



Creative **26** Ways to Keep Your Needles Clicking

JULY 2012

# Knitting

Knits With a Timeless Twist

## Cool COVER-UPS

Lightweight Cardigans For Crisp Summer Nights

**6** STASH BUSTING PROJECTS

## Ask the Style Guide

Get Your Burning Questions Answered About Fit & Fashion

## HAUTE HEXAGONS

Miters Made Simple With Our Stylish Beach-Ready Tote



## Back Story

Embellish Your Back With Button Bands, Straps & Keyhole Openings

2013 Media Kit

An Annie's Publication

# Creative Knitting®



*Creative Knitting* keeps pace with today's knitting trends, fostering a passion for knitting and focusing on technique, teaching and new products and ideas—the key things people love about knitting. With projects suitable for beginners, novice knitters and seasoned experts, *Creative Knitting* features wearable designs that are stylish, yet classic. Designs feature a hand-picked selection of today's finest yarns.

Each pattern includes concise, easy-to-read instructions with professional color photos that make the projects appealing and inspiring. *Creative Knitting* offers a range of project choices from cardigans, pullovers, accessories, baby and children's items, home decor and more. Each pattern conveniently lists all the materials that are need to create a chosen project. This results in a magazine that readers return to again and again.

We deliver nearly 1.5 million qualified and engaged knitters through our integrated media solutions that will help you build your business and promote your brand and products.

Circulation: 90,000

## The *Creative Knitting* Reader Profile:

### Responsive

**76%**  
of readers have visited  
an advertiser's website;

**52%** 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

**78%**  
of readers plan on  
spending as much as or  
more than the previous  
year for supplies.

**76%** will complete **6+**  
projects this year.

### Passionate

An average of

**84%**

of readers do not subscribe to  
other knit publications

### Unique





## 2013 Creative Knitting Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	News-stand Date
Spring 2013	12/04/12	12/11/12	1/22/13	02/12/13
March 2013 SIP	01/29/13	02/05/13	NA	04/09/13
Summer 2013	03/19/13	03/26/13	05/07/13	05/28/13
Autumn 2013	04/30/13	05/07/13	06/14/13	07/09/13
November 2013 SIP	06/11/13	06/18/13	NA	08/20/13
Winter 2013	07/30/13	08/06/13	09/13/13	10/08/13

### Spring 2013

Ad Close: 12/04/12 · Materials Due: 12/11/12 · On Sale: 02/12/13

Design Theme: Spring Forward

Let's have fun with sock-weight yarns and create delicate capelets, scarves and scarflettes utilizing a variety of special edgings and embellishments to help you learn some new techniques and strengthen the ones you already have under your belt. Brighten up your home with fun floral accents that you can add to pillows, throws and hand towels.

### Summer 2013

Ad Close: 03/19/13 · Materials Due: 03/26/13 · On Sale: 05/28/13

Design Theme: A New Color Confidence

Loose weaves are still going strong deep into the summer, placing focus on organic surface textures and neutral shades such as cream and taupe with a mix of soft pastels. Add a splash of bold color with quick-knit accessories that stand out on their own in colors such as bright yellow, orange, plum and aqua. Simple tanks and tunics are ideal for easy warm-weather knitting, allowing you to get playful with simple stitches and big needles paired with fine-gauge yarns for something unexpected.

### Autumn 2013

Ad Close: 04/30/13 · Materials Due: 05/07/13 · On Sale: 07/09/13

Design Theme: Fall Frenzy

This issue is about jump-starting our fall wardrobes with seamless pullovers and cardigans that require minimal sewing and seaming. The focus is on garments and accessories made using practical knit and purl stitches that are easy to take on the go. Add a splash of accent color such as red, yellow or cobalt on a background of neutral tones. Add new stitches to your arsenal with simple accessories that you can make in one weekend. Mix and match thick/thin yarns to create an exaggerated effect.

### Winter 2013

Ad Close: 07/30/13 · Materials Due: 08/06/13 · On Sale: 10/08/13

Design Theme: Deck the Halls

Celebrate home and the season with ways to add stitch-appeal to the home during the holidays with ornaments, stockings and other holiday adornments. Let's not forget those quick-knit gifts that are always a must during the busy holiday season. Create simple hats, scarves and fingerless mitts in a flash! Bold, regal shades of royal blue and crimson add a touch of drama.

\*\*Editorial calendar subject to change.



Online

### www.CreativeKnittingMagazine.com

- 340,000 monthly page views
- Video highlights of projects in each issue
- Home to our online community where knitters find tools such as stitch guides, yarn calculators and more



### Creative Knitting Newsletter Dedicated Email Blasts

- 98,000 subscribers
- Delivered twice monthly
- Reach knitters with skyscraper and leaderboard ad units
- Get response by sending your marketing message to our 125,000 subscribers



#### IN THE LOOP

#### Decreasing in Pattern

Many knitting patterns that involve shaping, such as sweaters and vests that decrease gradually through the armhole, will include this or a similar phrase: *Decrease at the beginning and end of every fourth row, maintaining pattern as established.* This is easy enough to understand if you're working stockinette stitch ... it may not be obvious how to do this for complicated stitch patterns. [Read more >](#)



#### New Book Review

**Socks to Knit for Those You Love**  
By Edie Eckman

Tickle your toes (and your family's and friends') with this collection of 18 family-friendly sock designs from expert knitwear designer and instructor Edie Eckman. Projects range from simple to fancy ... [Read more >](#)



#### CONTENTS

- In the Loop
- Decreasing in Pattern
- New Book Review
- Readers Speak
- Many Ways to Use Leftover Yarn
- Free Pattern
- It's a Wrap

[Splendid Sticks Blog](#)



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#### READERS SPEAK

#### Many Ways to Use Leftover Yarn

In the last issue of this newsletter I wrote about my seemingly endless supply of yarn. Wondering what to do with it all, I posed this question: How do you deal with your yarn stash? Do you keep it even if you can't possibly knit it all? And what about the little bits? Here are some of the responses ... [Read more >](#)

#### FREE PATTERN

#### Sidelines Vest

Allover cables are so yesterday; the asymmetrical look is more up-to-date.

Design by Kristin Hansen [Read more >](#)



#### IT'S A WRAP

#### Leftovers

I received well over 100 responses to my query about leftover yarn, and I thank each



### www.Free-KnitPatterns.com

- 900,000 monthly page views
- Hundreds of free knitting patterns live on this robust site

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Online

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

- 25,000 monthly knitting downloads
- Advertisers receive first full page before pattern
- 56% of *Creative Knitting* readers look for project ideas via single pattern purchases

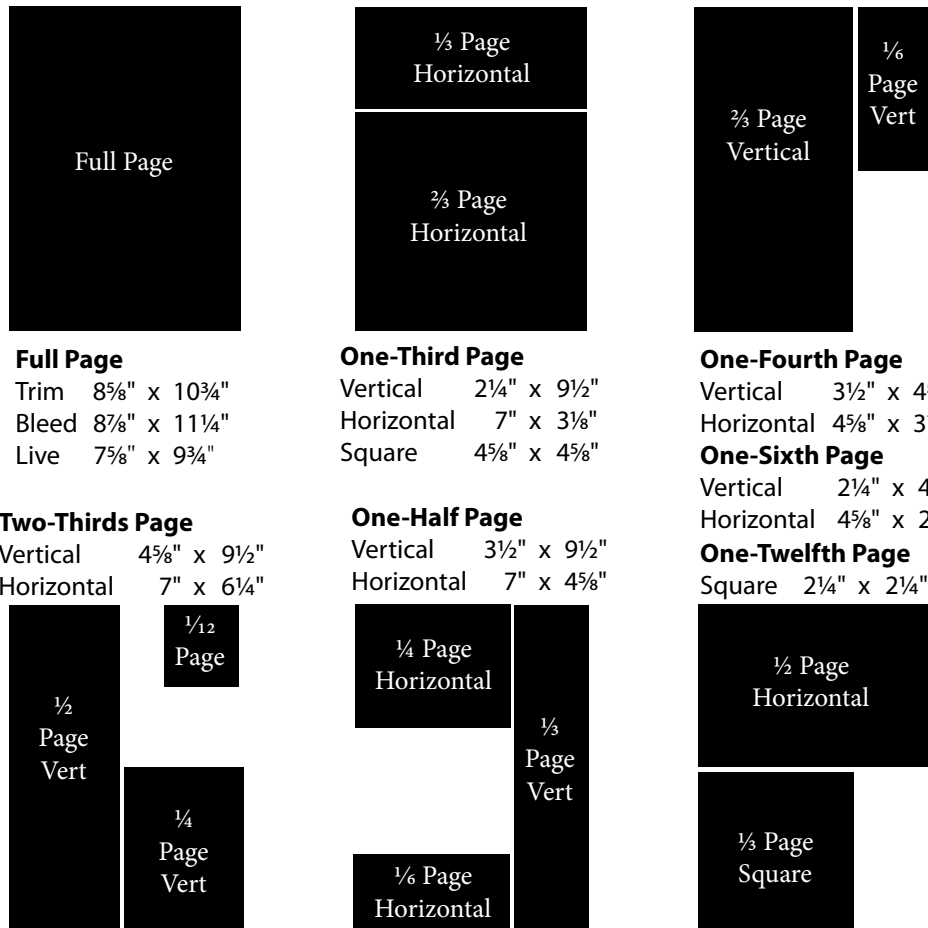


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[www.CreativeKnittingMagazine.com/blog/](http://www.CreativeKnittingMagazine.com/blog/)

**Print**



**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  
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Contact us with questions:  
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[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.

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# Creative Knitting®

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- 18 years in marketing and advertising
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# Annie's

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and the creative spirit

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