

Crochet!®



Crochet! magazine's mission is to create classic but on-trend apparel designs that feel and look good when wearing them, plus designs for the home that keep it looking fresh.

Each issue features 18+ patterns ranging from easy to intermediate in skill level, including a Learn it! Do it! article and project, items for babies, fashion apparel and accessories, and home decor. *Crochet!* is the official magazine of the Crochet Guild of America organization.

Annie's®
Celebrating home, family
and the creative spirit

Circulation & Stats

45,000	115,000	700,000	2,450,000	3,300,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

59 median age
40 median Facebook follower age
\$52,500 median reader income
88% married
55% hold on to their copy of *Crochet!* for 10 or more years
61% spend more than 3 hours with each issue
75% spend as much as or more than the previous year on supplies

75% complete 6 or more projects per year
69% have visited a website from an advertisement in *Crochet!*
50% have made a purchase as a result of seeing an advertisement
91% of readers use magazines as their go-to source for projects
53% of subscribers only subscribe to *Crochet!*

*Compiled from Reader Survey

Creative Marketing Opportunities

- Solo email blasts
- Banners in newsletters
- Sponsored content
- Sponsored sweepstakes
- Banners on websites
- Affiliate programs
- Content submissions
- Sponsored posts on social media
- Facebook live content
- Unique print opportunities – gatefolds and inserts
- Polybag onsert program
- Custom solutions
- Partnership opportunities

Social Media Users



1,375,000



10,000



Advertiser Testimonial

"Your magazines are so lovely and I'm so happy to see how many wonderful designs you made with our yarns."

—Omega

Reader Testimonials

"Great magazine. Love the variety of projects and skill levels."

—Pam

"I have taken *Crochet!* Magazine for as long as I can remember, and I keep coming back to it because of the great articles, patterns, and photos. It is a great mix of things to make."

—Marilyn

"I look forward to getting your magazine to see what surprises await me. I love your magazine!"

—Elenore

Crochet! Features

Easy as 1-2-3—Easy projects made using basic stitches.

Done in One—Projects made using just one skein of yarn.

Beginner's Corner—Easy projects made using simple stitches for beginners.

Crochet Tutorial 101—Learn a new technique, then start a project that uses the technique.

Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Spring 2021	10/20/2020	10/27/2020	12/16/2020	12/29/2020
Spring 2021 SIP	12/08/2020	12/15/2020	02/03/2021	02/16/2021
Summer 2021	01/19/2021	01/26/2021	03/17/2021	03/30/2021
Autumn 2021	04/20/2021	04/27/2021	06/16/2021	06/29/2021
Autumn 2021 SIP	06/15/2021	06/22/2021	08/11/2021	08/24/2021
Winter 2021	07/20/2021	07/27/2021	09/15/2021	09/28/2021
Spring 2022	10/19/2021	10/26/2021	12/15/2021	12/28/2021

*Editorial calendar is subject to change without notice.



Editorial Calendar

Spring 2021

Submission Due Date: 05/22/2020

- **Naturally Enchanting:** Neutral colors are the building blocks for your wardrobe and your home! This chapter includes neutral colors and gorgeous textures in designs for the home, accessories and apparel.
- **Springtime Hues:** With spring comes dreamy pastel colors that are soft, romantic and perfect for everyday life. You'll find a variety of designs, including lightweight cotton vests and cocoons to help you transition from winter to spring.
- **In the Bag:** This chapter includes whimsical and classic bags, including oversize, spring flowers and classic designs.

Summer 2021

Submission Due Date: 07/31/2020

- **Quick & Colorful Summer Crochet!:** Just because it is hot outside doesn't mean you can't crochet. These simple little designs work up quick and are a great way to use up scraps.
- **Light & Lacy Summer Whites:** You can never go wrong with classic shades of white, ecru and cream during the summer months. All designs are made using yarns perfect for warm weather. Designs include tunics, lacy pullovers, shawls and more.
- **Crazy for Cake Yarns:** The cake yarn trend continues. Designs are made using simple stitches as the yarn does all the work for you! Designs include fashion items as well as pieces for the home and Baby.

Send project submissions, questions and fabric cards through UPS or FedEx to:

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Autumn 2021

Submission Due Date: 09/29/2020

- **Road Trip:** Planning a road trip? Whether you're flying or driving, these projects will help you pass the time until you reach your destination. Projects will be easy 1-, 2- or 3-row repeats and include designs for the home and Baby, as well as accessories.
- **Dress in Style Hoodies!:** Hoodies are one of the most common types of outerwear and are perfect for fall and winter. Hoodies mean comfort and ease, and they make you look stylish without trying too hard. Designs include hooded pullovers, cardigans and scarves for the entire family.
- **Make It in a Weekend:** Fun projects that can be crocheted from start to finish over a weekend, and some in as little as four hours! Crochet huggable toys and stylish accessories, including hats, shawls and more.

Winter 2021

Submission Due Date: 12/31/2020

- **Last-Minute Gifts:** Don't panic! These quick and easy designs are perfect for last-minute gift ideas! Warm someone's heart—and toes—with slippers, cozy cowls that work up in less than a day, zipper gift-card pouches and more.
- **Knit-Look Crochet Afghans:** Is it knit or is it crochet? Have you ever drooled over a knit afghan, but don't know how to knit? Discover stylish afghans made with a crochet hook that mimic the look of knit.
- **Big Hook Crochet:** With a busy schedule and a fast-paced life, these quick-to-stitch designs will punch up your wardrobe and dress up your decor! All are crocheted using chunky-weight yarn and large-size hooks for easy stitching and quick results.





Specifications

Full Page

Trim 8½" x 10¾"
 Bleed 8¾" x 11"
 Live 7⅝" x 9¾"

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"
 Horizontal 7" x 3⅝"
 Square 4⅝" x 4⅝"

One-Fourth Page

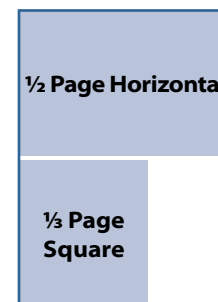
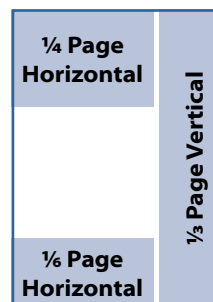
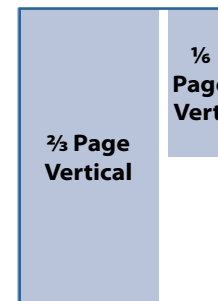
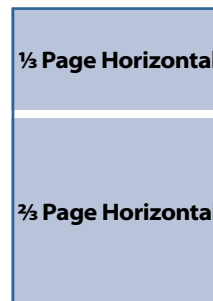
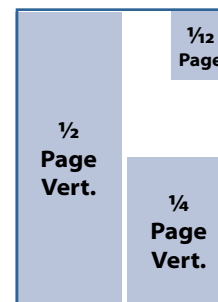
Vertical 3½" x 4⅝"
 Horizontal 4⅝" x 3½"

One-Sixth Page

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

One-Twelfth Page

Square 2¼" x 2¼"



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Online

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400

Submitting Materials

Materials can be submitted via Mediabank.
 Contact Adriana Berg 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, 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.