

Just
CrossStitch®



2025
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. However, our readers also enjoy the occasional inclusion of specialty stitches, hardanger or blackwork for skill-building opportunities.

Each issue features artistically and expertly crafted patterns from designers from 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
- Polybagged Onserts
- Custom Print Solutions
- Customized Partnerships



*Compiled from reader survey

MAGAZINE CIRCULATION & STATS

70,000

Distribution

120,000

Readership



TESTIMONIALS

"This is the best magazine that I get! I have been receiving this magazine since the 1980s. I so look forward to reading it when I get home from work. Love everything you cover, especially the samplers!" —**Mary F.**

"I just got my new improved magazine. This newest issue is AMAZING! I simply love everything. Patterns, colors, new monthly features. Huge win! Keep publishing and growing!" —**Subscriber**

"This is, by far, the most patterns I have ever stitched from a single magazine. This issue knocked it out of the park!" —**Kathy R.**

"I REALLY LOVE this magazine. It shows me new ideas to make things for my children and grandchildren!" —**Jeannine S.**

"I enjoy the variety. The magazine has a little bit for everyone. It even challenges me to try some things that I wouldn't have considered." —**Peppermint Cottage**

"I immediately found seven projects I like! Thank you for such a super-packed issue!" —**Sheri A.**

"I'm always excited to see your magazine and am never disappointed. You have something for every skill level." —**Subscriber**

"*Just CrossStitch* magazine is wonderful! I'm a long-term subscriber and always look forward to it. Keep up the great work!" —**Subscriber**

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.



JUST FOR FUN

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



THE HALLOWEEN STITCH

Designs showcasing a little spooky spirit for stitching year-round.

THE CHRISTMAS STITCH

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



PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2025	11/26/2024	12/3/2024	2/1/2025	2/11/2025
SUMMER 2025	2/4/2025	2/11/2025	4/12/2025	4/22/2025
HALLOWEEN SIP 2025	4/15/2025	4/22/2025	6/21/2025	7/1/2025
AUTUMN 2025	6/10/2025	6/17/2025	8/16/2025	8/26/2025
CHRISTMAS SIP 2025	7/29/2025	8/5/2025	10/4/2025	10/14/2025
WINTER 2025	9/30/2025	10/7/2025	12/6/2025	12/16/2025
SPRING 2026	11/25/2025	12/2/2025	1/31/2026	2/10/2026



2025 EDITORIAL CALENDAR*

SPRING 2025

SUBMISSION DUE DATE: 6/11/2024

ON-SALE DATE: 2/11/2025

- **Hello, Spring:** Delight in the onset of spring, the season to renew and refresh. Designs can feature birds, nests, baby animals, rain, spring buds or florals, spring landscapes and more!
- **Easter Egg-stravaganza:** Our readers enjoy Easter stitching! Featured designs include crosses and other faith-based motifs, or eggs, bunnies, chicks and more.

SUMMER 2025

SUBMISSION DUE DATE: 8/20/2024

ON-SALE DATE: 4/22/2025

- **Mindful Stitching:** May is Mental Health Awareness Month, and we all know that stitching is wonderful for the mind and spirit! This issue will feature easy-to-stitch designs with positive messages!
- **Patriotic Pride:** Celebrate the red, white and blue with Americana-themed designs.
- **Summertime Fun:** Bright and cheery designs that highlight the fun of summer activities will fill this chapter.



HALLOWEEN 2025 SPECIAL ISSUE

SUBMISSION DUE DATE: 10/22/2024

ON-SALE DATE: 7/1/2025

- **The Second-Favorite Holiday for Stitchers:** Our readers love Halloween projects and look forward to getting their fix of spooky stitches each year! Get the creative "spirits" flowing with this all-new special collector's issue, featuring various motifs, colors and designs all related to the holiday.
- **Bring Your Best Finishes:** This issue always includes a frightening number of Halloween ornaments, but stitchers can also find a variety of items with great finishing techniques to help celebrate the season, including home decor pieces, wall hangings, pillows, bookmarks, basket/jar wraps, tote bags and other unique ideas.



AUTUMN 2025

SUBMISSION DUE DATE: 12/24/2024

ON-SALE DATE: 8/26/2025

- **Autumn Bliss:** Designs overflowing with vibrant fall foliage, pumpkins and other autumn-inspired motifs will fill this collection to the brim. The issue can feature colorful trees, fall sweaters, apple cider, sunflowers and much more!
- **Thankful Stitches:** Celebrate Thanksgiving and life's many blessings with stitching. From turkeys, Pilgrims, cornucopias and pumpkin pie to messages of thankfulness, this chapter will be stuffed full of wonderful options.

**Editorial content is subject to change.*

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

CHRISTMAS 2025 SPECIAL ISSUE

SUBMISSION DUE DATE: 2/11/2025
ON-SALE DATE: 10/14/2025

- **A Reader-Favorite Collectible Issue:** This special issue is packed with an amazing assortment of creative designs for the Christmas season! While a large selection of ornaments will be featured, the offerings will also include other 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 will be primarily cross stitch but can also include some specialty stitches, hardanger and blackwork. Projects can also feature hand-dyed and specialty flosses and fabrics, 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 helps make gift-giving a breeze.



WINTER 2025

SUBMISSION DUE DATE: 4/15/2025
ON-SALE DATE: 12/16/2025

- **Welcome Winter:** As always, we're excited to fill this issue with scenes of snowy fun, beautiful winter motifs and more. Grab your fuzzy slippers and a cup of cocoa, and get your cozy creativity flowing!
- **Valentine's Day:** With this issue, stitchers can show a special someone just how much they care with a hand-stitched design from the heart.



SPRING 2026

SUBMISSION DUE DATE: 6/10/2025
ON-SALE DATE: 2/10/2026

- **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. This issue will feature a joyful collection of spring-themed projects.
- **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.

**Editorial content is subject to change.*

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"

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.

FONT S

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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