



23

TEMPTING DESIGNS TO FUEL YOUR CROCHET PASSION

# Crochet World

The Magazine for Crochet Lovers

AUGUST 2012

## Outdoor DAYS

Creative Projects For Fun in the Sun!

### School Time

- Animal Backpacks
- Sparkle Pens

### Folk Art Focus

- Yo-Yo Patchwork Place Mat
- Double-Duty Pot Holder

Ringtoss Afghan, page 6

2013 Media Kit

An Annie's Publication

# Crochet World®

*Crochet World* is one of the first magazines dedicated to crocheters, and its long-held recognition generates tremendous reader loyalty. Its reputation is built on the fact that it offers the most projects per issue, with traditional designs that feature innovative techniques and styling.

*Crochet World* is extremely reader friendly, with a balanced blend of both yarn and thread designs that include excellent directions and professional photos. Projects include a variety of affordable designs and materials for home decor, fashion and accessory items, decorations, toys, baby items and more. As a result, *Crochet World* attracts a dynamic cross section of readers who archive every issue.

We deliver a qualified and engaged audience to help build your business and promote your brand and products.

Circulation: 110,000



## The Crochet World Reader Profile

### Responsive

**72%** of readers have visited an advertiser's website;

**55%** have made a purchase because of that advertisement.

**93%** of readers use magazines as their go-to source for projects;  
**73%** use websites;  
**60%** use books.

### Engaged

**77%** of readers plan on spending as much as or more than the previous year for supplies.

**81%** will complete **6+** projects this year.

### Passionate

An average of **78%** of readers do not subscribe to other crochet publications

### Unique





## 2013 Crochet World Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
April 2013	01/08/13	01/15/13	02/26/13	03/19/13
June 2013	02/26/13	03/05/13	04/16/13	05/07/13
August 2013	04/23/13	04/30/13	06/07/13	07/02/13
Fall SIP 2013	05/28/13	06/04/13	NA	08/06/13
October 2013	06/25/13	07/02/13	08/13/13	09/03/13
December 2013	08/27/13	09/03/13	10/15/13	11/05/13
February 2014	10/22/13	10/29/13	12/10/13	12/31/13
Spring SIP 2014	11/26/13	12/03/13	NA	02/04/14
April 2014	12/24/13	12/31/13	02/11/14	03/04/14

## 2013 Crochet World Editorial Calendar

February 2013 Issue

Ad Close: 10/16/2013 · Materials Due: 10/23/2012 · On sale date: 12/25/12

**A Good Read:** Cozy afghans, wraps and slippers for reading by a wintry window. Pillows for comfortable spaces. Coffee or tea cozies for a hot beverage while indulging in a good book. E-reader cozies, bookmarks, book or magazine baskets.  
**Into the Woods:** Cute, cuddly woodland animals. Forest-inspired home-decor themes: pinecones, flowers, leaves and birds.

April 2013 Issue

Ad Close: 01/08/2013 · Materials Due: 01/15/2013 · On sale date: 3/19/13

**Tea time:** Table accents: doilies, tea lights, crocheted flowers, tea pot cozies, tea coasters. Vintage cloche hats, dimensional floral jewelry, lace collars. Dainty drawstring gift bags, crochet-edged napkins and tea towels.  
**Garden Party:** Market bags, flower baskets. Colorful covers for pots and vases. Whimsical garden/flower bed decorations.

June 2013 Issue

Ad Close: 02/26/2013 · Materials Due: 03/05/2013 · On sale date: 5/7/13

**A Day at the Beach:** Sun tops, cover-ups, beaded sandal accents, sun hats. Large cotton towels for sunbathing, beach totes.  
**Here Comes the Bride:** Bridal accessories: jewelry, headpiece, garter, purse, flower basket, bride's table accessories. Small gifts for bridal attendants and mother/mother-in-law of the bride.

August 2013 Issue

Ad Close: 04/23/2013 · Materials Due: 04/30/2013 · On sale date: 07/02/13

**Dollar-Chic:** Add-on crocheted accents for dollar-store or repurposed clothing: sleeves, collars, motifs, hems and cuffs. **Campus Cool:** Great styles and accessories for students of all ages: sweaters, jackets, hats and scarves. Backpacks, book bags, tablet/laptop computer bags, cellphone cozies, lunch totes. Dorm throws, desk and room accessories.

October 2013 Issue

Ad Close: 06/25/2013 · Materials Due: 07/02/2013 · On sale date: 9/03/13

**Season's Best:** Fun projects for Halloween and Thanksgiving; bazaar bestsellers; fall afghans, table and door decorations.  
**Simple & Sassy!** Stylish garments with simple structure and minimal shaping; eye-catching fashion accessories using bulky yarns, large hooks and easy patterns for quick results.

December 2013 Issue

Ad Close: 08/27/13 · Materials Due: 09/03/13 · On sale date: 11/05/13

Theme highlights:

**Holiday Celebrations:** Quick, easy gifts. Festive table, tree and door decorations. Package accents. Cute holiday characters.

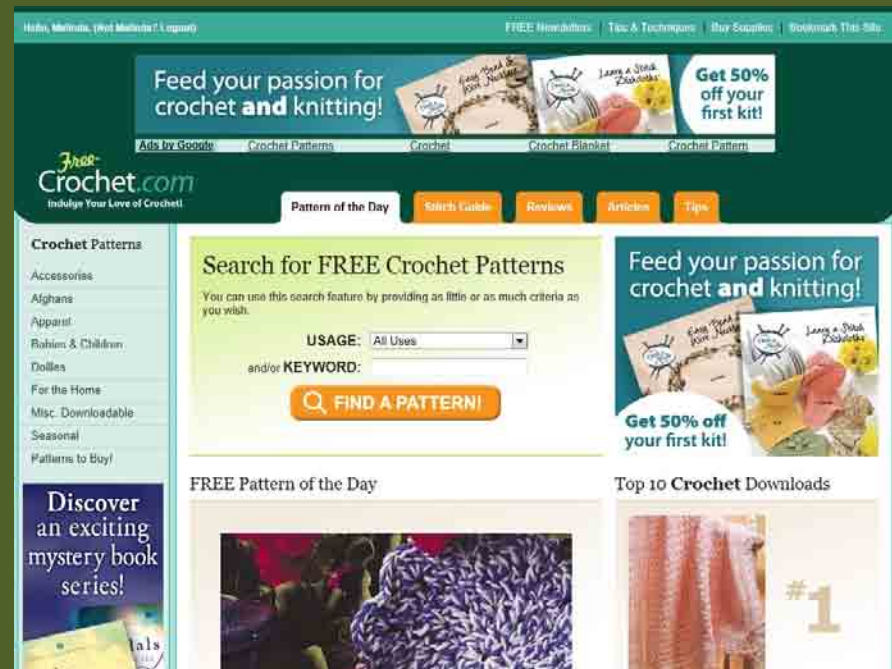
**Winter Warmers:** Snuggly afghans, lap robes and wraps. Slippers and socks. Warm sweaters. Cozy scarves, neck warmers, hats, mittens, muffs and gloves.

\*\*Editorial calendar subject to change.



**www.Crochet-World.com**

- 455,000 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



**www.Free-Crochet.com**

- 1,750,000 monthly page views
- Hundreds of free crochet patterns live on this robust site

**Talking Crochet Newsletter**

- 130,000 subscribers
- Delivered twice monthly
- Reach crocheters with skyscraper and leaderboard ad units

**Dedicated Email Blasts**

- Get response by sending your marketing message to our 130,000 subscribers



**Talking Crochet**<sup>™</sup>  
 from the editors at Crochet! and Crochet World Newsletter

March 27, 2012

Dear Mindy,

As you receive this issue of *Talking Crochet*, many of you will be noticing the tiniest of buds beginning to peek through the earth or sprouting leaves beginning to color the tree limbs as the sun warms our souls from winter's hibernation. As you "awaken" to a new enthusiasm for crochet, take a few minutes to relax and enjoy the informative, entertaining and inspiring features we've included for you here. [Read more »](#)

**CROCHET NEWS, VIEWS & HOW-TOS**

**Flower Power**

Flowers have long been inspirational in many facets of expression. They are aesthetically pleasing and have carried symbolic meaning since ancient times. Linked to deities such as Greek or Roman gods and goddesses, flowers have been symbols of love, magic ... [Read more »](#)



**Book Review: Exquisite Crochet Shawls**

For virtually every month of the year, shawls are a must-have accessory. Whether it is a light cover-up for indecisive spring and fall days when the weather just can't make up its mind from one hour to the next ... [Read more »](#)



**FROM OUR READERS**

**Letters From Our Readers**

I received a lot of heartwarming emails from readers about the article in last month's issue that offered helpful suggestions for crocheters. [Read more »](#)



**Translating Knit to Crochet**

"How can I translate a knit pattern to crochet? I have seen many knit patterns I would like to try, but my knitting skills are not as polished as my crochet skills." [Read more »](#)

**Crochet for Men**

"Do you ever do anything for men? I think times have changed, and many of us of the male gender are now capable of working with needles. So would you please think of us when doing patterns and articles?" [Read more »](#)

**Aran Clarification**

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- Crochet for Men
- Aran Clarification
- Free Pattern
- Fasten Off



**RED HEART** Yarn OF THE MONTH GIVEAWAY

LW2917 Renaissance Capelet

This month's yarn... **RED HEART BOUTIQUE Magical**

**ENTER TO WIN**

**INSTRUCTIONS**  
**LACE MAT**  
**MAKE 2 WITH CELERY, LIGHT SAGE, IVORY, IVORY, CELERY AND IVORY. MAKE 2 WITH IVORY, LIGHT SAGE, CELERY, CELERY, IVORY AND CELERY.**

row 1: With celery or ivory, ch 42, med shell (see Special Stitches) in 3rd ch from hook, \*sk next 2 chs\*\*, sc in next ch, sk next 2 chs, med shell in next ch, rep from \* across, ending last rep at \*\*, sl st in next ch, do not turn.

row 2: Working back across ch on row 1, \*med shell in ch at bottom of next med shell\*\*, sc in sp between shells, rep from \* across, ending last rep at \*\*, join (see Flatware Note) in 2nd ch of beg ch on row 1. Fasten off.

row 3: With light sage, ch 42, sm joining shell (see Special Stitches) in 3rd ch from hook, join in 4th dc of first yo-yo, sm shell (see Special Stitches) in same ch as last sm joining shell, \*sk next 2 chs\*\*, sc in next ch, sk next 2 chs, (sm joining shell, join in 4th dc of next yo-yo, sm shell) in next ch, rep from \* across, ending last rep at \*\*, sl st in last ch, do not turn.

row 4: Working back across ch of last row, med shell in ch at bottom of next shell, [sc in sp between shells, med shell in ch at bottom of next med shell] across, join in 2nd ch of beg ch of last row. Fasten off.

rnd 5: Now working in rnds, with ivory/celeery, ch 84, sm shell in 3rd ch from hook, [sk next 2 chs, sc in next ch, sk next 2 chs, med shell in next ch] 5 times, [sk next 2 chs, sc in next ch, sk next 2 chs, sm shell in next ch] twice, [sk next 2 chs, sc in next ch, sk next 2 chs, (sm joining shell, join to 4th dc of last med shell worked, sm shell) in next ch] 5 times, sk next 2 chs, sc in next ch, sk next 2 chs, sm shell in next ch, sk next 2 chs, sl st in last ch, join to 2nd ch of beg ch-2.

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## Full-page ad placement within our free pattern downloads

- 110,000 monthly crochet downloads
- Advertisers receive first full page before pattern
- 53% of *Crochet World* readers look for project ideas via single-pattern purchases



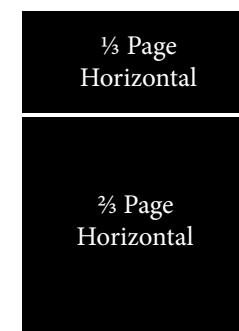
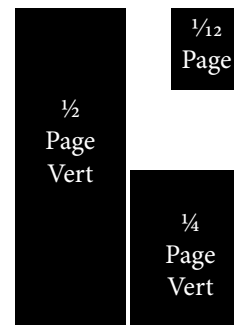
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## Print



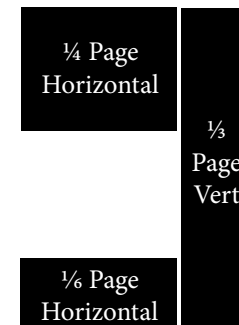
**Full Page**  
 Trim 8" x 10¾"  
 Bleed 8½" x 11¼"  
 Live 7" x 9¾"

**Two-Thirds Page**  
 Vertical 4⅝" x 9½"  
 Horizontal 7" x 6¼"



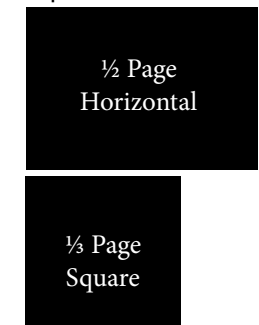
**One-Third Page**  
 Vertical 2¼" x 9½"  
 Horizontal 7" x 3⅛"  
 Square 4⅝" x 4⅝"

**One-Half Page**  
 Vertical 3½" x 9½"  
 Horizontal 7" x 4⅝"



**One-Fourth Page**  
 Vertical 3½" x 4⅝"  
 Horizontal 4⅝" x 3½"

**One-Sixth Page**  
 Vertical 2¼" x 4⅝"  
 Horizontal 4⅝" x 2¼"



## Online

Unit	Size (Pixels)
Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full Page PDF Download	8" x 10.5" (144–350 dpi)

## Submitting Materials

Materials can be submitted via SendMyAd ([www.Annies.SendMyAd.com](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
 Malinda Webster  
 Ad Sales  
 306 East Parr Road  
 Berne, IN 46711

Contact us with questions:  
 Malinda Webster  
 Ad Traffic Coordinator  
 (877) 282-4724, ext. 309  
[Malinda\\_Webster@Annies-Publishing.com](mailto:Malinda_Webster@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.

An Annie's Publication

# Crochet World®

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- 18 years in marketing and advertising
- 8 years in providing solutions to the craft market
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Annie's  
Celebrating home, family™  
and the creative spirit