

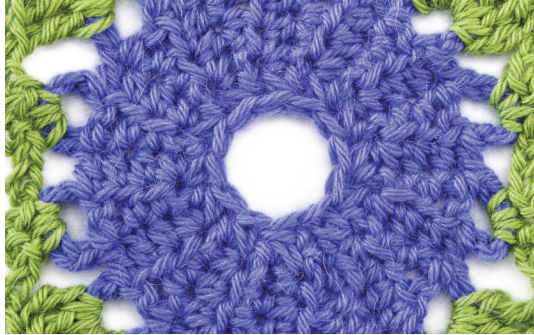


Crochet!®



2018

MEDIA KIT



## MAGAZINE PROFILE

*Crochet!* is a must-have magazine for every crocheter, from beginner to expert with an emphasis on women's apparel and accessories. Each issue is filled with 20+ patterns, including classic, on-trend fashions and accessories for women in a wide range of sizes, handy home accessories ranging from unique afghans to function small items like dishcloths and hotpads, plus sweet and special items for babies—all with full-color photographs and easy-to-follow instructions. Plus you will find projects using innovative and unusual techniques and articles about people, events and products to keep readers current about the world of crochet! It also offers product reviews of the latest yarns, crochet tools, accessories, DVDs and books. *Crochet!* is the official magazine of the Crochet Guild of America.

*Circulation: 60,000*



# READER PROFILE

## ENGAGED

- 55%** hold onto their copy of *Crochet!* for 10 or more years
- 61%** spend more than 3 hours with each issue

## RESPONSIVE

- 69%** have visited a website from an advertiser's website
- 50%** have made a purchase from the result of seeing an advertisement

## PASSIONATE

- 75%** spend as much as or more than the previous year on supplies
- 75%** complete 6 or more projects a year

## SAVVY

- 91%** of readers use magazines as their go-to source for projects
- 77%** use websites

# EDITORIAL CALENDAR\*

## SPRING 2018 ISSUE

**Submission Deadline:** 4/7/2017

**Projects/Instructions Deadline:** 6/19/2017

**Theme:** Transition to spring—simple and easy pieces to layer over camis or tanks. All designs made using sport-, DK- or worsted-weight summer yarns with fiber content of linen, cotton, bamboo or cotton/acrylic blends.

**Slip Into Style:** Cardigans to wear with sleeveless dresses and tops:  $\frac{3}{4}$ -length sleeves and cap sleeves, oversized tees, tops and tunics

**Dress It Up:** Unique totes, jewelry and colorful scarves and vests

**At Home:** Colorful, easy and unique easy afghans, hot pads and baskets. Recycled, everyday home items by using crochet.

**Baby Love:** Blankets and Lovies (small blankets): blankets using multiple stitches, blankets with beautiful edging, in the round, reversible, simple sundress and hat—sizes 3–6, 6–9 and 12–18 months

**Done In One:** Projects done with just one skein of yarn—no wool yarns.

**Easy As 1-2-3:** Simple accessories for women: cuff bracelet, belt or simple throw

**Beginner's Corner:** Super easy projects for Baby, home or fashion accessories

## SUMMER 2018 ISSUE

**Submission Deadline:** 7/15/2017

**Projects/Instructions Deadline:** 9/7/2017

**Theme:** Oh so easy and colorful summer crochet! As warm weather approaches so does the season for baseball games, vacations and kids at home. We are looking for easy take-along projects using colorful yarns with warm-weather fibers. Looking for updated granny square designs and flower accents to projects in all sections.

**Slip Into Style:** Cardigans with  $\frac{3}{4}$ -length sleeves, open mesh sleeves with various lace stitches in body. Loose-fit granny square cardigan; tank top, oversized tees and tunics.

**Dress It Up:** Summer Flowers: flip-flop makeovers, summer hats, easy scarves and cowls, mandala earrings and necklaces, bobby pin or hair clip accents and shawls, crochet trims and applique on premade t-shirts

**At Home:** Take-and-go projects: Afghans made using granny squares or strips, table runners, pillows, dishcloths in bright summer colors; add pompom and tassels when possible. Recycled everyday home items by using crochet.

**Baby Love:** Oversized stuffed animals, baby sandals or shoes, and blankets

**Done In One:** Projects made using just one skein of any yarn

**Easy As 1-2-3:** Swimsuit cover-up, summer slippers with flowers or summer wraps

**Beginner's Corner:** Take-and-go summer cowls and scarves

## AUTUMN 2018 ISSUE

**Submission Deadline:** 10/15/2017

**Projects/Instructions Deadline:** 12/15/2017

**Theme:** Celebrate fabulous fall yarns, fringe and tempting textures! Refresh your fall wardrobe with stunning sweaters and layering pieces featuring a mix of traditional and textured stitches using fringe.

**Slip Into Style:** The casual sweater: include traditional, top-down and side-to-side sweaters that flatter all body types; incorporate textured stitches with traditional ones

**Dress It Up:** Transition to fall toppers perfect for layering: Fall shawls: long rectangle, asymmetrical; triangle shawls made with gradient yarns or one color at a time colorwork techniques or self-stripping yarns; vests with fringe, small, stunning coin purses and belts

**At Home:** Bag holder for any home perfect for recycling plastic bags, Embossed Crochet table runner, dish soap covers, unique fall-theme door wreaths, fall coffee cozies, coasters

**Baby Love:** Easy beanie hats, textured and ripple baby blankets, and booties

**Done In One:** Projects made using just one skein of any yarn

**Easy As 1-2-3:** Easy pocket scarves or scoodies

**Beginner's Corner:** Easy-to-stitch ripple afghans

*\*Editorial calendar is subject to change without notice.*

# EDITORIAL CALENDAR\*

## WINTER 2018 ISSUE

**Submission Deadline: 1/15/2018**

**Projects/Instructions Deadline: 3/15/2018**

**Theme:** Gear up for winter! Make it quick, small projects to wear now using chunky- and worsted-weight yarns, plus projects that make you happy to stay inside and cuddle up on the couch to crochet.

**Slip Into Style:** The Perfect Winter Cardigan: Design the ultimate winter cardigan with all the must-have features and let us know why it is perfect. Pockets? Hood? Buttons? Drape? Simplicity?

**Dress It Up:** Holiday style: perfect little accessories for parties or church outings or just looking festive at home and all items would make great gifts. Bling it up hats and scarves, slippers, cozy hoods and snoods, and beaded jewelry

**At Home:** holiday accents for the entire home including afghans, dishcloths, table runners, ornaments and decorative items such as small crochet Christmas trees, snowmen or hanging snowflakes

**Baby Love:** Cozy items for babies: hooded cardigan for Baby, round infant circle jacket, hooded blanket, softees (animals) for gift-giving

**Done In One:** hats made using just one skein of any yarn

**Easy As 1-2-3:** Make it tonight or make it in a weekend winter projects: hats, scarves, hooded neck warmer using chunky- or worsted-weight yarns.

**Beginner's Corner:** Easy gift ideas for the beginner crocheter

## SPRING 2019 ISSUE

**Submission Deadline: 4/7/2018**

**Projects/Instructions Deadline: 6/19/2018**

**Theme:** Transition to spring—simple and easy pieces to layer over camis or tanks. All designs made using sport-, DK or worsted-weight summer yarns with fiber content of linen, cotton, bamboo or cotton/acrylic blends.

**Slip Into Style:** Light and lacy tops made from either top down or side to side

**Dress It Up:** Unique accessories including purses, hats and jewelry

**At Home:** Colorful dishcloths, place mats and pillows

**Baby Love:** Special little things for Baby 3 months to 18months ranging from afghans, pacifier holders, blankets and stuffed animals

**Done In One:** Projects done with just one skein of yarn—no wool yarns

**Easy As 1-2-3:** Simple accessories for women or home

**Beginner's Corner:** Super easy projects for Baby, home or fashion accessories

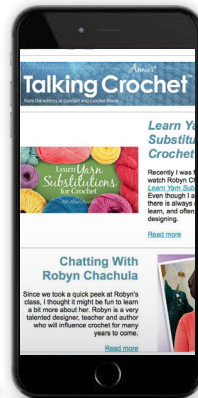
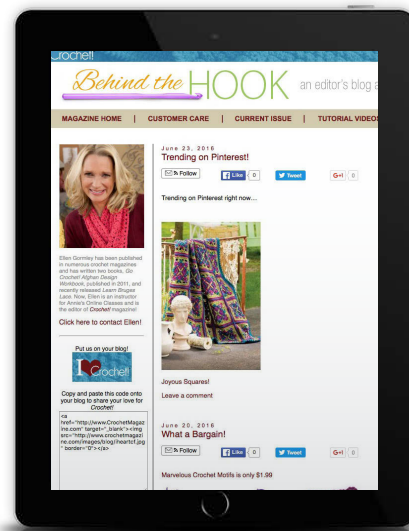
**Send project submissions, questions and fabric cards to:**

Connie Ellison  
P.O. Box 950, 113 E. Gilmer Street, Big Sandy, TX 75755  
Connie\_Ellison@Annies-Publishing.com

## PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2018	10/24/17	10/31/17	12/12/17	01/02/18
Spring 2018 SIP	12/12/17	12/19/17	01/30/18	02/20/18
Summer 2018	01/23/18	01/30/18	03/13/18	04/03/18
Autumn 2018	04/24/18	05/01/18	06/12/18	07/03/18
Fall 2018 SIP	06/19/18	06/26/18	08/07/18	08/28/18
Winter 2018	07/24/18	07/31/18	09/11/18	10/02/18
Spring 2019	10/23/18	10/30/18	12/11/18	01/01/18

\*Editorial calendar is subject to change without notice.



# DIGITAL PRESENCE

## WEBSITES

### CrochetMagazine.com

- 74,000+ monthly page views
- Video highlights of projects found in each issue
- Home to our online community where crocheters find stitch guides, yarn calculators and more
- Behind the Hook, our editor's blog, where you'll find tips, trends and all things crochet

### Free-Crochet.com

- 800,000 monthly page views
- Hundreds of free crochet patterns live on this site
- 116,000+ monthly crochet downloads

## NEWSLETTERS

### Talking Crochet Newsletter

- 185,000 subscribers
- Delivered twice monthly
- Reach crocheters with leaderboard and content blocks and units

### Dedicated Email Blasts

- Get response by sending your marketing message to our more than 185,000 subscribers

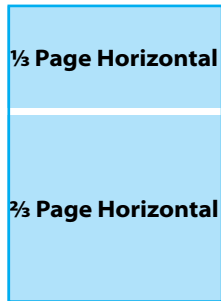
## SOCIAL MEDIA

- Facebook 1,352,000 fans and growing!
- Pinterest: 63,000+ followers
- Ravelry: 3,300+ followers and growing!

# SPECIFICATIONS

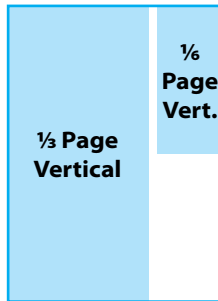


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

1/6 Page Vert.

## Full Page

Trim	8½" x 10¾"
Bleed	8¾" x 11"
Live	7⅝" x 9¾"

## One-Fourth Page

Vertical	3½" x 4⅝"
Horizontal	4⅝" x 3½"

## One-Third Page

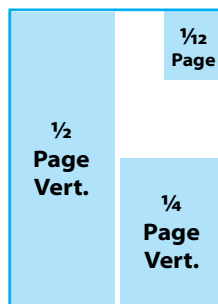
Vertical	2¼" x 9½"
Horizontal	7" x 3⅝"
Square	4⅝" x 4⅝"

## One-Sixth Page

Vertical	2¼" x 4⅝"
Horizontal	4⅝" x 2¼"

## One-Twelfth Page

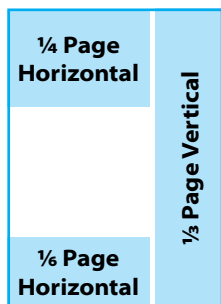
Square	2¼" x 2¼"
--------	-----------



1/2 Page Vert.

1/12 Page

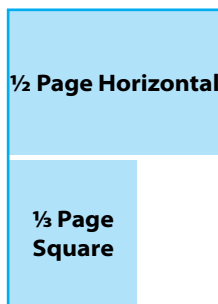
1/4 Page Vert.



1/4 Page Horizontal

1/6 Page Horizontal

1/3 Page Vertical



1/2 Page Horizontal

1/3 Page Square

## Two-Thirds Page

Vertical	4⅝" x 9½"
Horizontal	7" x 6¼"

## One-Half Page

Vertical	3½" x 9½"
Horizontal	7" x 4⅝"

## ONLINE

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400
Full Page PDF Download	8" x 10.5" (144–350 dpi)

## Submitting Materials

Materials can be submitted via Mediabank.

For login information, contact:

Alexia Schamp  
Advertising Coordinator  
(260) 849-4860  
Alexia\_Schamp@Annies-Publishing.com

## 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.

**Questions? contact:** Alexia Schamp  
Advertising Coordinator  
(260) 849-4860  
Alexia\_Schamp@Annies-Publishing.com



# CONTACT INFORMATION

## ADVERTISING DIRECTOR

Michelle Thorpe  
 (260) 849-4508  
[Michelle\\_Thorpe@Annies-Publishing.com](mailto:Michelle_Thorpe@Annies-Publishing.com)

## EDITOR

Connie Ellison  
 (903) 636-0376  
[Connie\\_Ellison@Annies-Publishing.com](mailto:Connie_Ellison@Annies-Publishing.com)

## ADVERTISING ACCOUNT MANAGER

Joan Lynch Lockett  
 (260) 849-4504  
[JoanLynch\\_Lockett@Annies-Publishing.com](mailto:JoanLynch_Lockett@Annies-Publishing.com)

## ADVERTISING COORDINATOR

Alexia Schamp  
 (260) 849-4860  
[Alexia\\_Schamp@Annies-Publishing.com](mailto:Alexia_Schamp@Annies-Publishing.com)

Annie's®

Crochet!