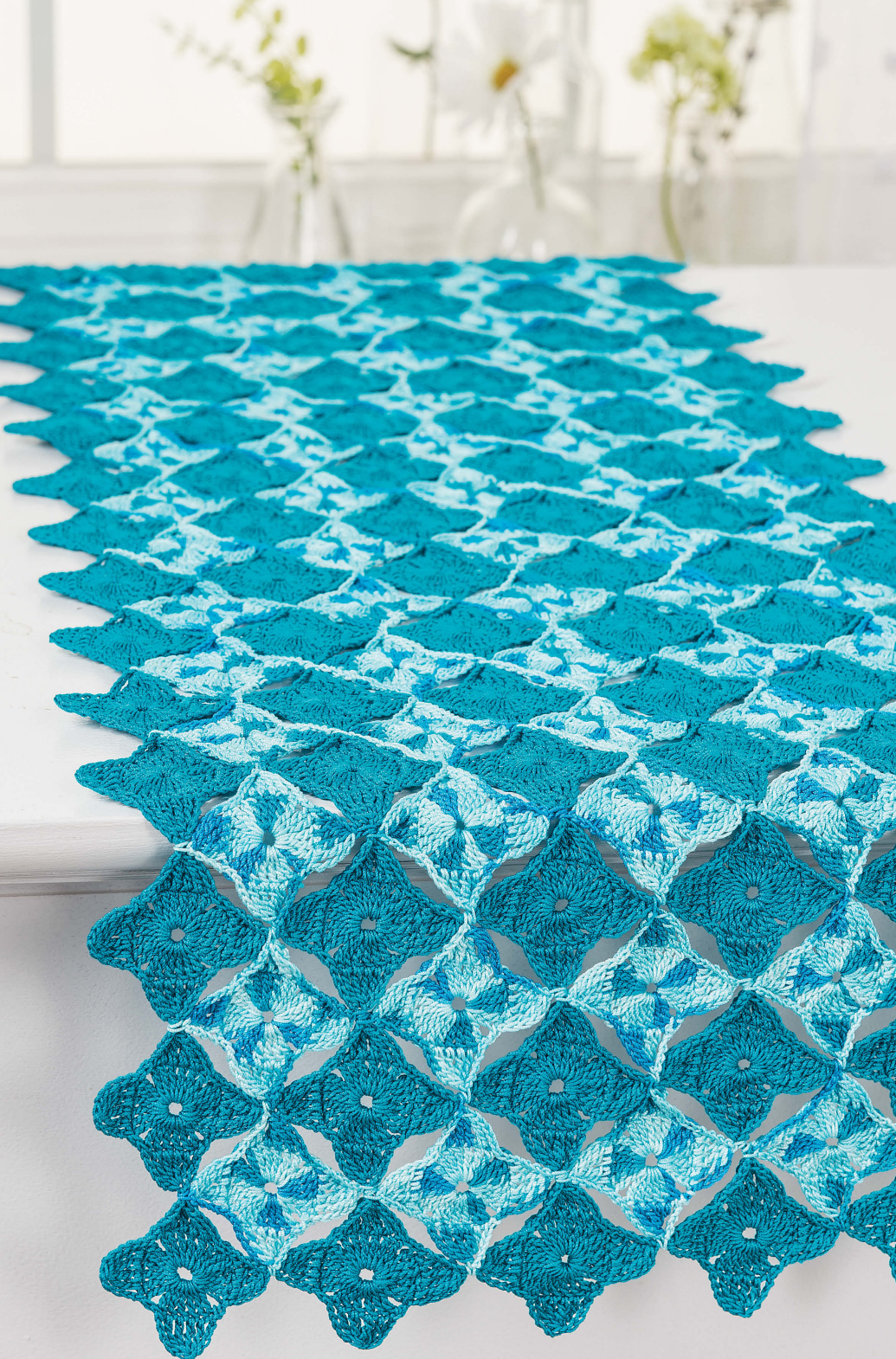


Crochet World[®]

2023
MEDIA KIT



CROCHET WORLD magazine has remained the go-to source for all things crochet for more than 40 years. Each issue features more than 25 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 photo tutorial introducing readers to new and exciting techniques.

Annie's®

READER PROFILE*

59

median reader age

42

median Facebook
follower age

\$52,500

median reader income

82%

married

63%

hold on to their copy
of *Crochet World* for
10 or more years

65%

spend more than
three hours with each issue

75%

spent as much as or more
on supplies in 2022 than the
previous year

80%

complete six 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%

use magazines as their go-to
source for projects

82%

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

**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
- Sponsored Blog Posts

MAGAZINE CIRCULATION & STATS

80,000

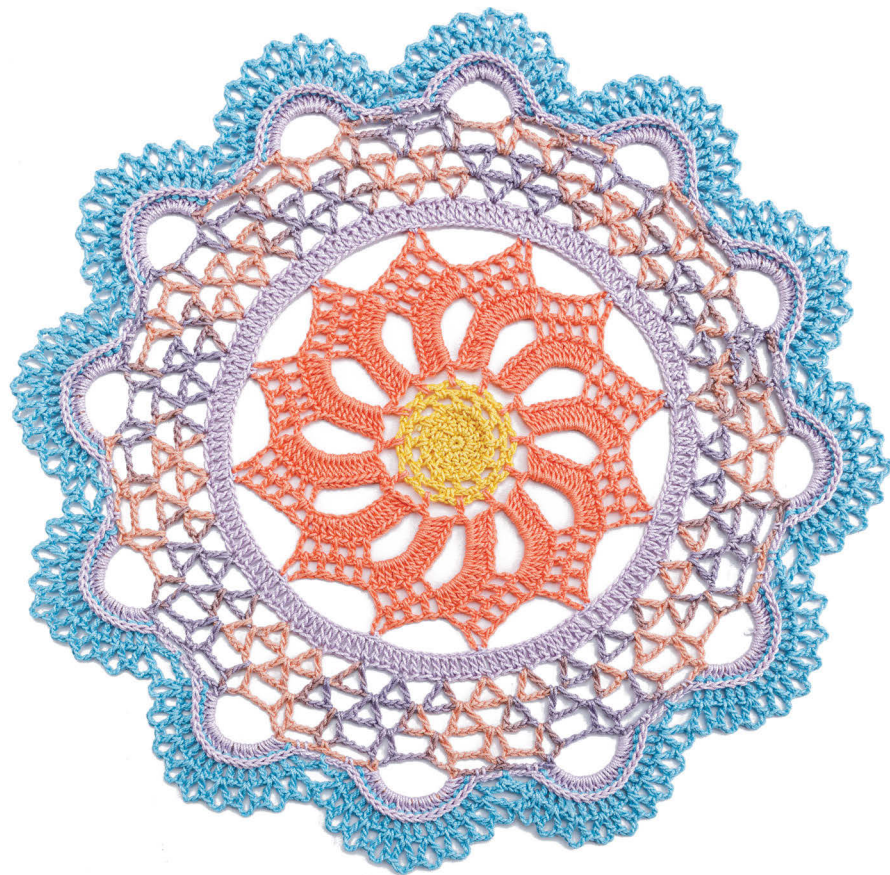
Circulation

200,000

Readership

550,000

Email Counts



TESTIMONIALS

Crochet World is a great magazine that has been around since I was very young. It has great articles and tutorials for beginners and a wide variety of patterns for all crochet lovers. I would really love to see more patterns for women's sweaters.

—Tracie W.

I enjoy the magazine. Even if the patterns aren't all to my taste, the articles and new-to-me stitches are interesting. For example, I adapted an afghan pattern from one issue to create a wrap. I love to learn new stitches or techniques and look forward to getting each new issue.

—Sheri

I love *Crochet World*. As soon as it comes in the mail, I have to stop what I am doing and sit down and look at the new patterns. I have been getting *Crochet World* for a long time, and every magazine is like a Christmas gift that I give to myself. Thank you so much.

—Linda P.

Love it. Wait for each issue. I have kept them and have copies from over 10 years back.

— Patricia L.

I purchased the December issue of *Crochet World* and I'm really impressed by the new look of the magazine. The content felt fresh and current. The new crew is doing great work!

—Emily L.

I have been receiving *Crochet World* for years. I love the range of patterns. Even the most simple patterns can be made to look very professional. You definitely have a pattern for every skill level. I always look forward to receiving my next issue. I have issues that you printed before the projects were pictured in the back. I love every one of them.

—Shannon B.

Most of my magazines I have are almost worn out because I have made so many things from these magazines. I can't wait for them to come in the mailbox.

—Jana H.

I love your magazine! I keep every one and flip through them when I am looking for new projects. There are very few good crochet magazines and yours is the top of the heap! Thank you for putting together such a great mix of projects and information.

— Terry E.

SOCIAL MEDIA USERS



400,000



30,000

REGULAR FEATURES

CROCHET TUTORIAL 101

Articles that focus on one crochet stitch or technique for in-depth learning. A project and video link demonstrating the stitch or technique are included with most of the patterns.

BEGINNER'S CORNER

Simple yet stylish projects that are easy for beginners to make. Tips for beginners are also included when possible.

DONE IN 1, 2, 3 SKEINS

Creative projects that can be completed in one, two or three skeins.

JUST FOR FUN!

Quick, easy and fanciful projects to make in no time.

SCRAPS DELIGHT

A variety of projects that can be made from leftover and scrap yarn.

JUST THREADS

An entire section devoted solely to thread crochet projects of all types and styles.



PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
FEBRUARY 2023	10/11/2022	10/18/2022	12/17/2022	12/27/2022
CROCHET CELEBRATIONS SIP	11/15/2022	11/22/2022		01/31/2023
APRIL 2023	12/06/2022	12/13/2022	02/11/2023	02/21/2023
JUNE 2023	02/07/2023	02/14/2023	04/15/2023	04/25/2023
AUTUMN 2023	04/04/2023	04/11/2023	06/24/2023	07/04/2023
WINTER 2023	08/01/2023	08/08/2023	10/07/2023	10/17/2023
CROCHET SKILL BUILDING SIP	09/26/2023	10/03/2023		12/12/2023
SPRING 2024	11/14/2023	11/21/2023	01/20/2024	01/30/2024



2023 EDITORIAL CALENDAR

FEBRUARY 2023

SUBMISSION DUE DATE: 5/9/2022

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 hide 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.



APRIL 2023

SUBMISSION DUE DATE: 7/8/2022

ON-SALE DATE: 2/21/2023

- **Picture Perfect:** Let us see how you can translate images to crochet using tapestry crochet, intarsia or corner-to-corner techniques. Use these techniques to put an animal face on a pillow, a landscape on a blanket, flowers on a hot pad or words along a table runner. Bring an image alive on a useful crochet item to add beauty to any room.
- **Granny Stripes:** Traditional granny squares are a series of three double crochet groups of stitches. Take that stitch pattern and create projects that use those groupings of stitches in different ways. This style lends itself well to scrappy projects and projects with stripes of colors. Think about different patterning involving the groups of stitches as well. Afghans, wall hangings, table runners, rugs, place mats, kitchen towels, chair protectors and more can easily utilize this stitch pattern in a new way.

JUNE 2023

SUBMISSION DUE DATE: 8/16/2022

ON-SALE DATE: 4/25/2023

- **Making a Difference:** Make projects designed for specific charities or to donate to hospitals and homeless shelters. Baby items and chemo caps are great projects to donate to hospitals. Hats, scarves and blankets are in high demand when the winter months hit for the homeless shelters. Pet beds and blankets for animal shelters, and comfort shawls and wraps or caddies for walkers and wheelchairs for people in assisted living are needed year-round. Let's put our craft to use and give the gift of comfort and love to someone in need.
- **Stitch Samplers:** Incorporate sections of different stitch patterns into your projects. It is summertime, so think about openwork stitches paired with patterning and color. Throws and afghans lend themselves well to sections of multiple stitches, but this style can easily be translated in slimmer sections to smaller projects like kitchen towels, table runners, place mats and even lightweight tops and wraps.

AUTUMN 2023

SUBMISSION DUE DATE: 10/7/2022

ON-SALE DATE: 7/4/2023

- **Crocheted Organization:** As we near the end of summer, it's time to take a moment and organize our spaces. Projects can include containers—such as baskets, trays, buckets or boxes—for storing different items, as well as more nonconventional storage, such as puffs packed with yarn or blankets, hanging pockets for small bathroom or kitchen supplies, or bags and pouches to store your crochet essentials.
- **Summer's Glory:** Bring the beauty of the outdoors inside and let summer inspire your designs. Pillows in natural shapes (like clouds, trees, flowers or mountains), blankets and throws with a landscape or floral scene, or even picnic blankets would be perfect. Also table settings and items good for outdoor use, or indoor table settings with a nod toward nature.
- **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 will 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: 1/30/2023

ON-SALE DATE: 10/17/2023

- **Quick & Easy Gifts:** Use simple stitches to make smaller projects or items with heavier weights of yarn so that they can work up super-fast as last-minute gifts. This includes hats and mitts, scarves, lapghans, place settings, kitchen sets (trivets, dishcloth, kitchen towel), mug cozies, coasters and mug rugs. Dolls and amigurumi or pillow and blanket sets make great gifts for the kids.
- **A Very Merry Tree:** This holiday season let's spruce up the Christmas tree with some new dressings. This section will feature ornaments, garlands, tree skirts and toppers in a variety of styles. Gift bags for different types of presents are also a lovely way to dress up the area around your tree.
- **Cozy Winter Fashion:** Stay cozy and warm as you travel from seasonal party to party in stylish winter garments and accessories. We have you covered with everything from textured tops and easy-to-stitch layering pieces to thick mitts, hats and scarves.



SPRING 2024

SUBMISSION DUE DATE: 4/19/2023

ON-SALE DATE: 1/30/2024

- **Spring Cleaning:** Time to let our craft help us with the dirty work of spring cleaning! Create unique washcloths, dishcloths and kitchen towels in lovely spring colors. But don't stop there. There are so many things that can be made to help with cleaning every part of the house, such as scrubbies, dust mitts, reusable wet mop pads or blind lobsters. (Yes, they are a thing and quite handy for cleaning your blinds.)
- **Scrap Afghans:** While we are spring cleaning, let's look for ways to tidy up the stash as well. Combine your scraps to create afghans, throws, lapghans and baby blankets that are colorful and unique.
- **Sweet Shop:** This section is all about sweet projects in sweet colors, with movement and soft edges. Use whipped cream whites, macaron pastels, pale milk tea browns and croissant tans. Make projects in the style of sushi scarves that roll up into Danish pastries or rugelach; light sweaters, thin cardigans and hats that are worked in the round; and mug cozies and mug rugs.
- **Watercolor Wonderland:** Designs are made with a lot of movement and soft yarn. This section should be filled with projects made with variegated, heathered and ombré yarns. Stitch wall hangings, shawls, ponchos, throws, etc. Think of watercolor paintings and try to bring that softness into these projects.

Editorial content subject to change.

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"
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ONE-SIXTH PAGE

VERTICAL	2¼" x 4⅝"
HORIZONTAL	4⅝" x 2¼"

ONE-TWELFTH PAGE

SQUARE	2¼" x 2¼"
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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 editor of *Crochet World* magazine. The weekly blog reaches digital followers in between issues. Sponsorship possibilities available. www.crochet-world.com/blog





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