

2024
MEDIA KIT





JUST CROSSSTITCH magazine delivers an appealing collection of designs for novice to advanced needle artists.

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

Each issue features artistically and expertly crafted patterns from designers around the globe.

Annie's®

READER PROFILE*

60

median reader age

45

median Facebook follower age

\$58,300

median reader income

85%

are married

68%

have been cross stitching
for over 30 years

80%

spend 20 hours or more
cross stitching weekly

76%

plan to spend as much as or
more than they did last year
on supplies

76%

spent over \$100 last
year on supplies

69%

have visited a website from
one of the advertisements
in *Just CrossStitch*

54%

have made a purchase
as a result of seeing an
advertisement in
Just CrossStitch

70%

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

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

CREATIVE MARKETING OPPORTUNITIES

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



**Compiled from reader survey*

MAGAZINE CIRCULATION & STATS

70,000

Distribution

120,000

Readership



TESTIMONIALS

"I think it's a wonderful magazine. The price is great for the number of patterns you receive. I get excited to see what's in the newest issue! Great job, *Just CrossStitch!*" —**Subscriber**

"I am just getting back into stitching after a 10-year break. My husband ordered this magazine for me as a Christmas gift. I love all the suggestions, projects and ideas in each issue!" —**Tamil B.**

"The magazine does a good job in printing charts for many skill levels and different style tastes. Good finishing ideas, too." —**Subscriber**

"I love getting the magazine. It's very exciting to open it up to see the new designs just waiting for me and my stitching journey!" —**Pamela R.**

"I just started subscribing a few months ago and love it. I started with buying an older ornaments issue, and decided to subscribe. Now I feel like I have all sorts of new projects to start!" —**Subscriber**

"I like the variety of designs—different styles and types of finished pieces; and articles about different cross-stitch topics are great too! Thanks for your magazine!" —**Gretchen S.**

SOCIAL MEDIA FOLLOWERS



30,000



20,000

REGULAR FEATURES

CELEBRATING NEEDLEWORK

Articles, special-interest stories, how-tos and more, all focused on cross stitch and the people that are passionate about the art.

INSPIRED SAMPLER

Designs that unite the threads of history with the hands of today's stitcher.

THE CHRISTMAS STITCH

A festive feature that brings a little holiday spirit all year long.

JUST FOR FUN

Projects that don't necessarily fit a theme or season. They're just fun to stitch and feature a unique finish!



PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2024	11/14/2023	11/21/2023	01/20/2024	01/30/2024
SUMMER 2024	02/06/2024	02/13/2024	04/13/2024	04/23/2024
HALLOWEEN SIP 2024	04/16/2024	04/23/2024	06/22/2024	07/02/2024
AUTUMN 2024	06/11/2024	06/18/2024	08/17/2024	08/27/2024
CHRISTMAS SIP 2024	07/30/2024	08/06/2024	10/05/2024	10/15/2024
WINTER 2024	10/01/2024	10/08/2024	12/07/2024	12/17/2024
SPRING 2025	11/26/2024	12/03/2024	02/01/2025	02/11/2025



2024 EDITORIAL CALENDAR*

SPRING 2024

SUBMISSION DUE DATE: 5/29/2023

ON-SALE DATE: 1/30/2024

- **Hello, Spring:** Designs featuring the lovely signs of the reawakening earth will be the focus here. Bring on the birds, tulips, rainy days and more!
- **Easter Egg-stravaganza:** Whether it be crosses and other faith-based motifs, or eggs and bunnies, our readers love everything Easter!
- **Color Scheme:** Shades of yellow, pink, lavender, green and blue.

SUMMER 2024

SUBMISSION DUE DATE: 8/18/2023

ON-SALE DATE: 4/23/2024

- **Seasonal Favorites:** Delight in the onset of the summer with beautiful bloom-filled patterns, farm-fresh favorites and any other idea you might care to cultivate!
- **Color Refresh:** Fill your fabric from top to bottom with stitches that center around, as well as brighten and enhance, the home.
- **Mindful Stitching:** May is Mental Health Awareness Month, and we all know that stitching is wonderful for the mind and spirit! Easy-to-stitch designs with a positive message or theme will fit perfectly here.
- **Patriotic Pride:** Red, white and blue, stars and stripes, and Americana are the inspiration here!

- **Summer Fun:** The title says it all. Whether it be the beach, camping, swimming, picnics, biking, vacations, relaxing or any other activity or subject, what makes summer fun for you?

HALLOWEEN 2024 SPECIAL ISSUE

SUBMISSION DUE DATE: 10/30/2023

ON-SALE DATE: 7/2/2024

- **The Second-Favorite Holiday for Stitchers:** Our readers love Halloween projects and look forward to getting their fix of spooky stitches each year! It's time to get your creative "spirits" flowing for an all-new Special Collector's Issue. The theme, of course, is Halloween, and all content or motifs related to the holiday will be considered.
- **Bring Your Best Finishes:** We always include a frightening amount of Halloween ornaments in this issue, but stitchers are also looking for home decor pieces, wall hangings, pillows, bookmarks, basket/jar wraps, tote bags and other unique ideas to help celebrate and decorate for the season.
- **Color Scheme:** Eerie shades of orange, purple, green and black. Hand-dyed and specialty flosses along with beads, buttons, ribbons and other adornments make the designs in this issue really spooktacular!

AUTUMN 2024

SUBMISSION DUE DATE: 12/28/2023

ON-SALE DATE: 8/27/2024

- **Hey, Pumpkin:** All things pumpkin is the vibe here. If there's a pumpkin somewhere in the pattern, we want to see it!
- **Autumn Bliss:** Designs overflowing with vibrant fall foliage and other autumn-inspired motifs will fill this collection to the brim. Think colorful trees, fall sweaters, apple cider, sunflowers and so much more!
- **Thankful Stitches:** Celebrate Thanksgiving and life's many blessings with stitching. From turkeys and Pilgrims, cornucopias and pumpkin pie to messages of thankfulness, we'll stuff this chapter full of wonderful seasonal designs.
- **Color Scheme:** Shades of orange, rust, brown, burgundy, gold and other rich tones of autumn.



**Editorial content is subject to change.*

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

CHRISTMAS 2024 SPECIAL ISSUE

SUBMISSION DUE DATE: 2/15/2024

ON-SALE DATE: 10/15/2024

- **A Reader-Favorite Collectible Issue:** This special issue is packed with an amazing assortment of creative designs for the Christmas season! While we will still feature a large selection of ornaments, we're expanding the offerings to also include all festive finishes for decorating and gift-giving.
- **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 can also include a limited amount of specialty stitches, hardanger and blackwork. This is the perfect opportunity to use hand-dyed and specialty flosses and fabrics, plus beads, buttons, ribbons and other embellishments to help "bling" in the holiday.
- **Quick-Stitch Gifts:** This is the perfect time of year to share your love of cross stitch. Small holiday-themed projects make wonderful gifts, and this assortment of projects that are quick to stitch and finish make gift-giving a breeze.
- **Color Scheme:** Holiday hues of red, green, gold, silver and more.



WINTER 2024

SUBMISSION DUE DATE: 4/17/2024

ON-SALE DATE: 12/17/2024

- **A Fresh Start:** Kick off the new year with designs that put positivity, purpose and a fresh mindset in the spotlight.
- **Welcome Winter:** As always, we're excited for scenes of snowy fun, beautiful winter motifs and more. Grab your fuzzy slippers and a cup of cocoa to get your cozy creativity flowing!
- **Valentine's Day:** Show a special someone just how much you care with a hand-stitched design from the heart.
- **Color Scheme:** Wintry hues of blue and sweet shades of pink and red.



SPRING 2025

SUBMISSION DUE DATE: 6/7/2024

ON-SALE DATE: 2/11/2025

- **Spring Has Sprung:** The sun is warming, the trees are budding and the flowers are sprouting! The joy of spring is here! Stitchers are excited to put their needle and thread to work in celebration.
- **For the Birds:** Our feathered friends are one of the first signs of spring, and everyone loves to see these springtime favorites.
- **Easter Blessings:** Designs with cute bunnies, baskets, painted eggs, candy and more are highlighted here. Patterns that feature beautiful crosses, lilies and other inspirational motifs and messages of hope are also emphasized.
- **Color Scheme:** Lovely lavender, pretty pink, tranquil green and other springtime hues.

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AD SPECIFICATIONS



FULL PAGE

TRIM	8" x 10 ³ / ₄ "
BLEED	8 ¹ / ₄ " x 11"
LIVE	7 ¹ / ₂ " x 10 ¹ / ₄ "

TWO-THIRDS PAGE

VERTICAL	4 ⁵ / ₈ " x 9 ¹ / ₂ "
HORIZONTAL	7" x 6 ¹ / ₄ "

ONE-HALF PAGE

VERTICAL	3 ¹ / ₂ " x 9 ¹ / ₂ "
HORIZONTAL	7" x 4 ⁵ / ₈ "

ONE-THIRD PAGE

VERTICAL	2 ¹ / ₄ " x 9 ¹ / ₂ "
SQUARE	4 ⁵ / ₈ " x 4 ⁵ / ₈ "

ONE-FOURTH PAGE

VERTICAL	3 ¹ / ₂ " x 4 ⁵ / ₈ "
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ONE-SIXTH PAGE

VERTICAL	2 ¹ / ₄ " x 4 ⁵ / ₈ "
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ONE-TWELFTH PAGE

SQUARE	2 ¹ / ₄ " x 2 ¹ / ₄ "
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SHOP LISTING

HORIZONTAL	2 ¹ / ₈ " x ³ / ₄ "
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TWO-PAGE SPREAD

TRIM	16" x 10 ³ / ₄ "
BLEED	16 ¹ / ₄ " 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 the 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, TIFFs, JPEGs 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.





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