

Crochet World®

2026  
MEDIA KIT



**CROCHET WORLD** magazine has remained the go-to source for all things crochet for more than 40 years. Each issue features approximately 20–25 patterns to satisfy crocheters of all skill levels.

You'll find a wide variety of patterns for your home, fashion accessories, classically styled garments for yourself, and quick and easy projects that are perfect to give as gifts. Each issue features a tutorial introducing readers to new and exciting stitches, techniques 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 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



*Crochet World* isn't just a magazine—it's a creative companion.  
Every issue fuels passion, sparks new ideas and  
deepens enthusiasm for crocheting!

\*Compiled from reader survey



## MAGAZINE CIRCULATION & STATS

**45,000**  
Circulation

**113,000**  
Readership

## TESTIMONIALS

"My issue has arrived!! Sooo many patterns I want to try!! I see I'll need to make another yarn run soon!"  
—Tammy B.

"My life is crochet and I do it as much as I can and when I can. I've been getting *Crochet World* magazines . . . ever since they started coming out. I've got the very first one somewhere and it's black and white." —Karen W.

"Great magazine. Love the different types of items for choice. Keep up the good work. Been buying *Crochet World* forever." —Linn A.

"I am so happy that I have my subscription. This month's collection of patterns has a new variation of a stitch that I was taught over 20 years ago by a coworker. This variation brings new interest to my work and my gifts. I have had many compliments on my C2C designs, but this one even I have never seen! Can't wait to try it." —Dorothy D.

"I LOVE this magazine. The directions and pictures are easy to follow and great for beginners even on a pattern listed as 'Intermediate.' There's always something new and practical, and not the same old, same old thing you often find in other magazines. Also, the yarns they use are not obscure and can usually be found at local craft stores! I have enjoyed this magazine for years and have yet to find something to complain about." —Alison P.

"Such a wonderful magazine. So many beautiful things to make." —Judy

"I already bought my copy of this *Crochet World*. It has so many beautiful patterns in it that I want to make." —Lisa

"If you're looking for a great magazine subscription for crochet, this one is it. I've had a subscription for like six years." —Bee

## SOCIAL MEDIA FOLLOWERS

 400,000

 37,000

# 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 3 skeins of yarn or fewer.

## JUST THREADS

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

## CROCHET TUTORIAL 101

An article and project that both 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 2026          | 11/11/2025 | 11/18/2025    | 1/17/2026  | 1/27/2026 |
| LATE SPRING SIP 2026 | 12/23/2025 | 12/30/2025    |            | 3/10/2026 |
| SUMMER 2026          | 2/10/2026  | 2/17/2026     | 4/18/2026  | 4/28/2026 |
| AUTUMN 2026          | 5/19/2026  | 5/26/2026     | 7/25/2026  | 8/4/2026  |
| LATE AUTUMN SIP 2026 | 7/7/2026   | 7/14/2026     |            | 9/22/2026 |
| WINTER 2026          | 8/18/2026  | 8/25/2026     | 10/24/2026 | 11/3/2026 |
| SPRING 2027          | 11/10/2026 | 11/17/2026    | 1/16/2027  | 1/26/2027 |



# 2026 EDITORIAL CALENDAR\*

## SPRING 2026

**SUBMISSIONS DUE DATE: 3/13/2025**  
**ON-SALE DATE: 1/27/2026**

- **Celebrate Spring:** With Valentine's Day, St. Patrick's Day, Easter and Mother's Day all happening in the late winter and spring, it's the perfect time to have some get-togethers and parties. Dress up the table with fun runners, place mats, doilies, coasters and more. Create gifts and gift baskets filled with crocheted goodies for the ones you love.
- **Scrapghans:** Spring means cleaning up and making space. Let's put those leftovers and scraps to good use in big colorful projects. Afghans are great outlets for creative freedom, allowing you to put colors and bits of yarn together to make beautiful works of art.
- **Spring Capsule Wardrobe:** Start the new year with simple basics you can wear all year long. In a capsule wardrobe, the focus is on easy-to-wear garments and pieces in classic styles. The garments are stylish and can be layered and worn with a number of outfits. Basic tees, shells, cardigans, vests and sweaters are key pieces for this type of wardrobe.

## SUMMER 2026

**SUBMISSIONS DUE DATE: 7/16/2025**  
**ON-SALE DATE: 4/28/2026**

- **Pet Love:** We all love our little companions and they deserve some special projects. Maybe a new bed, a small house/shelter, a mat for under food and water bowls, or a nice new collar is needed. Perhaps it's necessary to immortalize a furry friend's cuteness in a blanket or on a pullover (picture a cute cat silhouette on the front of a sweater).
- **Splurge-Worthy Projects:** A lot of us may see a gorgeous hank or ball of yarn and buy it either for its beauty or uniqueness without a specific project in mind. Maybe it's a super soft mohair, a new specialty yarn from your favorite yarn company, a pretty hand-dyed skein, or a nice, expensive, lush fiber you just couldn't resist. It shouldn't languish away in your stash. It deserves a special little project that showcases it.
- **Beat the Heat:** Summer is a pretty hot time of year for most of us. In this chapter, we want to explore garments with a loose, airy fit and hats that provide shade, along with cozies to help keep drinks cold and coasters, table mats, and other items to keep our tabletops safe from perspiring drink glasses.

## AUTUMN 2026

**SUBMISSIONS DUE DATE: 10/14/2025**  
**ON-SALE DATE: 8/4/2026**

- **Ripple Afghans:** Ripple patterns are highly addictive to work on and are great for stash-busting or using up scraps. Create fun and unique ripple patterns for baby blankets, throws, bed runners or large afghans you can get lost in.
- **Lush Cables:** Crochet cables can come in a multitude of styles and patterns. They can be used on everything from blankets to sweaters. They make accessories such as hats, scarves and cowls extra-warm because of their thickness. These projects may also take time to create, so start them now to wear when the cold months arrive.
- **Harvest Moon Decor:** Decorating for fall, Halloween and Thanksgiving is so much fun. Let's create unique home decor pieces to celebrate this wonderful time of year. Baskets and bowls for candy, spooky decorations for Halloween, table runners in gorgeous autumn colors, place mats, hot pads, coasters and more to spice up your table setting would all be amazing. Even a new fall-inspired afghan or throw for the living room would be a lovely addition.

*\*Editorial content subject to change.*

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

## WINTER 2026

**SUBMISSIONS DUE DATE: 12/31/2025**  
**ON-SALE DATE: 11/3/2026**

- **Technicolor Holiday:** Let's add sparkle and retro pastel colors to the holidays. Sequined sweaters and cardigans are a hit for any holiday party. Shawls and wraps with a hint of sparkle can dress up any outfit. Pillows, throws, table runners and stockings in fun '50s-inspired pastel Christmas themes would add a bit of nostalgia to your holiday gatherings.
- **Cozy Christmas Afghans:** A good throw or afghan is great to wrap up in on a cold winter night. But they can do double duty as decor! Afghans can dress up your living room, bedroom or cozy corner. Let them take center stage with traditional Christmas colors, colorwork with Christmas imagery or chunky textures in colors that coordinate with your other festive pieces.
- **Stylish Accessories:** Beat the winter chill with lush accessories. We are looking for thoughtful, beautiful designs that will keep you warm while looking great for any occasion. Think about cabled or patterned hats, chunky striped mittens, a pretty colorwork infinity cowl, a stylish poncho or ruana, or even a classic, textured scarf.

## SPRING 2027

**SUBMISSIONS DUE DATE: 4/8/2026**  
**ON-SALE DATE: 1/26/2027**

- **Stash-Busting Crochet:** After making it through another year of crochet, it's time to clean up those scraps of leftover yarn. We are looking for a wide array of projects to put them to good use, from afghans to home decor pieces big and small. But don't let that limit you—a scrappy cardigan could be fun as well.
- **Easter Delights:** Easter projects are super fun to create with pastel colors and a nod toward nature and renewal. Celebrate this lovely time of year with home decor pieces that symbolize the deep meaning of the holiday as well as those pieces that embrace the fun side of the holiday and the child in all of us.
- **Spring Breeze:** The freshness of spring also brings with it the urge to freshen up one's wardrobe. Openwork tees, cardigans and vests in pretty pastels or floral colors would make a great addition. Lightweight ponchos, scarves and wraps are also a nice way to liven up outfits that are already in your closet.

## SPRING 2026 SPECIAL ISSUE

**SUBMISSIONS DUE DATE: NOT**  
**ACCEPTING SUBMISSIONS**  
**ON-SALE DATE: 3/10/2026**

- **Crochet in a Weekend: Kitchen:** "Make it in no time" is the theme for this special issue, which will feature a wide variety of designs focusing on the kitchen. Projects will include towel toppers, counter mats, dishcloths, tawashis, kitchen towels, pot holders and more.

## FALL 2026 SPECIAL ISSUE

**SUBMISSIONS DUE DATE: NOT**  
**ACCEPTING SUBMISSIONS**  
**ON-SALE DATE: 9/22/2026**

- **A Christmas to Remember:** Everything Christmas-themed for the home, plus the perfect gifts. Decorate every room in the home no matter your style: traditional, modern or whimsical. Create the perfect gifts as well: ones that are quick to make for easy stocking stuffers.

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# 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" |
|----------|-----------|

## ONE-SIXTH PAGE

|          |           |
|----------|-----------|
| VERTICAL | 2¼" x 4⅝" |
|----------|-----------|

## ONE-TWELFTH PAGE

|        |           |
|--------|-----------|
| SQUARE | 2¼" x 2¼" |
|--------|-----------|

## TWO-PAGE SPREAD

|       |            |
|-------|------------|
| TRIM  | 17" x 10¾" |
| BLEED | 17¼" x 11" |

# SUBMITTING AD MATERIALS

*Materials can be submitted via MediaBank.*

*Contact the advertising coordinator for login information.*



## **ELECTRONIC MEDIA**

Annie's Attic 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 Attic 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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