

2013-14 DESIGNER GUIDELINES

General information for Annie's publications:

Crochet! magazine

Editor: Ellen Gormley

E-mail submissions must be sent to Editor@Crochetmagazine.com.

Crochet! is a full-color, 100-page full-size magazine published quarterly by Annie's. It is the must-have magazine for crocheters who want chic fashions with easy styling, classic good looks and more plus sizes; eye-catching accessories; quick and easy gift ideas; cute designs for babies and kids; pet lovers' projects; and contemporary home accents. *Crochet!* also features informative articles on interesting people and events in the world of crochet and important techniques to help readers improve crochet skills. Visit our website at Crochetmagazine.com.

Crochet World magazine

Editor: Carol Alexander, E-mail: Editor@Crochet-World.com

Crochet World magazine is published bimonthly by Annie's. This 68-page magazine offers techniques and patterns with complete directions for all types of crochet. It also features a Winner's Circle contest, new product information, crochet book reviews, letters swap and crochet hints. Please e-mail or write for an Editorial Calendar that lists the theme of each issue and the sketch/swatch review and design deadlines. These are sent via either e-mail or U.S. Postal Service. Visit our website at crochet-world.com.

Annie's pattern books

Editor: Connie Ellison, (903) 636-2233/Ext. 6228, Connie_Ellison@Annies-Publishing.com

Annie's is America's premier source for innovative and classic designs. If you have ideas for crochet patterns or techniques that you feel meet this criteria, please e-mail Connie Ellison, or send submissions to her at Annie's, 111 Corporate Drive, Big Sandy, TX 75755.

CROCHET! SUBMISSION GUIDELINES

Important: Please follow these guidelines completely and carefully so that your submission can receive full consideration for acceptance. We reserve the right to reject any design(s) for not following these guidelines. You are responsible for submitting a complete and correct package for our consideration.

Design submissions:

1. All designs must be original, not previously published, and **not under review with any other company or editor, even within Annie's Group**. Choose the publication you feel is best for your design and submit it only to that editor for their review. We do not accept simultaneous submissions; if we discover a design(s) to be under more than one editor's review, it will be dismissed from consideration.
2. Send your submission as: (1) proposal sketch with swatches; (2) finished design(s); or (3) photo. Please be sure to send and present your submissions with care so they are seen in the best possible light; stained and dirty design(s) should not be submitted. Please write a few sentences to tell us about your design's special features and what inspired you to create it.
3. **Please include: a check or money order for return shipping**, product labels for all materials used in your design(s) and, for finished designs, typed instructions with all necessary charts and graphs; it is not necessary to include the completed instructions for design(s) submitted as photos, sketches or swatches at this time. Please verify that all materials are readily available and have not been discontinued. **Keep a copy of all instructional materials for your own records** and be sure to label everything submitted with your name and contact information.

Please note: Due to the increasing number of design submissions, we will no longer return unsolicited design submissions without return postage money. Your return postage must be **in the form of a check or money order, made out to the publication to which you are submitting. We will not accept stamps, stamped envelopes or postage paid boxes.**

If we receive a submission without return postage, it will be held for one month after the review date or until you send postage, whichever comes first. We will not notify you of missing postage. Any materials without return postage at the end of the allotted time period will be donated to local charities.

E-mail, photo or swatch submissions:

To eliminate postage concerns, we recommend e-mail submissions for unsolicited designs.

1. **Only send your images in the jpg, gif or pdf format.** Tif, eps, power point and other formats create much larger file sizes, and require specific programs to which we may not have ready access. **Files sent in any format other than jpg, gif or pdf will be automatically rejected.**
2. Please keep in mind that image quality of e-mail and photo submissions is important. If we cannot clearly see the design(s), or they are not shown to their advantage, it adversely affects the chances of being accepted. However, there is a 2 MB limit on your e-mail; **messages with attachments over 2 MB will be rejected by our server.**
3. Design proposals should be well-written with a clear description of what the idea is, and include neat swatches and sketches. Your presentation matters.
4. Only submit projects that are, in fact, available; if you wish to submit a design(s) that has been given as a gift, make that information known. When an image of a finished project is sent in, we will assume it is immediately available for publication.
5. We will generally request to see the design(s) in person before accepting it; **requesting to see the design(s) does not guarantee acceptance for publication.**

Article submissions:

1. Articles submitted to *Crochet!* magazine should be between 500 to 1,500 words in length.
2. All manuscripts and proposals must be original and not under review with any other company or editor, even within Annie's Publishing Group. Please make the editor aware if your article was previously published, even if only First Rights or North American Serial Rights were purchased.
3. If submitting a proposal, please be sure all sources are accurate and you will, in fact, be able to write the piece. For example, if your article depends on an interview, please secure the permission of the subject before submitting your proposal. Your proposal also needs to be well-written with a clear description of your idea; this is a very short introduction to your writing style, so be aware that a poorly written proposal could affect its acceptance.

4. Proposals and manuscripts must be typed in the document (.doc), rich text (.rtf) or text (.txt) format.
5. Please: use Times font in 12-point size for consistency throughout, double-space between lines of text, use 1-inch margins all around and type only one space after the punctuation at the end of a sentence. Number pages consecutively and do not insert page breaks; let the document flow as it will.
6. Place your name and complete address, including phone number and e-mail address, in the upper right-hand corner of every manuscript page.
7. Include all charts, illustrations or photos necessary for use in the article. (*Note: if providing photos or drawings electronically via e-mail, please send as low-resolution .jpg files – no more than 1MB total per e-mail.*)
8. Also include a few sentences telling us about your article; why this is something the crochet community would be interested in and what inspired you to write it.
9. Proof your manuscript thoroughly and do a final spell check and word-count before submitting to the editor. Also, please verify that all facts and statistics in your article are current.

Design and article review:

1. Reviews are held according to the publication's editorial calendar, which is available upon request. Your submission(s) must be **in** our offices **before** the scheduled review date to be considered. If your submission(s) does not arrive in time, or if we deem the submission(s) more fitting for a later issue, it will be held for consideration at the next scheduled review. Please keep in mind there is an average of three months between reviews, so your submission(s) may be in our possession for an extended amount of time. Your submission(s) will automatically be considered for all of our applicable publications.
2. If we accept your submission(s), we will contact you within two weeks after the review date, if possible.
3. Unaccepted designs will be returned within four weeks after the review date, if possible.
*Note: In some cases, you may not receive your design within the four weeks, especially if the submission is being transferred between reviews in Texas and reviews in Indiana. Due to the unpredictable nature of the publishing business, we cannot estimate the amount of time needed to return unaccepted submission(s), so please respect our time and trust we will return your submission(s) as soon as possible. Allow us a **minimum** of four weeks before contacting us regarding your submission(s) status. **If you are worried about your submission(s) reaching their destination, use shipping methods that provide that information;** please do not call our offices requesting a status report on your submission(s) or expect us to notify you of its arrival.*
4. We will no longer be able to respond to designers whose e-mail submissions are not accepted for publication. If you have not heard from us about your submission within 30 days of the review date, you may feel free to submit your design(s) elsewhere.

Design and Article Acceptance:

1. If we accept your design(s) from an e-mail or photo submission, send in the completed model with a paper copy of the instructions and drawings in a package addressed to the publication. Please note on the box the issue date of the magazine your design(s) has been accepted. **All designs must be in-house before the requested date;** if your design(s) does not meet our deadline, we reserve the right to reject the design(s).
2. Label every page of the instructions and tag all pieces of your design(s) with your contact information.
3. E-mail an electronic version of the pattern, **saved as a Microsoft Word document, a pdf, or in text format**, to the email submission address given for the specific magazine. Put the issue date and pattern name in the subject line. In the body of the message, tell us when the completed design(s) was shipped, how the package was sent (next day, second day, etc.) and the tracking number if available, what format the instructions are saved in and how you want to be credited in the publication. **We cannot accept files saved in formats other than the three listed.**

Writing Guidelines

1. **Pattern instructions must be correct and include all necessary graphs and charts.** If the instructions for an accepted design are found to contain errors and/or incomplete information, it will result in a reduced fee or ultimate rejection of the design(s). Please proofread your instructions carefully to eliminate errors.
Suggestion: Study our patterns to see how they are written in the publication you are submitting to and have a crocheting friend read over your instructions to help spot errors or hard-to-follow sections.

2. **Manuscripts must be typed, following as closely as possible Annie's pattern writing style** (*sample enclosed*). To ensure legibility, please use a clear, 12-point font. If possible, please use a computer so an electronic version, saved as a Microsoft Word document, a pdf, or in the rich text format, is available for our use.
Note: We cannot accept handwritten manuscripts as they cause difficulty for our technical editors and have led to pattern errors. If extenuating circumstances prevent you from presenting a typed version, please contact the editor. While it may be allowed, a handwritten manuscript will also affect the price offered for your design(s).
3. Pay careful attention to special pattern stitch instructions; they should be clearly explained and easy to understand.
Suggestion: If you need help explaining a stitch, you might refer to the stitch guide at AnniesCatalog.com for help.
4. The materials list **must** include **complete** product information. If the material's label or packaging is not available, and we strongly recommend you save everything to send in with your finished work, you must provide the information for the material. For yarns and threads, this includes manufacturer's name, fiber content, color number and name, weight designation and yards, ounces and grams per ball or skein (*see attached Pattern Writing Style pages for example of correct materials listing*). For jewelry findings or sewing notions, this includes manufacturer's name, style and/or product numbers, material content and other pertinent information.
5. For work that requires charts, diagrams and color keys, send in a labeled version in color. Do not use blue graph paper or pencil as they do not photocopy well; all lines must be dark enough to photocopy.
6. Use correct pattern abbreviations (*see Pattern Writing Style pages*). Explain any non-standard abbreviations.
7. Please give your design(s) a creative, appealing title and include a few descriptive sentences about your design, highlighting its best features and appeal.
8. State the skill level of your design(s) (*see Pattern Writing Style pages*). Explain any technique a crocheter of that skill level may not know.
9. State the hook size(s) used to make your design(s) (*see Pattern Writing Style pages*).
10. For garments, give the finished sizes (your pattern must be written for a minimum of three sizes, preferably four or five) and finished measurements. Garments **must** follow the sizing guidelines recommended by the Craft Yarn Council of America (www.yarnstandards.com/sizing.html). If a project is not sized according to the CYCA standards, it will be rejected.
11. **Give the model size of your sample garment in the instructions and on the project tag.** Again, please use the sizing guidelines on the CYCA website.
12. Give the accurate gauge of your project. Measure stitches and rows/rnds over the applicable number of inches, or the size of the motif used.
13. Provide stitch counts at the end of all increase and decrease rows.
14. Annie's will photograph all published designs. In the case that extra photography is needed, you will be contacted by an editorial assistant.

Mailing Address

Send *Crochet!* Magazine submissions to Sara Meyer, **Annie's, 306 East Parr Road, Berne, IN 46711**. Be sure to place the title of the publication on the label.

Send all hardcover book and pattern book submissions to Connie Ellison, **Annie's, 111 Corporate Drive, Big Sandy, TX 75755**.

Contracts, Payment and Return of Published Items

As our publications run an average of nine months in advance of real time, **payment and contracts do not come immediately upon notification of acceptance**. After the scheduled design review, you will be notified of acceptance and offered a price; once you accept, a verbal contract is in place. When the publication begins the editorial process, you will receive your contract.

Design fees are determined by evaluating the accuracy and completeness of the instructions, as well as the creativity, workmanship, skill level and overall quality of the design(s); how closely these guidelines are followed also plays a part in establishing the design fee. Payment will be made within 45 days of the date **we receive your signed contract**. Annie's purchases all rights to designs unless otherwise arranged, and designers cannot legally sell the purchased design(s), or one similar to it, to another publisher without infringing upon the purchased rights and risking legal complications. Upon signing the contract, the designer no longer owns the design(s); it becomes property of Annie's.

Your original crocheted model(s) will be returned once the design(s) has been published. One complimentary copy of the hardcover book or two complimentary copies of the magazine issue in which the design(s) appeared will be sent with the original model(s).

Annie's Crochet Pattern Writing Style

Abbreviations

beg.....begin/beginning	lp(s).....loops(s)
bpdc.....back post double crochet	MCmain color
bpsc.....back post single crochet	mmmillimeter(s)
bptrback post treble crochet	ozounce(s)
CCcontrasting color	pcpopcorn
ch.....chain stitch	rem.....remain/remaining
ch-.....refers to chain or space previously made (i.e. ch-1 space)	rep.....repeat(s)
ch sp.....chain space	rnd(s)round(s)
clcluster	RS.....right side
cm.....centimeter(s)	scsingle crochet
dc.....double crochet	sc dec ...single crochet 2 or more stitches together, as indicated
dc dec...double crochet 2 or more stitches together, as indicated	skskip(ped)
dec.....decrease/decreases/decreasing	sl stslip stitch
dtrdouble treble crochet	sp(s)space(s)
fpdc.....front post double crochet	st(s).....stitch(es)
fpdc.....front post single crochet	tog.....together
fptrfront post treble crochet	tr.....treble crochet
g.....grams	trtrtriple treble
hdc.....half double crochet	WSwrong side
hdc dec .half double crochet 2 or more stitches together, as indicated	yd(s)yard(s)
	yoyarn over

Symbols

() When working a **collective group** of stitches **all in the same place**, place them in parentheses.

Examples:

- (3 dc, ch 2, 3 dc) in next corner sp
- (sc, hdc, 3 dc, hdc, sc) in next st

[] When **repeating** a stitch sequence, place the repeat instructions in brackets, followed by the number of times to repeat.

Examples:

- [dc in next dc, cl in next ch-1 sp] 5 times
- [dc in each of next 3 dc, shell in next shell] across to next corner

{ } When working a set of repeat instructions that are worked **within** a bracketed set of repeat instructions, place them in braces (or curly brackets).

Examples:

- [dc in each of next 3 sts, {shell in next ch-1 sp} twice] 4 times
- [{ch 5, sc in next ch sp} twice, ch 5, sk next dc, dc in next dc, {ch 1, sk next dc, dc in next dc} 6 times] twice
- ({dc, ch 1} 5 times, dc) in next ch-2 sp
- ({sc, ch 3} 3 times, hdc, ch 2, hdc, ch 3, {sc, ch 3} twice, sc) all in corner sp

* The asterisk is used to indicate the beginning of a set of repeat instructions.

Examples:

- Ch 1, sc in first sc, *ch 1, sk next ch-1 sp, sc in next sc, rep from * across
- *Sc in each of next 2 sts, 2 sc in next st, rep from * around
- Ch 1, *(sc, dc, tr, dc, sc) in next ch-2 sp, ch 2, sc in next hdc, ch 2, rep from * 6 times

****** This symbol can be used two different ways, as follows:

1. Double asterisks can be used to indicate a set of repeat instructions, usually worked in combination with a set of single-asterisk instructions. These can be worked either *between* or *from* double asterisks, as directed.

Examples:

- Ch 1, *(sc, 2 dc, ch 1, 2 dc, sc) in corner sp, (sc, 2 dc, sc) in next ch-3 sp, **ch 1, sk next ch-1, sl st in next ch-1 sp, ch 1, sk next ch-1**, [(sc, dc, ch 1, sc) in next ch-3 sp] 3 times, rep bet ** ** once, (sc, 2 dc, sc) in next ch-3 sp, rep from * 3 times, join.
- Sl st in next st, sl st in corner ch sp, ch 3, dc in same sp, *[(picot, 2 dc) 3 times in same sp, **2 dc in next ch sp, (picot, 2 dc) twice in same sp, rep from ** across to next corner ch sp], 2 dc in next ch sp, rep from * twice, rep bet [] once, join.
- 2. Use double asterisks to indicate the end of a **partial** set of repeat, single-asterisk instructions.

Examples:

- *Ch 3, (sc, ch 3, sc) in next ch-2 sp, ch 3**, V-st in next dc, rep from * 3 times, ending last rep at **
- 2 sc in first st, *ch 2, sk next st, cl in next st, ch 2, sk next st**, 2 sc in next st, rep from * around, ending last rep at **

◇ Work a set of repeat instructions between or from diamonds as directed, usually in combination with single asterisk instructions.

Examples:

- Ch 1, sc in same sc, *◇sk next ch-2 sp, [sc in next sc, ch 3] 4 times◇, sc in next sc, sk next ch-2 sp, sc in next sc, rep from * 6 times, rep bet ◇◇ once, sc in next sc
- ({Sl st , ch 3} 3 times, sl st) in corner sp, ch 3, sk next 3 sts, (sl st, ch 3, sl st) in next st, ch 3, sk next 3 sts, (sl st, ch 3, sl st) in next ch-2 sp, ◇ch 3, sk next 3 sts, sl st in next st, ch 3, sk next 3 sts, (sl st, ch 3, sl st) in next ch-2 sp, rep from ◇ across to last 7 sts before corner sp, ch 3, sk next 3 sts, (sl st, ch 3, sl st) in next st, ch 3, sk next 3 sts, rep from * around, join.
- inch(es): spell out in pattern text; use symbol on charts only.

Crochet Hook Sizes

Yarn Hooks

U.S.	Metric	U.K.
B-1	2.25mm	13
C-2	2.75mm	12
D-3	3.25mm	10
E-4	3.5mm	9
F-5	3.75mm	8
G-6	4mm	7
H-8	5mm	6
I-9	5.5mm	5
J-10	6mm	4
K-10½	6.5mm	3
L-11	8mm	0
M/N-13	9mm	00
N/P-15	10mm	000
P/Q	15mm	
Q	16mm	
S	19mm	







Steel Thread Hooks

U.S.	Metric	U.K.
16	0.60mm	
14	0.75mm	7
13	0.85mm	6½
12	1.00mm	6
11	1.10mm	5½
10	1.15mm	5
9	1.25mm	4
8	1.50mm	3
7	1.65mm	2½
6	1.80mm	2
5	1.90mm	1½
4	2.00mm	1
3	2.10mm	1/0
2	2.20mm	2/0
1	2.25mm	3/0
0	2.50mm	00
00	2.70mm	

Yarn and Thread Information

Information on **Yarns** provided from *Standards & Guidelines for Crochet and Knitting* by the Craft Yarn Council of America.

Yarns





Weight category	Yarn label symbol	Yarns in category	Recommended hook size(s)	Suggested gauge (ranges in sc to 4")
Super Fine		Sock, Fingering, Baby	B-1 to E-4/2.25–3.5mm	21–32 sts
Fine		Baby, Sport	E-4 to 7/3.5–4.5mm	16–20 sts
Light		DK, Light Worsted	7 to I-9/4.5–5.5mm	12–17 sts
Medium		Worsted, Afghan, Aran	I-9 to K-10½/5.5–6.5mm	11–14 sts
Bulky		Chunky, Craft, Rug	K-10½ to M-13/6.5–9mm	8–11 sts
Super Bulky		Super Chunky, Roving	M/N-13/9mm and larger	5–9 sts

Threads

Size	Weight	Recommended hook size(s)
50	Very Fine	12–13/1.00–0.85mm
40	Fine	11–13/1.10–0.85mm
30	Fine	10–12/1.15–1.00mm
20	Light Bedspread	8–11/1.50–1.10mm
10	Bedspread	5–8/1.90–1.50mm
8	Fingering	5/1.90mm
5	Baby	0–5/2.50–1.90mm
3	Sport	00–0/2.70–2.50mm

Skill Levels

Information provided from *Standards & Guidelines for Crochet and Knitting* by the Craft Yarn Council of America.

Symbol	Classification	Description
	Beginner	Projects for first-time crocheters using basic stitches and minimal shaping.
	Easy	Projects using yarn or thread with basic stitches, repetitive stitch patterns, simple color changes, and simple shaping and finishing.
	Intermediate	Projects using a variety of techniques, such as color patterns, basic lace patterns, and mid-level shaping and finishing.
	Experienced	Projects with intricate stitch patterns, techniques and dimension, such as non-repeating patterns, multi-color techniques, fine threads, small hooks, detailed shaping and refined finishing.

Materials

- Give materials in list format.
- List materials in the following general order of usage:
 - a. yarn or thread
 - b. hook size(s)
 - c. finishing needle
 - d. craft materials and trims
- Give correct yarn and thread weight designations. Give **yarn quantities** in *oz/yds/g* and **thread quantities** in *yds* only. List multiple yarn/thread colors from largest to smallest quantities.
- Give **yarn hook size(s)** in *letter/number/metric* and **thread hook size(s)** in *number/metric*. List multiple hook sizes of one type from smallest to largest.
- If more than one type of a yarn, thread or hook is used, list separately.

Examples:

- Medium (worsted) weight yarn:
 - 8 oz/380 yds/226g pink
 - 6 oz/285 yds/170g blue
 - Bulky (chunky) weight yarn:
 - 2 oz/60 yds/56g dark blue
 - Size 10 crochet cotton:
 - 100 yds red
 - 25 yds white
 - Sizes G/6/4mm and H/8/5mm crochet hooks or size needed to obtain gauge
 - Size 7/1.65mm steel crochet hook
- If **specific brand names** are used, give **complete** product information and whenever possible, list quantities needed in number of skeins or balls.

Examples:

 - Patons Grace fine (sport) weight cotton yarn (1.75 oz/136 yds/50g per skein):
 - 12 skeins #60611 butter
 - J.&P. Coats Knit-Cro-Sheen size 10 crochet cotton (100 yds per ball):
 - 2 balls #1 white
 - Lion Brand Fun Fur bulky (chunky) weight eyelash yarn (1¼ oz/60 yds/50g per skein):
 - 4 skeins #105 light blue
 - Moda Dea Cheri medium (worsted) weight nylon yarn (1¼ oz/81 yds/50g per skein):
 - 3 skeins #8410 smoky quartz
 - Bernat Monet medium (worsted) weight cotton/rayon/nylon/acrylic-blend yarn (1¼ oz/49 yds/50g per ball):
 - 5 balls #3353 espernay

Measure Conversions

Unit	Equivalent
1 gram (g)	.035 ounce (oz.)
1 kilogram (k)	2.20 pounds (lbs)
50 grams (g)	1.75 ounces (oz.)
1 ounce (oz)	28.35 grams (g)
1 pound (lb)	.45 kilogram (k)
1 centimeter (cm)	.39 inch (")
1 meter (m)	39.37 inches (")
1 inch (in)	2.54 centimeters (cm)
1 yard (yd)	.9144 meter (m) 36 inches (") 91.44 centimeters (cm)

General Conversions for Yarns Given Generically

Super fine (sock, fingering, baby) weight: 1 ounce = 170–175 yards

Fine (sport) weight: 1 ounce = 90–100 yards

Medium (worsted) weight: 1 ounce = 50 yards

Bulky (chunky) weight: 1 ounce = 30–35 yards

Super bulky (super chunky) weight: 1 ounce = 16–23 yards

Multiply the number of ounces called for by the yardage above to determine the total number of yards needed.

Yardage Conversion for Size 10 Crochet Thread

1 oz = approx. 133 yds