CALENDAR

SPRING 2023

SUBMISSION DUE DATE: 3/18/2022
ON-SALE DATE: 12/27/2022

- **Easy Breezy:** Light and lovely designs inspired by soft spring blooms. This section will feature movement and incredible drape with soft throws, light shawls and loose tops.
- **Fun & Fanciful:** Whimsical designs with a spring cottage feel. There should be bags, colorful wall hangings, amigurumi projects, and designs for kids and babies.
- **Popular Patterns:** New takes on those old favorites. Stylish pieces featuring updated granny stitch and granny square designs, with a mixture of vintage-feeling patterns and fresh colorways.

SUMMER 2023

SUBMISSION DUE DATE: 6/01/2022
ON-SALE DATE: 3/28/2023

- **Road Trip:** This should be filled with things that are necessary for a road trip—cardigans, a sleep mask, a bag to hold snacks, pillows, vests with pockets, etc.
- **Carnival Days:** Fun and light! Think about what you would want to have or wear at a summer fair or carnival. These projects should be brightly colored and eye-catching, with stripes and fringe and checkers.

- **Go Green:** Eco-friendly projects that you can reuse, made with reused materials. Recycled yarns, T-shirt yarns, plarn, cotton, wool, lyocell (not bamboo), etc. crocheted into make-up removers, washcloths, drink bottle cozies and rugs.

AUTUMN 2023

SUBMISSION DUE DATE: 9/02/2022
ON-SALE DATE: 6/27/2023

- **Spiced Stitches:** The jasmine stitch as a star anise, treble cluster stitches that look like green cardamom pods, bobbles that look like nutmeg seeds, and "coffee" bean stitches should be spotlighted in the designs. Projects use shades of brown, green, saffron and ginger.
- **Cool Nights:** Inspired by bonfires on chilly nights. These projects feature darker colors and are oversize. They're meant to be cozy and comforting.
- **Sweater Weather:** This one is all about being warm on chilly days. Think sweaters and cardigans with solid colors, stripes, Fair Isle, cables, etc.

WINTER 2023

SUBMISSION DUE DATE: 12/06/2022
ON-SALE DATE: 9/26/2023

- **Snow-Covered Cabin:** This section is cozy and comfortable, and filled with pillows and blankets. We're looking for projects you would want in a winter getaway.
- **First Frost:** Whites, grays, greens and blues make up warm sweaters, scarves, hats, shawls, ponchos and ruanas. Mimic the frost with haloed yarn!
- **Northern Lights:** Dark blues, greens, pinks and glow-in-the-dark colors with swirling hues in projects you want to have on a cold winter night out.

SPRING 2024

SUBMISSION DUE DATE: 03/10/2023
ON-SALE DATE: 12/26/2023

- **Sweet Shop:** This section is all about sweet projects in sweet colors, with movement and soft edges. "Whipped cream" whites, "macaron" pastels, pale "milk tea" browns and "croissant" tans used for light sweaters, thin cardigans and hats that are all worked in the round.
- **Watercolor Wonderland:** Designs made with a lot of movement and soft yarn. This section should be filled with projects made with variegated, heathered and ombré yarns.
- **Sunday Morning:** Easy and Beginner patterns in neutral tones.

Editorial content subject to change.

Send editorial submissions to: Tara_Orchard@Annies-Publishing.com.



AD SPECIFICATIONS

FULL PAGE

TRIM	8½" x 10¾"
BLEED	8¾" x 11"
LIVE	8" 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"
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"
--------	-----------

2 PAGE SPREAD

TRIM	17" x 10¾"
BLEED	17¼" x 11"

DIGITAL

LEADERBOARDS	728px x 90px
WIDE SKYSCRAPER	160px x 600px
MEDIUM RECTANGLE	300px x 250px

SUBMITTING AD MATERIALS

*Materials can be submitted via MediaBank.
Contact advertising coordinator 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.



CROCHET CONNECTION BLOG

With our revamped Crochet Connection blog, readers are treated to special crochet tips, new and fun techniques, favorite designs and patterns, new crochet-related products and trends in the industry, all shared by the editors of *Crochet World* and *Crochet!* magazines. The weekly blog reaches digital followers in between issues. Sponsorship possibilities available.
www.crochet-world.com/blog



CONTACT

ADVERTISING DIRECTOR

Michelle Thorpe

(260) 849-4508

Michelle_Thorpe@Annies-Publishing.com

ADVERTISING ACCOUNT MANAGER

Natalie Spain

(260) 849-4504

Natalie_Spain@Annies-Publishing.com

ADVERTISING COORDINATOR

Courtney Shoda

(260) 849-4860

Courtney_Shoda@Annies-Publishing.com

EDITOR

Tara Orchard

(260) 849-4906

Tara_Orchard@Annies-Publishing.com

EDITORIAL ASSISTANT

Terra Ward

(260) 849-4871

Terra_Ward@Annies-Publishing.com