# Crochet World®

Crochet-World.com

#### THE MAGAZINE FOR CROCHET LOVERS

## Crochet World

Crochet World was one of the first magazines dedicated to crocheters, and its long-held recognition generates tremendous reader loyalty. Its reputation is built on offering the most projects per issue with designs that are traditional, yet feature some innovative techniques or styling.

Crochet World is extremely reader-friendly with a good blend of both yarn and thread designs, and excellent directions and photos. Projects include a variety of affordable designs and materials for home decor, clothing, gifts, decorations, toys, doll items and more. As a result, Crochet World attracts a dynamic cross-section of readers who archive every issue.

#### **2010 PRINT RATES**

Circulation 122,000

4-Color Unit	1x	3x	6x
Cover	\$2,488	_	_
Page 4/c	\$2,340	\$2,181	\$2,039
2/3 page	\$1,825	\$1,701	\$1,590
1/2 page	\$1,450	\$1,352	\$1,264
1/3 page	\$1,053	\$981	\$918
1/4 page	\$772	\$720	\$673
1/6 page	\$515	\$480	\$449

For more information about advertising with DRG, please contact the account manager in your area:

**EASTERN U.S.:** Leslie Palmer (248) 530-0300, ext.1402

e-mail: leslie\_palmer@drgnetwork.com

**CENTRAL U.S.:** Paula Kapacinskas

(312) 236-4900, ext.1103

e-mail: paula\_kapacinskas@drgnetwork.com

WESTERN U.S.: Craig Miller

(213) 596-7228

e-mail: craig\_miller@drgnetwork.com





## Crochet World

#### PRODUCTION SCHEDULE & ADVERTISING SPECIFICATIONS

## Print Production Schedule

ISSUE	Ad Closing Date	Materials Due Date	Mail Date	Newsstand Date
Jun 2010	02/23/10	03/02/10	04/06/10	04/27/10
Aug 2010	04/20/10	04/27/10	06/01/10	06/22/10
Oct 2010	07/13/10	07/20/10	08/24/10	09/14/10
Dec 2010	08/24/10	08/31/10	10/05/10	10/26/10
Feb 2011	10/26/10	11/02/10	12/07/10	12/28/10
SIP-Fall 2010	06/01/10	06/08/10	07/13/10	08/03/10

**GENERAL INFORMATION:** Advertising is subject to publisher's approval. All contracts and insertion orders are accepted subject to terms and regulations of rate card.

Cancellations must be in writing and requested 2 weeks prior to published closing date. Space is billed as reserved.

Publisher reserves the right to run a previous advertisement if new materials are not received by the materials due date. The word "Advertisement" will be placed with ad copy which, in the publisher's view, resembles editorial matter.

Publisher assumes no responsibility for errors or omissions in customer-provided materials and information, or for failure to publish due to late or missing materials.

Signature on insertion order acknowledges acceptance of the terms listed herein.

**ELECTRONIC MEDIA:** DRG operates on a Mac platform. PDF/X-1a or Press Quality PDFs are accepted for placement. Working files must include ALL: original files, images (linked, placed or supporting EPS files), collected fonts and PDF of finished ad.

**FONTS:** All fonts used are to be supplied or converted to outlines.

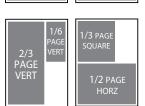
**IMAGES:** Supply high-resolution images (300 dpi or better). Photoshop files, PSDs, PDFs, .tif, .jpg, or EPS files (DRG does not accept responsibility for the quality of low-resolution files).

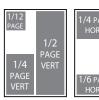
**COLORS:** All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. (DRG does not accept responsibility for color shifting during converting.) Any black elements (text, line art, etc.) should be 100% black, not rich or 4-color black.

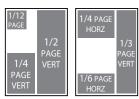
**SUBMITTING MATERIALS:** Materials can be submitted through our webbased FTP site, or by e-mail if files are reasonable size (under 5MB). For information on our FTP site, contact your DRG Account Manager.

Note: All dates are subject to change.









### Ad Dimensions

Full Page	Inches Wide	Inches High
Full Page Trim	8	10 3/4
Full Page Bleed	8 1/2	11 1/4
2/3 Page		
Vertical	4 5/8	9 1/2
Horizontal	7	6 1/4
1 <i>[</i> 2 Page		
Vertical	3 1/2	9 1/2
Horizontal	7	4 5/8
1 <i>[</i> 3 Page		
Vertical	2 1/4	9 1/2
Horizontal	7	3 1/8
Square	4 5/8	4 5/8
1/4 Page		
Vertical	3 1/2	4 5/8
Horizontal	4 5/8	3 1/2
1 <i>l</i> 6 Page		
Vertical	2 1/4	4 5/8
Horizontal	4 5/8	2 1/4
1/12 Page		
Square	2 1/4	2 1/4

#### MAILING INFORMATION:

Proofs and CDs may be mailed to:

DRG - Ad Sales 306 East Parr Road Berne, IN 46711

#### **ASSISTANCE:**

If you need assistance or have any questions, do not hesitate to contact us:

Traci Garner Advertising Traffic Coordinator (877) 282-4724, ext. 352 Traci Garner@DRGNetwork.com