

Crochet World<sup>®</sup>

2023  
MEDIA KIT



**CROCHET WORLD** magazine has remained the go-to source for all things crochet for more than 40 years. Each issue features more than 20 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 human interest story about crochet, as well as a photo tutorial introducing readers to new and exciting techniques.

Annie's®

# READER PROFILE\*

**59**

median reader age

**42**

median Facebook  
follower age

**\$52,500**

median reader income

**82%**

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

- Solo Email Campaigns
- Editorial Content Submissions
- Sponsored Social Media
- Polybagged Inserts
- Custom Print Solutions
- Website Banners
- Sponsored Sweepstakes
- Customized Partnerships
- Sponsored Blog Posts

*\*Compiled from reader survey*

# MAGAZINE CIRCULATION & STATS

**80,000**

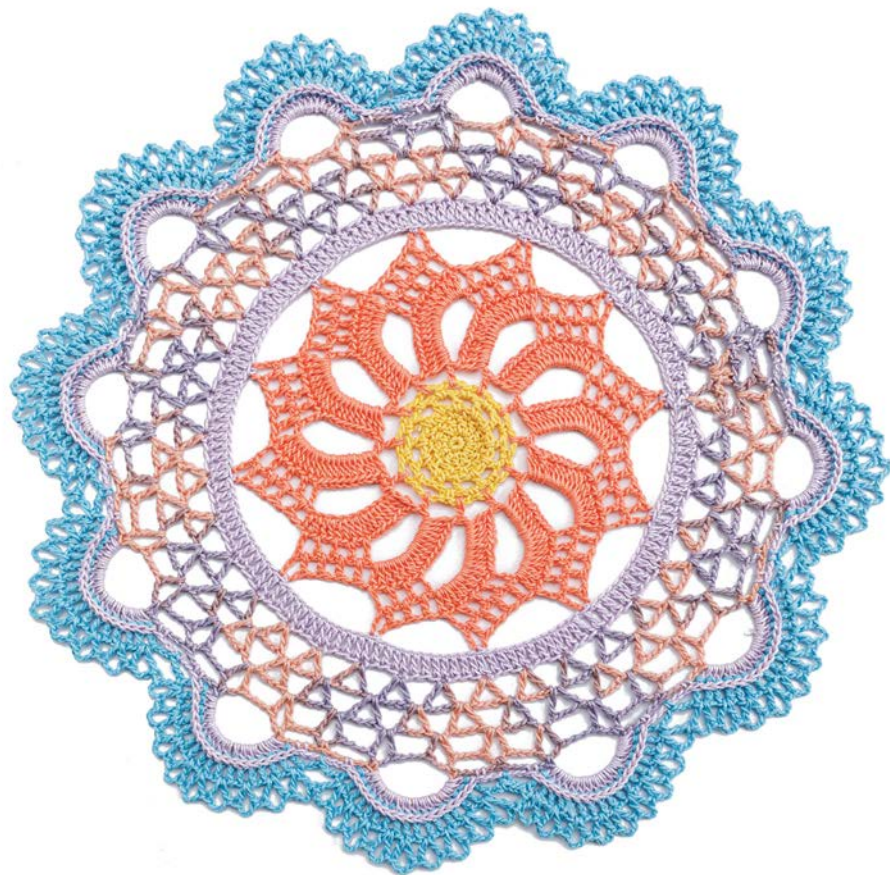
Circulation

**200,000**

Readership

**550,000**

Email Counts



# TESTIMONIALS

*Crochet World* is a great magazine that has been around since I was very young. It has great articles and tutorials for beginners and a wide variety of patterns for all crochet lovers. I would really love to see more patterns for women's sweaters.

—Tracie W.

I enjoy the magazine. Even if the patterns aren't all to my taste, the articles and new-to-me stitches are interesting. For example, I adapted an afghan pattern from one issue to create a wrap. I love to learn new stitches or techniques and look forward to getting each new issue.

—Sheri

I love *Crochet World*. As soon as it comes in the mail, I have to stop what I am doing and sit down and look at the new patterns. I have been getting *Crochet World* for a long time, and every magazine is like a Christmas gift that I give to myself. Thank you so much.

—Linda P.

Love it. Wait for each issue. I have kept them and have copies from over 10 years back.

— Patricia L.

I purchased the December issue of *Crochet World* and I'm really impressed by the new look of the magazine. The content felt fresh and current. The new crew is doing great work!

—Emily L.

I have been receiving *Crochet World* for years. I love the range of patterns. Even the most simple patterns can be made to look very professional. You definitely have a pattern for every skill level. I always look forward to receiving my next issue.

I have issues that you printed before the projects were pictured in the back. I love every one of them.

—Shannon B.

Most of my magazines I have are almost worn out because I have made so many things from these magazines. I can't wait for them to come in the mailbox.

—Jana H.

I love your magazine! I keep every one and flip through them when I am looking for new projects. There are very few good crochet magazines and yours is the top of the heap! Thank you for putting together such a great mix of projects and information.

— Terry E.

# SOCIAL MEDIA USERS

 400,000

 30,000

# REGULAR FEATURES

## LEARN A STITCH

Projects that focus on one crochet stitch or technique for in-depth learning. A video link demonstrating the stitch is included with most of the patterns.

## PHOTO TUTORIALS

How-to articles featured in some issues that relate to one project in the issue or a particular stitching technique.

## BEGINNER'S LUCK

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

## TOUCH OF STYLE

A classic garment or accessory that is wearable by women of all ages, offered in a range of styles.

## FAST, EASY, FUN!

Quick and easy projects to make in no time.

## SCRAPS DELIGHT

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

## HEIRLOOM TREASURES

Heirloom thread crochet designs from Annie's archives.

## JUST THREADS

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

# ARTICLES

## IN THE WORLD OF CROCHET

Anything a crocheter would find of interest, such as interviews, charities, human interest stories, etc.

## EDITOR'S FAVE

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
FEBRUARY 2023	10/11/2022	10/18/2022	12/17/2022	12/27/2022
CROCHET CELEBRATIONS SIP	11/15/2022	11/22/2022		01/31/2023
APRIL 2023	12/06/2022	12/13/2022	02/11/2023	02/21/2023
JUNE 2023	02/07/2023	02/14/2023	04/15/2023	04/25/2023
AUGUST 2023	04/04/2023	04/11/2023	06/10/2023	06/20/2023
CROCHET SKILL BUILDING SIP	05/09/2023	05/16/2023		07/25/2023
OCTOBER 2023	06/06/2023	06/13/2023	08/12/2023	08/22/2023
DECEMBER 2023	08/08/2023	08/15/2023	10/14/2023	10/24/2023
FEBRUARY 2024	10/10/2023	10/17/2023	12/16/2023	12/26/2023



# 2023 EDITORIAL CALENDAR

## FEBRUARY 2023

**SUBMISSION DUE DATE: 5/9/2022**

**ON-SALE DATE: 12/27/2022**

- **Wrapped in Love:** Let's give our loved ones something to wrap up and keep warm in during this last bout of cold before spring. Shawls, wraps, afghans, throws and scarves would all be lovely. Don't forget your furry friends. They like a nice place to curl up on or hide in during the frigid months too!
- **Work the Surface:** How can you take a simple project and add some embellishment to it? We are looking for projects that feature embroidery, surface crochet, cross stitch, sashiko, appliqué and more. These surface techniques are a great way to add detail to crochet projects that otherwise use very simple stitches.

## APRIL 2023

**SUBMISSION DUE DATE: 7/8/2022**

**ON-SALE DATE: 2/21/2023**

- **Picture Perfect:** Let us see how you can translate images to crochet using tapestry crochet, intarsia or corner-to-corner techniques. Use these techniques to put an animal face on a pillow, a landscape on a blanket, flowers on a hot pad or words along a table runner. Bring an image alive on a useful crochet item to add beauty to any room.

- **Granny Stripes:** Traditional granny squares are a series of three double crochet groups of stitches. Take that stitch pattern and create projects that use those groupings of stitches in different ways. This style lends itself well to scrappy projects and projects with stripes of colors. Think about different patterning involving the groups of stitches as well. Afghans, wall hangings, table runners, rugs, place mats, kitchen towels, chair protectors and more can easily utilize this stitch pattern in a new way.

## JUNE 2023

**SUBMISSION DUE DATE: 8/16/2022**

**ON-SALE DATE: 4/25/2023**

- **Making a Difference:** Make projects designed for specific charities or to donate to hospitals and homeless shelters. Baby items and chemo caps are great projects to donate to hospitals. Hats, scarves and blankets are in high demand when the winter months hit for the homeless shelters. Pet beds and blankets for animal shelters, and comfort shawls and wraps or caddies for walkers and wheelchairs for people in assisted living are needed year-round. Let's put our craft to use and give the gift of comfort and love to someone in need.

- **Stitch Samplers:** Incorporate sections of different stitch patterns into your projects. It is summertime, so think about openwork stitches paired with patterning and color. Throws and afghans lend themselves well to sections of multiple stitches, but this style can easily be translated in slimmer sections to smaller projects like kitchen towels, table runners, place mats and even lightweight tops and wraps.

## AUGUST 2023

**SUBMISSION DUE DATE: 10/27/2022**

**ON-SALE DATE: 6/20/2023**

- **Crocheted Organization:** As we near the end of summer, it's time to take a moment and organize our spaces. Think about containers—like baskets, trays, buckets or boxes—for storing different items. Think about some more nonconventional storage as well, such as puffs that can be packed with yarn or blankets, hanging baskets and pockets for small bathroom or kitchen supplies, or bags and pouches to store your crochet essentials.
- **Summer's Glory:** Bring the beauty of the outdoors inside and let summer inspire your designs. Pillows in natural shapes (like clouds, trees, flowers or mountains), blankets and throws with a landscape or floral scene, or even picnic blankets would be perfect. Think about table settings good for outdoor use, or indoor table settings with a nod toward nature.

# 2023 EDITORIAL CALENDAR (CONTINUED)

## OCTOBER 2023

**SUBMISSION DUE DATE: 1/12/2023**

**ON-SALE DATE: 8/22/2023**

- **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.
- **Harvest Home:** Use warm fall colors in projects with pumpkins, gourds or leaves, or just projects that conjure up the feeling of autumn. We are looking for afghans, table settings, kitchen items and whimsical projects that bring the beauty of fall inside.

## DECEMBER 2023

**SUBMISSION DUE DATE: 3/3/2023**

**ON-SALE DATE: 10/24/2023**

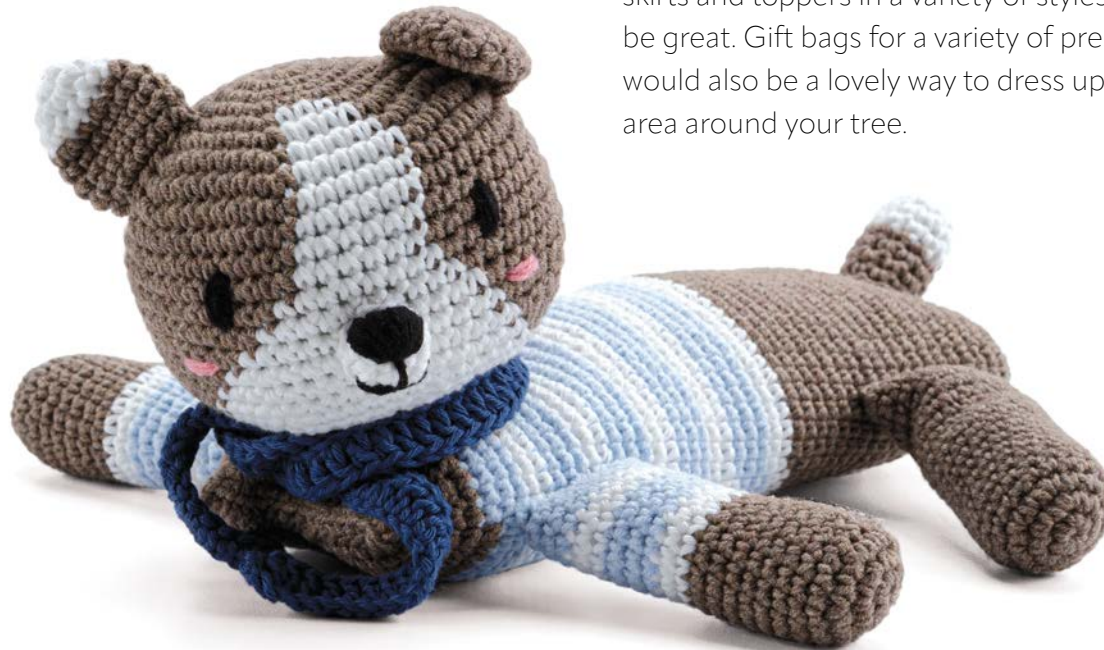
- **Quick & Easy Gifts:** Simple stitches, smaller projects or projects with heavier weights of yarn so that they can work up super fast are great for last-minute gifting. Whip up hats and mitts, scarves, lapghans, place settings, kitchen sets (trivets, dishcloths, kitchen towels), mug cozies, coasters and mug rugs. Dolls and amigurumi projects or pillow and blanket sets make great gifts for the kids.
- **A Very Merry Tree:** This holiday season let's spruce up the Christmas tree with some new dressings. Ornaments, garlands, tree skirts and toppers in a variety of styles would be great. Gift bags for a variety of presents would also be a lovely way to dress up the area around your tree.

## FEBRUARY 2024

**SUBMISSION DUE DATE: 5/7/2023**

**ON-SALE DATE: 12/26/2023**

- **For the Love of Winter:** Let winter inspire your designs. The beauty of snowflakes can be reflected in a doily, a table centerpiece or a blanket. We are looking for accessories designed to keep the chill away and home decor pieces in pretty wintry colors with rippling patterns like snow drifts. This time of year also leads up to Valentine's Day, so a few patterns for this lovely holiday mixed into the group would make for a nice mix of projects.
- **Ganseys:** Ganseys are typically associated with knit sweaters that were filled with textured and designed to keep the wind and chill off of fishermen hard at work. We are seeing these textural designs more and more in crochet pieces, and that is what we would like to feature in this chapter. Make pieces of home decor with loads of different textured segments layered to create an interesting and beautiful piece. Focus on throws and lapghans, kitchen towels or dishcloths, mug rugs, baskets or bowls, place mats and other smaller items that would make easy starter pieces for those who haven't tried this style before.



*Editorial content subject to change.*

**Send editorial submissions to: [Editor@Crochet-World.com](mailto:Editor@Crochet-World.com).**



# AD SPECIFICATIONS



## FULL PAGE

TRIM	8" x 10 <sup>3</sup> / <sub>4</sub> "
BLEED	8 <sup>1</sup> / <sub>4</sub> " x 11"
LIVE	7 <sup>1</sup> / <sub>2</sub> " x 10 <sup>1</sup> / <sub>4</sub> "

## TWO-THIRDS PAGE

VERTICAL	4 <sup>5</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
HORIZONTAL	7" x 6 <sup>1</sup> / <sub>4</sub> "

## ONE-HALF PAGE

VERTICAL	3 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
HORIZONTAL	7" x 4 <sup>5</sup> / <sub>8</sub> "

## ONE-THIRD PAGE

VERTICAL	2 <sup>1</sup> / <sub>4</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
HORIZONTAL	7" x 3 <sup>1</sup> / <sub>8</sub> "
SQUARE	4 <sup>5</sup> / <sub>8</sub> " x 4 <sup>5</sup> / <sub>8</sub> "

## ONE-FOURTH PAGE

VERTICAL	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
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## ONE-SIXTH PAGE

VERTICAL	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>5</sup> / <sub>8</sub> "
HORIZONTAL	4 <sup>5</sup> / <sub>8</sub> " x 2 <sup>1</sup> / <sub>4</sub> "

## ONE-TWELFTH PAGE

SQUARE	2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> "
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## 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 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, 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.

## **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 editors of *Crochet World* and *Crochet!* magazines. The weekly blog reaches digital followers in between issues. Sponsorship possibilities available.

[www.crochet-world.com/blog](http://www.crochet-world.com/blog)





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