

2023  
MEDIA KIT



Just  
CrossStitch®



***JUST CROSSSTITCH*** magazine delivers an appealing collection of designs for novice to advanced needle artists.

Our designs are comprised mainly of cross stitch with a tasteful mix of specialty stitches, Hardanger and blackwork.

Each issue features artistically and expertly crafted patterns from world-class designers.

Annie's®

## READER PROFILE\*

**60**

median reader age

**45**

median Facebook follower age

**\$58,300**

median reader income

**85%**  
married

**68%**

have been cross stitching  
for over 30 years

**80%**

spend 20 hours or more  
cross stitching weekly

**76%**

plan to spend as much as or  
more than they did last year  
on supplies

**76%**

spent over \$100 last  
year on supplies

**69%**

have visited a website from  
one of the advertisements  
in *Just CrossStitch*

**54%**

have made a purchase  
as a result of seeing an  
advertisement in  
*Just CrossStitch*

**70%**

hang on to their copies of  
*Just CrossStitch* for 10 or  
more years

Readers rank magazines and  
books as their most trusted  
sources for patterns and  
cross stitch-related news.

## CREATIVE MARKETING OPPORTUNITIES

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



\*Compiled from reader survey

# MAGAZINE CIRCULATION & STATS

**70,000**

Distribution

**120,000**

Readership



## TESTIMONIALS

I have used and read your magazine for many years and always look forward to each issue! Thanks for such a great magazine.

—Subscriber

I love your variety of patterns! I also love the advertisements that provide a world of colors, fabrics, tools, etc., with methods of contact. Thank you so much for your diligence in providing each issue as the best cross-stitch magazine!

—Jannie

Enjoy your patterns—a good variety in each issue.

—Marion

I love this magazine and the inspiration that it gives me. I also love the advertisement of other stitching shops!

—Subscriber

Excellent magazine! I enjoy every one I receive in the mail!

—Leonora M.

I love getting your magazine and looking at the new patterns. I also enjoy the articles about historic embroidery.

—Susan J.T.

I love this magazine. I've tried a few and this is the only one I'm interested in renewing.

—Subscriber

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## SOCIAL MEDIA USERS

 26,000

 17,000

# REGULAR FEATURES

## FOR THE LOVE OF SAMPLERS

Designs that unite the threads of history with the hands of today's stitcher.



## MOTHER NATURE SERIES

Six seasonal designs that celebrate the beauty of nature.



## THE CHRISTMAS STITCH

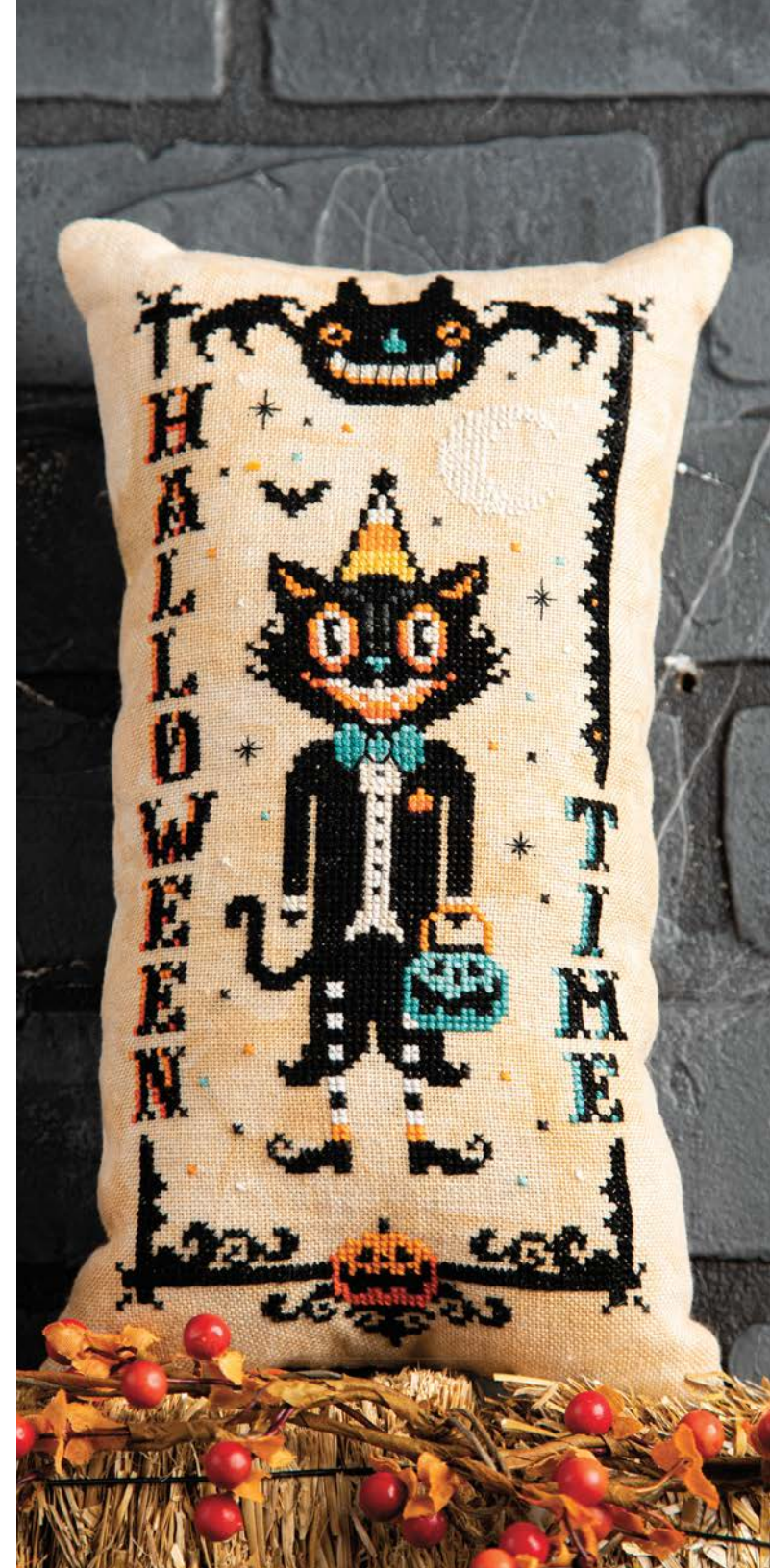
A festive Christmas stitch along that helps you enjoy a little holiday spirit all year long.



## FAVORITE FINDS

### PRODUCT REVIEWS

Information about the editorial team's favorite stitching products.



# 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
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
HALLOWEEN SIP 2023	05/02/2023	05/09/2023		07/18/2023
OCTOBER 2023	06/06/2023	06/13/2023	08/12/2023	08/22/2023
ORNAMENTS SIP 2023	06/27/2023	07/04/2023	09/02/2023	09/12/2023
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: 5/2/2022**  
**ON-SALE DATE: 12/27/2022**

- **Welcome Winter:** Scenes of snowy fun and beautiful winter wildlife will help start the new year off fresh. The addition of other seasonal projects to keep one warm and cozy during the long, chilly days will round out this collection.
- **Valentine's Day:** Show a special someone just how much you care with a message of sweet sentiments or motifs filled with hearts, flowers or other "lovely" elements. Convey your affection to a soul mate, friend, child or, perhaps, a newly married couple with a project from the heart.
- **Color Scheme:** Wintry hues and sweet shades of pink and red.

## APRIL 2023

**SUBMISSION DUE DATE: 6/23/2022**  
**ON-SALE DATE: 2/21/2023**

- **Birds & Blooms:** Designs featuring the first signs of the reawakening earth invite a much-awaited and welcome spring. Thoughts of daffodils, tulips, umbrellas or rainy scenes, nesting birds or budding trees might help your creative ideas bloom.
- **Easter Egg-stravaganza!:** Whether it be crosses and other faith-based motifs or eggs

and bunnies, this section will be sure to get the excitement of spring into your stitches.

- **Color Scheme:** Vivid shades of yellow, pink, lavender, green and blue.

## JUNE 2023

**SUBMISSION DUE DATE: 8/26/2022**  
**ON-SALE DATE: 4/25/2023**

- **Celebrating Family & Home:** Designs that showcase all the love and joy of family life, as well as projects to brighten and enhance your home decor make up this section.
- **Fresh From the Farm:** Fill your fabric from top to bottom with farmers market favorites, including abundant flowers, veggies, old trucks, barns, bees, butterflies, homemade goodies and down-home goodness.
- **Color Scheme:** Vibrant and rich tones of the growing season.

## AUGUST 2023

**SUBMISSION DUE DATE: 10/21/2022**  
**ON-SALE DATE: 6/20/2023**

- **Outdoor Life!:** Take inspiration from enjoyable summer activities or memories of an unforgettable vacation destination. Designs might include mountain or beach scenes, camping, boating, picnic fare or whatever summer means to you.

- **Fourth of July:** Americana, folk art or primitive patriotic-inspired designs celebrate the United States.
- **Color Scheme:** Bright and bold colors of summer.
- **Christmas Ornaments Preview:** Submissions must include a set of two companion ornaments. One design will be published in the Christmas Ornaments Preview section of the August 2023 issue, while the second design will be published in the 2023 *Just CrossStitch Christmas Ornaments* issue. Each chart should be no larger than 70W x 70H.

## OCTOBER 2023

**SUBMISSION DUE DATE: 12/28/2022**  
**ON-SALE DATE: 8/22/2023**

- **The Beauty of Autumn:** Designs of vibrant autumn landscapes, fall foliage, cabin life, apple orchards, pumpkin patches, scarecrows, plaid patterns and other favorite autumn motifs will fill this collection to the brim.
- **Halloween:** This issue includes spooktacular designs, featuring Halloween ornaments and full-size designs filled with witches and cauldrons, ghosts, pumpkins, black cats, spiders and webs, skeletons, haunted houses and other ghoulish motifs.
- **Color Scheme:** Shades of orange, gold, rust, plum, forest green, gray and black.

# 2023 EDITORIAL CALENDAR (CONTINUED)

## DECEMBER 2023

**SUBMISSION DUE DATE: 3/1/2023**

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

- **Happy Holidays:** Joyful memories, along with the colors and motifs of the autumn and winter holidays, including Thanksgiving, Christmas or other seasonal celebrations, are the focus of this festive chapter.
- **Quick-Stitch Gifts:** This is the perfect time of year to share your love of cross stitch. Small winter or holiday-themed projects make wonderful gifts, and this assortment of projects that are quick to stitch and finish will make gift-giving a breeze.
- **Color Scheme:** Bright hues of red and green, as well as wintry blues, snowy white, gold and silver.

## FEBRUARY 2024

**SUBMISSION DUE DATE: 5/3/2023**

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

- **Let It Snow:** Stitch designs featuring snowmen, snowflakes or snow-related activities.
- **Valentine's Day:** Designs featuring hearts of all sizes, shapes and styles, a single rose or lovely bouquets, and other themes that speak of love make up this chapter.
- **Color Scheme:** Blue, purple, sage green, winter white, warm beige, pink and red.

## 2023 HALLOWEEN SPECIAL ISSUE

**SUBMISSION DUE DATE: 8/2/2022**

**ON-SALE DATE: 7/18/2023**

- **The Second-Favorite Holiday for Stitchers!:** Halloween is a favorite for those that love to cross stitch, and this issue is packed with fabulous designs. Projects include more than 30 ornaments along with a variety of fun smaller projects and larger designs. Finishing can include frames, pillows, wall hangings and banners, table toppers, mug rugs, home decor, stand-ups, hand towels, bookmarks, pincushions, cards, gift tags and more.
- **Specifically Themed Chapters:** The projects in this special issue are all built around specific Halloween themes such as: Pumpkin Patch, Hocus Pocus, Spooky Sentiments, Trick or Treat, Monster Mash, etc. The design possibilities are unlimited!
- **Color Scheme:** Vibrant and eerie shades of orange, purple, green and black. Hand-dyed and specialty flosses along with beads, buttons, ribbons and other trim types make the designs in this issue spectacular.

## 2023 CHRISTMAS ORNAMENTS SPECIAL ISSUE

**SUBMISSION DUE DATE: 12/6/2022**

**ON-SALE DATE: 9/12/2023**

- **A Reader-Favorite Collectible Issue:** The special ornament issue is packed with a wide offering of creative designs to trim your tree and other parts of your home. Readers return to this issue year after year to start their holiday stitching.
- **A Full Spectrum of Cross-Stitch Styles:** In this issue, you'll find traditional, elegant, modern, whimsical and primitive looks. Designs are primarily cross stitch but also include a limited amount of specialty stitches, Hardanger and blackwork. You'll also find hand-dyed and specialty flosses and fabrics, plus beads, buttons, ribbons and other embellishments.
- **A Showcase of Elite Designers:** This issue is a showcase of the best designs submitted by top-notch designers from all around the world. Readers will find ornaments from their favorite longtime designers as well as up-and-coming designers in the industry. In addition to the ornaments, the issue includes photos of the designers, along with many favorite Christmas memories, recipes and family traditions from the designers themselves.

*Editorial content subject to change.*

**Send editorial submissions to:** [Editor@Just\\_CrossStitch.com](mailto:Editor@Just_CrossStitch.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.





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