



The Crochet Market

MORE PAGES, MORE GREAT IDEAS! / 32 New Designs

DEFINING CROCHET Crochet!

AUTUMN 2011 / CROCHETMAGAZINE.COM

Crochet an Exquisite Flower Wrap in a Gorgeous Color Palette of Artistic Shades

FLORAL FANTASY

Create Easy, High-Fashion Warmers, Collars & Scarves

THE NECK'S BEST THING

Carry This Fabulous Felted Tote Four Different Ways!

OHIO BAG



Crochet!®

2012 Media Kit

Crochet!®

Crochet! is the official magazine of the Crochet Guild of America (CGOA) and a must-have magazine for every crocheter from beginner to expert. Each issue is filled with stylish, cutting-edge designs for men and women in a wide range of sizes, along with classic and trendy fashions and accessories featuring both new and traditional fibers.

With full-color photographs and easy-to-follow instructions, *Crochet!* includes chic home accessories from afghans and pillows to table and floor accents. It highlights projects using innovative or unusual techniques, keeps readers current with interviews and articles about people, events and products in the world of crochet, and offers product reviews of the latest yarns, crochet tools, accessories, CDs and books.

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

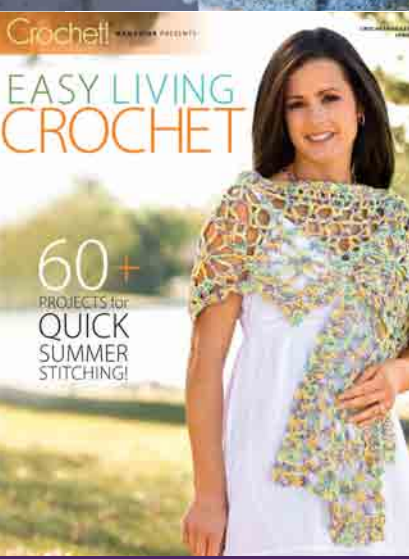
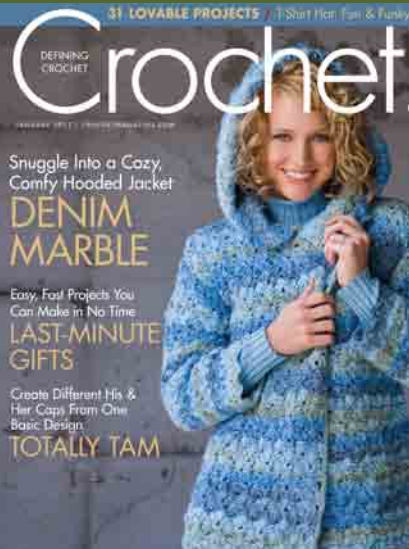
70,000 Circulation

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Crochet! Reader Profile

74% of readers have visited an advertiser's website; 48% have made a purchase because of that advertisement.

Readership age

Under 34	10%
35-44	19%
45-54	30%
55-64	32%
65+	9%

Readership Household Income

\$100,000+	22%
\$75,000-\$99,999	13%
\$50,000-\$74,999	31%
\$25,000-\$49,999	26%
Under \$25,000	9%

Length of time readers hold onto each issue

1-5 years	36%
5-10 years	18%
10+ years	46%

Average amount of time spent with each issue

1-2 hours	45%
3-4 hours	35%
5-6 hours	9%
7+ hours	11%

Crocheting Skill level

Beginner	3%
Easy	14%
Intermediate	51%
Experienced	33%

Sources for project ideas

Magazines	92%
Books	63%
TV	10%
Websites	70%
Blogs	12%
Classes/workshops	10%
E-newsletters	34%
Single pattern purchases	53%
Kits	22%

Number of projects completed each year

1-5	23%
6-10	29%
11-15	16%
16-20	8%
20+	24%

Sources for supplies

Online	53%
Local Yarn Shops	40%
Michaels	70%
JoAnn Fabrics and Craft Stores	64%
Hobby Lobby	44%
Walmart	70%
AC Moore	19%
Hancock	13%
Other	13%

Amount spent on supplies in relation to previous year

As much	39%
More than	39%
Less than	22%

Average amount spent on supplies each year

\$0-\$100	17%
\$100-\$300	39%
\$300-\$500	26%
\$500-\$750	11%
\$750-\$1,000	4%
\$1,000+	4%

Crochet! regular features include the following:

Editor's Choice: Designs selected by the editor as being unusually outstanding in concept and/or presentation.

FLORAL FANTASY SHAWL. STITCHED IN GORGEOUS SELF-PATTERNING SHADES OF FINGERING-WEIGHT WOOL YARN, THIS EXQUISITE FLORAL WRAP WILL CLOAK YOU IN GENTLE WARMTH ON THOSE COOL AUTUMN EVENINGS.

Easy as 1-2-3: Patterns that can be made using simple, basic crochet stitches and easy repeat patterns.

PAINTED FLOWERS SCARF. PAINTED-LOOK YARN CREATES A RICH COLOR PALETTE IN THIS FUN, EASY SCARF. INTERLOCKING CHAIN LOOPS WORKED AROUND THE EDGES OF THE MOTIFS GIVE THE IMPRESSION OF FLOWER PETALS.

Caring & Sharing: Projects suitable for a wide variety of charitable giving, including babies/preemies, children, hospitals, crisis shelters, rehab centers, homeless shelters, pet shelters, veteran's facilities and more.

NOCHE BUENA CHRISTMAS ORNAMENT. CREATED ESPECIALLY FOR PROJECT RUDOLPH, A CHARITY THAT PROVIDES SMALL, HANDMADE ORNAMENTS TO MILITARY PERSONNEL WHO ARE AWAY FROM THEIR FAMILIES AT CHRISTMAS, THIS SPARKLING ORNAMENT WILL ALSO BE BEAUTIFUL ON YOUR OWN HOLIDAY TREE OR PACKAGES.

At a Glance: Provides a quick glance of all the projects featured in the issue. Complete with page numbers for quick reference.

CROCHET AT A GLANCE. A grid of project thumbnails with page numbers ranging from 10 to 76.

Small Wonders: Features cute wearables for babies and kids such as jackets, sweaters or sweater ensembles, dresses, tops, hats/caps and mittens. It also includes colorful and creative blankets/afghans, nursery accessories and adorable toys.

BABY BUBBLE WRAP. THIS PRECIOUS BABY AFGHAN WAS A PRIZEWINNER IN THE 2010 CROCHET GUILD OF AMERICA DESIGN CONTEST. WITH ITS PLUSH BUBBLE STITCHES AND INTERESTING DESIGN, IT'S EASY TO SEE WHY.

Dress It Up: Includes chic fashion accessories such as wraps, scarves, hats/caps, purses/bags/totes, gloves/mittens, jewelry, belts and more.

CHAMPIGNON SCARF COLLAR. A CONTRASTING-COLOR CORD WOVEN THROUGH THIS VERSATILE COLLAR CAN BE TIED TO CREATE A VARIETY OF DIFFERENT STYLES. HERE IT'S SHOWN AS A SCARF AND NECK WARMER.

Beginner's Corner: Super-easy projects to help beginning crocheters build their stitching skills.

TASSELED PHONE BAG. BEAUTIFUL METALLIC YARN DOES THE WORK IN MAKING THIS EASY LITTLE BAG CREATED WITH SIMPLE BASIC STITCHES A STYLISH AND GLAMOROUS ACCESSORY FOR YOUR SMARTPHONE.

Slip Into Style: Showcases fabulous, easy-to-wear garments that are classy, comfortable and season-appropriate, including but not limited to, jackets, coats, sweaters, tops, skirts and dresses.

BLUE WATERS VEST. A CONSTRUCTION BASED ON A LARGE, MESH RECTANGLE WITH ARMHOLES CREATES RHYTHMIC LINES IN THE LAVISH, FLOWY LAPELS OF THIS UNIQUELY STYLED VEST.

At Home: Highlights contemporary home accessories, including but not limited to, afghans/throws, rugs, pillows and table accents such as doilies, table runners, mats, baskets, etc.

AUTUMN SUNSET THROW. THE DARK, RICH REDS AND ORANGES OF AN AUTUMN TWILIGHT ARE BEAUTIFULLY CAPTURED IN THE DEEP COLOR PALETTE OF THIS STUNNING AFGHAN. IT'S EASY TO MAKE AND EVEN EASIER TO ENJOY.



Spring 2012 Issue

Swatch/sketch/design review: 8/12/11. Completed project deadline 10/10/11. On sale: 4/3/12

Theme: Vibrancy

Garments: Items for spring layering; shells, lightweight cardigans, long and short vests, simple and classy jackets.

Accessories: Hyper color can be added to outfits with bright accessories—lightly textured purses and totes, lightweight short scarves, flirty fashion hats. Lacy jewelry can perfectly showcase the lace trend.

Home decor: Blocks of color or multicolor schemes transform seasonal shades to a fresh vibrancy for spring. Simple shapes offset the busy appearance of color. Lightweight throws, bright table pieces for entertaining, fresh, creative ideas for the kitchen.

Summer 2012 Issue

Swatch/sketch/design review: 10/12/11. Completed project deadline 12/9/11. On sale: 6/5/12.

Theme: Everyday is a vacation

Garments: Sleek shapes to dress up or down. Simple tops with dramatic necklines, short-sleeve cardis that can be belted for evening or with a crochet broach added for a dressed-up look. Fresh summer jackets for casual occasions and sophisticated affairs. Light yarns in bright colors or neutrals with bright accents.

Accessories: Vibrant color can take a daytime ensemble and make it a special-occasion outfit. Broaches and jewelry add elegance and flair. Lacy stole or shawl for summer evenings: add small amounts of bright color to a solid-color shawl. Summer evening bag, daytime tote, chic sun hat, bright hair accessory.

Home decor: Lightweight throws in multicolor schemes, throw pillows and light rugs for splashes of bold color, baskets and bowls in fun, eye-catching patterns. Table decor in rich, sun-softened colors for summer entertaining.

Please contact your account manager for submission details.

*Editorial calendar subject to change.

2012 Crochet! Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Winter 2011	09/27/11	10/04/11	11/15/11	12/06/11
March 2012 SIP	11/29/11	12/06/11	NA	02/07/12
Spring 2012	01/24/12	01/31/12	03/13/12	04/03/12
Summer 2012	03/27/12	04/03/12	05/15/12	06/05/12
Autumn 2012	05/29/12	06/05/12	07/17/12	08/07/12
November 2012 SIP	07/24/12	07/31/12	NA	10/02/12
Winter 2012	09/25/12	10/02/12	11/13/12	12/04/12





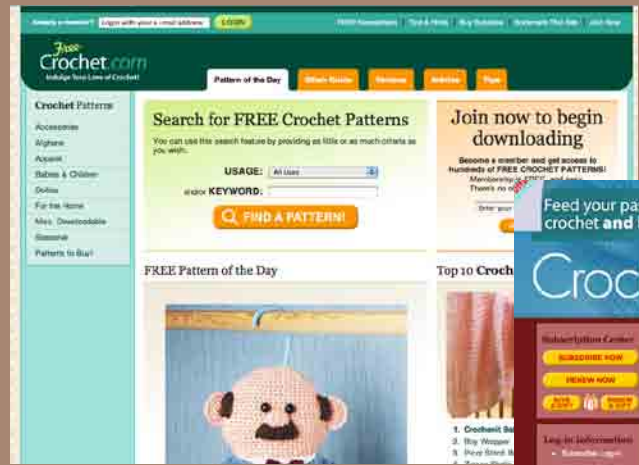
Talking Crochet e-Newsletter is subscribed to by 200,000 crocheters, and the list is regularly updated. Crocheters of every skill level enjoy *Crochet!*'s FREE e-newsletter, which is sent every two weeks and is filled with crocheting information, patterns, tips, book reviews and the latest trends.



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PDF Downloads

DRG has 290,000 monthly PDF downloads of free crochet patterns on www.FreePatterns.com and www.Free-Crochet.com. Sponsor the crochet PDF downloads, and the first page of every download will have your full page ad. PDF downloads can only be sold on a monthly basis; there is only one full page ad per download.



Email Blasts

DRG has an email database of crocheters that can be accessed for your company's promotional email blasts. There are approximately 200,000 email subscriber names, with the list being updated frequently.

www.CrochetMagazine.com

is the online face of *Crochet!* magazine, serving 385,000 monthly page views. The site brings *Crochet!* to life with an instant look at the current issue, a preview of the next issue and keyed access to past issues with searchable features. Plus, the site offers useful tools like stitch abbreviations, an extensive stitch guide, a valuable look at hooks and yarn standards, an easy-to-use yarn calculator and a handy store locator. All of the articles on CrochetMagazine.com use enlargeable type and images to prevent eyestrain and to encourage time spent on the site.

www.Free-Crochet.com serves 2,450,000 monthly page views and is home to hundreds of free crochet patterns.



Follow us on Facebook to connect with other crocheters, be among the first to know when a new issue is released, get a behind-the-scenes look at the magazine, share photos of projects you've completed and much more! 7,000 fans and growing!
<http://www.facebook.com/CrochetMagazine>

Opt-In sign up page

When crocheters sign up for one of DRG's free pattern sites, such as FreePatterns.com or Free-Crochet.com, they are brought to a web page for the option to sign up for additional clubs. Place your ad here so dedicated crocheters can opt-in to your clubs/newsletters/etc.



Print



Full Page

Trim 8" x 10¾"
Bleed 8½" x 11¼"



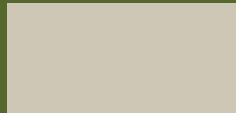
Two-Thirds Page

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



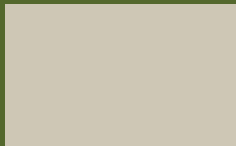
One-Third Page

Vertical 2¼" x 9½"
Horizontal 7" x 3⅜"
Square 4⅝" x 4⅝"



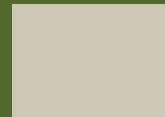
One-Half Page

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



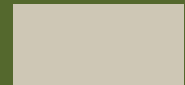
One-Fourth Page

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



One-Sixth Page

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



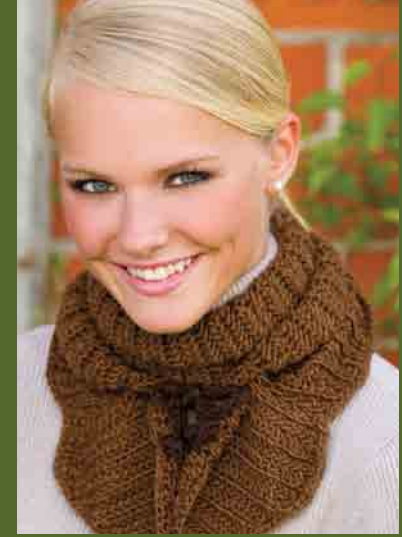
One-Twelfth Page

Square 2¼" x 2¼"



Online

Unit	Size (Pixels)
Leaderboards	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 by email if files are under 5MB, or uploaded to an FTP site. For information on our FTP site, contact Malinda Webster (contact information below). Proofs and CDs can be mailed to:

DRG
Malinda Webster
Ad Sales
306 East Parr Road
Berne, IN 46711

Electronic Media

DRG 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. (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. Black needs to be 100% black.

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