

Crochet World®

2025
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.

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 your crochet knowledge base.

Annie's®

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

**Compiled from reader survey*



CREATIVE MARKETING OPPORTUNITIES

- Editorial Content Submissions
- Polybagged Onserts
- Custom Print Solutions
- Customized Partnerships



MAGAZINE CIRCULATION & STATS

60,000
Circulation

150,000
Readership

TESTIMONIALS

"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**

"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 thing you often find in other magazines. Also, the yarns they use are not obscure and can usually be found at most stores! I have enjoyed this magazine for years and have yet to find something to complain about." —**Alison P.**

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

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

"My life is crochet, and I do it as much as I can and when I can. I've been getting *Crochet World* magazine since way back in the '80s or earlier—ever since they started coming out." —**Karen W.**

"Great magazine. Love the different types of items to choose from. Keep up the good work. I've been buying *Crochet World* forever." —**Linn A.**

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

"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 corner-to-corner designs but this is one even I have never seen! Can't wait to try it." —**Dorothy D.**

SOCIAL MEDIA FOLLOWERS

 400,000

 35,000

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 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 2025	11/12/2024	11/19/2024	01/18/2025	01/28/2025
LATE SPRING SIP 2025	12/24/2024	12/31/2024		3/11/2025
SUMMER 2025	2/11/2025	2/18/2025	4/19/2025	4/29/2025
AUTUMN 2025	5/20/2025	5/27/2025	7/26/2025	8/5/2025
LATE AUTUMN SIP 2025	7/8/2025	7/15/2025		9/23/2025
WINTER 2025	8/19/2025	8/26/2025	10/25/2025	11/4/2025
SPRING 2026	11/11/2025	11/18/2025	1/17/2026	1/27/2026



2025 EDITORIAL CALENDAR*

SPRING 2025

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

- **Love Is in the Air:** Embrace Valentine's Day in all its heart-shaped glory! The focus is on home decor designs that are heart-shaped or feature hearts in the design. Creativity abounds, and hearts can be scattered on any number of projects using any number of techniques.
- **Wildflower Fields:** This chapter features creative specialty stitches in designs inspired by spring flowers. The designs can include lovely tops, open cardigans, table runners, afghans, baskets, doilies or coasters in lovely spring colors.
- **Oh Baby!:** Wrap that little one in love with projects designed especially with babies in mind—small, soft blankets, cocoons, little hats and booties, keepsake pieces, tiny sweaters or baby-safe toys. Baby showers are also a constant in many lives, and projects that would make great gifts are part of this section.

SUMMER 2025

SUBMISSIONS DUE DATE: 7/2/2024
ON-SALE DATE: 4/29/2025

- **Amigurumi for Beginners:** Amigurumi creations have become quite popular as collectibles and gifts. Simple starter projects will help new stitchers create cute yet simple animals or dolls to display on a bookshelf, key chain or desktop.
- **Market Bags:** Many places are doing away with paper and plastic bags. For this chapter, we'll feature beautiful and stylish bags of all sorts: large shopping bags to keep in the vehicle, small pouches that fit in your purse but easily unfold, sturdy totes with wide bottoms and other designs.
- **A Day at the Beach:** Thinking about spending a day at the beach? We are featuring garments and accessories that can be worn out on the sand: hats, cover-ups, lightweight cardigans, summer dresses, flip-flop covers, etc. Also included are projects that would be useful for an all-day excursion by the water, such as drink cozies, beach towels or blankets, beach bags, etc.

AUTUMN 2025

SUBMISSIONS DUE DATE: 10/14/2024
ON-SALE DATE: 8/5/2025

- **Thanksgiving Dinner:** Get ready for all the fixings with table runners, place mats, hot pads, casserole caddies and more for the big meal. Celebrate family and the holiday with autumn colors and playful designs for the home.
- **Team Spirit:** Support your favorite local or national team with sporty attire, accessories and home decor pieces in their colors. Projects can include place settings and kitchenware featuring appliqués or colorwork motifs for game-day parties; cardigans, pullovers, scarves or hats in your team or school colors to wear to the game; and afghans and throws to keep you warm at the game or cozy on your couch as you cheer from afar.
- **Granola Girl Style:** Embrace this recreational, eco-conscious style with projects that have you dreaming of being outside. This style is meant for being in the great outdoors with clothing and accessories that are basic, functional and minimalist. Other projects would include useful items for camping, hiking and backpacking. This is a great opportunity to use all-natural wool and cotton yarns.

**Editorial content subject to change.*

Send all editorial submissions to Britt_Schmiesing@Annies-Publishing.com and Editor@Crochet-World.com.

WINTER 2025

SUBMISSIONS DUE DATE: 1/14/2025
ON-SALE DATE: 11/4/2025

- **Cozy Afghans & Throws:** Winter is the perfect time to stitch afghans as well as snuggle up in them. Afghans and throws make great canvases for allover stitch patterns with amazing texture or fun samplers that mix techniques and patterning. They are also a great excuse to have fun and try out some of the extra-squishy thick yarns on the market.
- **Deck the Halls:** Embrace all the holidays that take place this time of year with 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.
- **Layers of Warmth:** Our wardrobes could definitely use some layering pieces this time of year. This section will feature oversize cardigans to wrap up in, thick scarves and wraps to block the cold, and cabled hats and mitts to lock the heat in—all perfect additions for your winter closet.

SPRING 2026

SUBMISSIONS DUE DATE: 4/2/2025
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.
- **Scrap-ghans:** 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. The focus is on easy-to-wear garments and pieces in basic styles to become part of a capsule wardrobe. 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.

LATE SPRING 2025 SPECIAL ISSUE

SUBMISSIONS DUE DATE: 5/27/2024
ON-SALE DATE: 3/11/2025

- **Quick-to-Stitch Crochet:** "Make it in no time" is the theme for this special issue, which will feature a wide variety of designs for you and your home. Projects will either be small in nature or use heavier-weight yarn so they are easy to stitch, making them items you can enjoy creating and having to use right away.

LATE AUTUMN 2025 SPECIAL ISSUE

SUBMISSIONS DUE DATE: 12/12/2024
ON-SALE DATE: 9/23/2025

- **Shawls, Wraps & Scarves:** Bundle up in style with wraps, shawls and scarves in all shapes, sizes and stitch patterns. Styles will include elegant openwork, classic cables, dependable basics, and thick and cozy pieces for everyone in your family.

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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"
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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"

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.





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