

2024  
MEDIA KIT





*CROCHET WORLD* magazine has remained the go-to source for all things crochet for over 40 years. Each issue features more than 25 patterns to satisfy crocheters of all skill levels.

Readers will find a wide variety of patterns for the home, fashion accessories, classically styled garments, and quick and easy projects that are perfect to give as gifts. Each issue also features a tutorial that introduces readers to a new and exciting stitch, technique or information to help improve their crochet knowledge base.

## READER PROFILE\*

**59**

median reader age

**42**

median Facebook  
follower age

**\$52,500**

median reader income

**82%**

are married

**63%**

hold on to their copy  
of *Crochet World* for  
10 or more years

**65%**

spend more than  
three hours with each issue

**75%**

spent as much as or more  
on supplies in 2022 than the  
previous year

**80%**

complete six or more  
projects per year

**75%**

have visited a website from an  
advertisement in *Crochet World*

**53%**

have made a purchase  
as a result of seeing an  
advertisement

**94%**

use magazines as their go-to  
source for projects

**82%**

feel brand recognition is  
somewhat or very important  
when making a purchase



## CREATIVE MARKETING OPPORTUNITIES

- Editorial Content Submissions
- Sponsored Social Media Posts
- Polybagged Onserts
- Custom Print Solutions
- Website Banners
- Sponsored Sweepstakes
- Customized Partnerships
- Sponsored Blog Posts

\*Compiled from reader survey



## MAGAZINE CIRCULATION & STATS

**75,000**  
Circulation

**225,000**  
Readership

## TESTIMONIALS

"*Crochet World* is my favorite. I may not make something right away. I have gone back to past issues years later. I look forward to getting the next issue. I like that you have been having more thread patterns. I do like learning new techniques. Keep up the good work."  
—Carol M.

"I enjoy getting each copy of my *Crochet World* magazine. I like holding it in my hands to read the articles and slowly look at each design and review the pattern instructions. I have every magazine since I subscribed in my library, so that I can go back and make my favorites again." —Sharon W.

"I love the variety of the well-written patterns. There is always at least one new thing—usually two or three—I can't wait to make or try. It is my favorite crochet magazine, and I look forward to receiving it. I have also purchased it as a gift for friends."  
—Rhonda U.

"I love the variety of patterns! They cover everything, not just jumpers!"  
—Deb R.

"I've been an admirer of *Crochet World* since I started to seriously crochet in the early 1990s, and it may actually have been 1990 when I retaught myself and it stuck. Back then, *Crochet World* was about the only magazine available. But I remember the thrill of the release of the latest *Crochet World* because you never knew what you'd find. I recently renewed my subscription because I was seeing interesting doilies pop up in the new patterns feed, and noticed that *Crochet World* was publishing at least one per issue." —Leslie

"I have always loved *Crochet World*. It's the only crochet magazine I subscribe to. I first got it 40+ years ago when my kids were babies. Now, in retirement I love this great crochet magazine. Always has wonderful variety of patterns." —Jeni H.

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## SOCIAL MEDIA FOLLOWERS

 400,000

 30,000

# REGULAR FEATURES

## BEGINNER'S CORNER

Simple yet stylish projects that are easy for beginners to make. Tips for beginners are also included when possible.

## SCRAPS DELIGHT

A variety of projects that can be made from leftover and scrap yarn.

## JUST FOR FUN!

Delightfully quick and easy projects to make in no time.

## DONE IN 1-2-3 SKEINS

Unique projects that can be easily created with three skeins of yarn or less.

## JUST THREADS

An entire section devoted to thread crochet projects of all types and styles.

## CROCHET TUTORIAL 101

An article and project that focus on a crochet stitch, technique or information for in-depth learning to improve your crochet skills. Includes photo tutorials and/or short videos.

## EDITOR'S FAVES

Product reviews of all the latest books, gadgets and yarns a crocheter could want!



# PRINT SCHEDULE\*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2024	11/14/2023	11/21/2023	01/20/2024	01/30/2024
LATE SPRING SIP 2024	12/26/2023	01/02/2024		03/12/2024
SUMMER 2024	02/13/2024	02/20/2024	04/20/2024	04/30/2024
AUTUMN 2024	05/21/2024	05/28/2024	07/27/2024	08/06/2024
LATE AUTUMN SIP 2024	07/09/2024	07/16/2024		09/24/2024
WINTER 2024	08/20/2024	08/27/2024	10/26/2024	11/05/2024
SPRING 2025	11/12/2024	11/19/2024	01/18/2025	01/28/2025



# 2024 EDITORIAL CALENDAR\*

## SPRING 2024

**SUBMISSIONS DUE DATE: 4/19/2023**

**ON-SALE DATE: 1/30/2024**

- **Spring Cleaning:** Time to let our craft help us with the dirty work of spring cleaning! Create unique dishcloths and towels in lovely spring colors. Think beyond the typical as well and make designs for scrubbies, dust mitts, reusable wet mop pads, blind cleaners or aprons.
- **Scrap Afghans:** While we are spring cleaning, let's look for ways to tidy up the stash. In this chapter, we'll combine scraps to create afghans, throws, lapghans and baby blankets that are colorful and unique.
- **Sweet Shop:** This section will include whimsical designs and colors with a nod to sweet treats, like whipped cream, macarons and cakes. Translate those themes into light sweaters, cardigans, adorable mug rugs or cozies, or cute amigurumi designs.
- **Watercolor Wonderland:** Variegated or ombré yarns in soft hues with great drape will come together in this section to create beautiful tops, bags or accessories. These items will also make great Mother's Day presents with pretty colors and interesting stitch patterns.

## SUMMER 2024

**SUBMISSIONS DUE DATE: 7/19/2023**

**ON-SALE DATE: 4/30/2024**

- **One-Skein Wonders:** What can you make from just one put-up of yarn? This section will include useful and practical items for your home, like dishcloths; coasters; mug rugs; mug, can or to-go cup cozies; storage containers; etc. Small wearables fit in this category as well.
- **Waterfront Living:** The heat of summer is on and we're channeling the cool vibes of the lake, ocean or pool into designs such as home decor pieces that reflect these aesthetics as well as cover-ups, airy cardigans and sun hats that can be worn to the beach or the pool. This section will also include picnic-style items like cozies, outdoor pillows, picnic blankets, cup covers (to keep those pesky bugs out of our treats) and more.
- **Summer Garden:** Flowers, fruits and vegetables are the inspiration behind the designs in this chapter, which will include home decor pieces, wearables and cute amigurumi projects. Bright colors, floral motifs and colorwork are great ways to express the beauty of nature in your designs.

## AUTUMN 2024

**SUBMISSIONS DUE DATE: 10/25/2023**

**ON-SALE DATE: 8/6/2024**

- **Harvest Home:** This section will include projects embellished with or mimicking pumpkins, gourds or leaves as well as designs that conjure up the feeling of autumn with warm fall color combinations. We are looking for afghans, table settings, kitchen items and whimsical projects that bring the beauty of autumn inside.
- **Toasty Feet:** Keep your toes toasty-warm as the cool weather sneaks back in with slippers and booties. We are looking for coverings for your feet for this chapter—slippers, booties and socks in thick or thin styles for everyone in the family.
- **Rustic Charm:** Shades of brown and jewel tones are used in warm sweaters, cardigans, ponchos and ruanas for this chapter. Accessories that reflect rustic charm and natural fibers to keep you warm and toasty as the temps drop would also be perfect. Think about yarns that are made from natural fibers or rustic toothy wools that will give the stitches texture and depth.

*\*Editorial content subject to change.*

**Send editorial submissions to:** [Britt\\_Schmiesing@Annies-Publishing.com](mailto:Britt_Schmiesing@Annies-Publishing.com) and [Editor@Crochet-World.com](mailto:Editor@Crochet-World.com).

## WINTER 2024

**SUBMISSIONS DUE DATE: 1/29/2024**  
**ON-SALE DATE: 11/5/2024**

- **Stocking Stuffers:** 'Tis the season where stockings will be hung and gifts will abound. The key here is small, fun projects: little stuffies or fidget toys for the kids, small home decor items, small pouches for earbuds or lip balm, mug cozies, gift-card holders, scrubbies, bookmarks, lanyards for your keys, etc. Think small and scrappy!
- **Home for the Holidays:** Embrace all the holidays that take place this time of year as you think of designs to celebrate the season. Doilies, seat mats or covers, table runners, place mats, coasters, baskets and bowls with a holiday theme or in holiday colors are all a great fit for this chapter.
- **Under the Tree:** This one is all about gifts! The section will include projects that anyone would love to receive, like scarves, hats, shawls, throw blankets, cup cozies, amigurumi designs, baskets and more!
- **Snow & Sunshine:** Snowy, wintry whites and creams will fill the projects in this section. The projects should be squishy and light with plenty of movement. Think about how to bring a wintry feel or snowflakes into your designs. There will be sweaters, cardigans, ponchos and shawls as well as fun pieces for the home, such as snow-themed amigurumi projects, afghans, place mats, rugs and more.

## SPRING 2025

**SUBMISSIONS DUE DATE: 4/17/2024**  
**ON-SALE DATE: 1/28/2025**

- **Thick & Quick:** Fight off the last of the winter chill with projects that use bulky- to super bulky-weight yarns. These projects will be thick, warm and cozy. Afghans, throws, wraps, cowls, slippers, squishy rugs and cardigans would be amazing in heavy-weight yarns.
- **Love Is in the Air:** Embrace Valentine's Day in all its heart-shaped glory! Home decor designs that feature hearts or are heart-shaped are the focus. Use your creativity and scatter hearts on any number of projects using any number of techniques. Think about projects for every room in the house.
- **Wildflower Fields:** This chapter will feature creative specialty stitches that make designs inspired by spring flowers. Translate these into lovely tops, open cardigans, table runners, afghans, baskets, doilies or coasters in lovely spring colors.
- **Oh Baby!:** Let's wrap that little one in love with projects designed especially with babies in mind—small, soft blankets, cocoons, little hats and booties, keepsake pieces, and tiny sweaters or toys (that are safe for babies). Baby showers are a constant in many lives, and projects that would make great gifts would also be ideal for this section.

## LATE SPRING SIP 2024

**SUBMISSIONS DUE DATE: 9/21/2023**  
**ON-SALE DATE: 3/12/2024**

- Quick and fun crochet projects that everyone will love, including kitchen and bath pieces, easy wearables, simple afghans and more.

## LATE AUTUMN SIP 2024

**SUBMISSIONS DUE DATE: 2/28/2024**  
**ON-SALE DATE: 9/24/2024**

- **Christmas:** Make it a cheery holiday season with crochet delights of all sorts, including home decor pieces, amigurumi designs, afghans, throws, easy garments, and gift sets with a Christmas or wintry theme.

*\*Editorial content subject to change.*





# AD SPECIFICATIONS



## FULL PAGE

TRIM	8½" x 10¾"
BLEED	8¾" x 11"
LIVE	8" x 10¼"

## TWO-THIRDS PAGE

VERTICAL	4⅝" x 9½"
HORIZONTAL	7" x 6¼"

## ONE-HALF PAGE

VERTICAL	3½" x 9½"
HORIZONTAL	7" x 4⅝"

## ONE-THIRD PAGE

VERTICAL	2¼" x 9½"
SQUARE	4⅝" x 4⅝"

## ONE-FOURTH PAGE

VERTICAL	3½" x 4⅝"
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## ONE-SIXTH PAGE

VERTICAL	2¼" x 4⅝"
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## ONE-TWELFTH PAGE

SQUARE	2¼" x 2¼"
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## TWO-PAGE SPREAD

TRIM	17" x 10¾"
BLEED	17¼" x 11"

## DIGITAL

LEADERBOARDS	728px x 90px
WIDE SKYSCRAPER	160px x 600px
MEDIUM RECTANGLE	300px x 250px

# 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.

## **FONTS**

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.

## **CROCHET CONNECTION BLOG**

With our revamped Crochet Connection blog, readers are treated to special crochet tips, new and fun techniques, favorite designs and patterns, new crochet-related products and trends in the industry, all shared by the editor of *Crochet World* magazine. The weekly blog reaches digital followers in between issues. Sponsorship possibilities are available. [Crochet-World.com/blog](http://Crochet-World.com/blog).





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