

*Just*  
**CrossStitch**®



2026  
**MEDIA KIT**



***JUST CROSSSTITCH*** magazine presents an inspiring assortment of designs for needle artists of all skill levels, from beginners to seasoned experts. While our patterns are primarily centered on cross stitch, we also include projects that provide valuable opportunities for learning and skill development.

Each issue highlights expertly crafted designs from talented artists around the world, along with creative finishing techniques and clear, detailed instructions.

In addition, we include informative articles and valuable learning resources to help readers deepen their knowledge and enhance their stitching techniques.

## READER PROFILE\*

**60**

median reader age

**45**

median Facebook follower age

**\$58,300**

median reader income

**85%**

are 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.



*Just CrossStitch* isn't just a magazine—it's a creative companion. Every issue fuels passion, sparks new ideas and deepens enthusiasm for cross stitching!

\*Compiled from reader survey

# MAGAZINE CIRCULATION & STATS

**50,000**

Distribution

**100,000**

Readership



## TESTIMONIALS

"I subscribe and very much look forward to every issue!" —Tina Y.

"So many cute projects, so little time! I really like this issue!" —Sharon W.

"Love every issue! I'm especially enjoying this year's SAL! Even though I said I wouldn't do one this year, it was a must-stitch. Love the florals, variety, and retro patterns too!" —Donna C.

"I love the holiday issues—always my favorite and I wait in anticipation all year long!" —Stephanie B.

"I appreciate the variety! Not only is there a good mix of sizes but also themes and styles." —Anjie R.

"There are so many patterns in this issue that I really like. Keep it up because you knocked it out of the park." —Barbara C.

"I love the feeling of going to my newsstand and finding the magazine. All the projects are wonderful." —Angie F.

"This is, by far, the most patterns I have ever stitched from a single magazine. I agree with the previous stitcher; this issue knocked it out of the park!" —Kathy R.

## SOCIAL MEDIA FOLLOWERS



33,000



23,000

# REGULAR FEATURES

## CELEBRATING NEEDLEWORK

Articles, special-interest stories, how-tos and more, all focused on cross stitch and the people who are passionate about the art.

## INSPIRED SAMPLER

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

## THE FLOSSY FLOCK

A section where readers share and celebrate the creativity and passion of our cross-stitch community. Here, stitchers can share their advice, showcase photos of their latest projects, recommend their favorite products, give shout-outs to local needlework shops, highlight upcoming events and so much more!

## JUST FOR FUN

Projects that don't necessarily fit a theme or season. They're just fun to stitch and typically feature a unique finish!

## THE HALLOWEEN STITCH

Designs showcasing a little spooky spirit for stitching year-round.

## THE CHRISTMAS STITCH

Festive projects that provide fun holiday stitching joy all year long.



# PRINT SCHEDULE\*

*\*Print schedule is subject to change without notice.*

| ISSUE              | AD CLOSE   | MATERIALS DUE | IN HOME   | ON SALE    |
|--------------------|------------|---------------|-----------|------------|
| SPRING 2026        | 11/25/2025 | 12/2/2025     | 1/31/2026 | 2/10/2026  |
| SUMMER 2026        | 2/3/2026   | 2/10/2026     | 4/11/2026 | 4/21/2026  |
| HALLOWEEN SIP 2026 | 4/14/2026  | 4/21/2026     | 6/20/2026 | 6/30/2026  |
| AUTUMN 2026        | 6/9/2026   | 6/16/2026     | 8/15/2026 | 8/25/2026  |
| CHRISTMAS SIP 2026 | 7/28/2026  | 8/4/2026      | 10/3/2026 | 10/13/2026 |
| WINTER 2026        | 9/29/2026  | 10/6/2026     | 12/5/2026 | 12/15/2026 |
| SPRING 2027        | 11/24/2026 | 12/1/2026     | 1/30/2027 | 2/9/2027   |



# 2026 EDITORIAL CALENDAR\*



## SPRING 2026

**SUBMISSION DUE DATE: 6/10/2025**  
**ON-SALE DATE: 2/10/2026**

- Find a vibrant collection of designs inspired by the season's natural beauty. Think of blooming flowers like tulips and daffodils, as well as delicate birds, butterflies and buzzing bees. These designs capture the fresh, lively colors of spring—soft pastels, bright greens and cheerful yellows—perfect for adding a touch of seasonal charm to any home. From a beautiful garden scene to a cheerful "Hello Spring" sampler or a cute Easter-themed design, the patterns offer a mix of techniques and skill levels, making them ideal for anyone looking to welcome the new season with creativity and color.



## SUMMER 2026

**SUBMISSION DUE DATE: 8/19/2025**  
**ON-SALE DATE: 4/21/2026**

- Get ready to dive into a collection of lively summer motifs: beach scenes, nautical treasures like seashells, sailboats and lighthouses, and festive patriotic designs to celebrate the Fourth of July. These patterns are alive with bright, cheerful colors—sunny yellows, deep ocean blues, and bold reds and oranges—that capture the carefree energy of summer days. Whether you're relaxing at home or stitching on the go, these summer "smalls" are designed with busy schedules in mind, offering quick and satisfying projects that bring the warmth and sunshine of the season right into your needlework.



## HALLOWEEN 2026 SPECIAL ISSUE

**SUBMISSION DUE DATE: 10/21/2025**  
**ON-SALE DATE: 6/30/2026**

- Stitchers eagerly await Halloween projects, excited to dive into spooky stitches each year! Get your creative "spirits" flowing with this brand-new special collector's issue that is packed with a variety of motifs, colors and designs inspired by the holiday. This issue features a haunting selection of ornaments, along with a range of projects showcasing other unique finishing techniques. From home decor to pillows, bookmarks and more, there's something for stitchers of all skill levels to enjoy as they embrace the Halloween season!

*\*Editorial content is subject to change.*

**Send all editorial submissions to: [Editor@Just-CrossStitch.com](mailto:Editor@Just-CrossStitch.com)**

## AUTUMN 2026

**SUBMISSION DUE DATE: 12/23/2025**

**ON-SALE DATE: 8/25/2026**

- Explore designs that capture the cozy, rich essence of the harvest season. You'll find everything from intricate fall landscapes and adorable woodland creatures to charming fall wreaths and all the Thanksgiving classics. These patterns are infused with warm, earthy tones—deep oranges, golden yellows, rich browns and vibrant reds—that evoke the beauty and warmth of autumn.

## CHRISTMAS 2026 SPECIAL ISSUE

**SUBMISSION DUE DATE: 2/10/2026**

**ON-SALE DATE: 10/13/2026**

- Our readers absolutely adore Christmas projects, and for many, this is their favorite issue of the year! Get into the festive spirit with this brand-new special collector's edition. This issue is traditionally dedicated to Christmas ornaments, but you'll also uncover a few special treasures that feature other unique finishing ideas. Whether you're stitching for your tree, gift-giving or simply adding seasonal charm to your home, this issue has everything needed for a truly magical holiday.



## WINTER 2026

**SUBMISSION DUE DATE: 4/14/2026**

**ON-SALE DATE: 12/15/2026**

- Grab your fuzzy slippers and a cup of cocoa, then settle in for some cozy cold-weather stitching. Discover designs that capture the serene beauty and magic of winter. You'll find motifs like snowflakes, cozy winter scenes and snowmen, along with projects that celebrate love and Valentine's Day. These patterns feature cool blues, frosty whites, deep greens and soft reds, evoking the peaceful, crisp atmosphere of winter and the warmth of the season of love. Whether it's a warm, inviting throw pillow, a wintry wall hanging or a heart-filled Valentine's Day gift, these patterns are perfect for embracing the stillness and charm of the season.



## SPRING 2027

**SUBMISSION DUE DATE: 6/9/2027**

**ON-SALE DATE: 2/9/2027**

- The sun is shining, the trees are budding and the flowers are beginning to bloom. The joy of spring is here, and stitchers are eager to celebrate with needle and thread. This issue brings a cheerful collection of spring-themed projects, featuring blossoming flowers, buzzing bees, fluttering butterflies and chirping birds—perfect for capturing the spirit of renewal and growth. You'll also find adorable bunnies, colorful painted eggs, lovely crosses and other inspiring motifs just in time for Easter. Whether you're looking to brighten your home or create gifts full of seasonal charm, these projects will help you embrace the beauty of spring!

*\*Editorial content is subject to change.*

**Send all 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> " |
| 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> " |
|----------|-------------------------------------------------------------------|

## ONE-SIXTH PAGE

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

## ONE-TWELFTH PAGE

|        |                                                                   |
|--------|-------------------------------------------------------------------|
| SQUARE | 2 <sup>1</sup> / <sub>4</sub> " x 2 <sup>1</sup> / <sub>4</sub> " |
|--------|-------------------------------------------------------------------|

## SHOP LISTING

|            |                                                                 |
|------------|-----------------------------------------------------------------|
| HORIZONTAL | 2 <sup>1</sup> / <sub>8</sub> " x <sup>3</sup> / <sub>4</sub> " |
|------------|-----------------------------------------------------------------|

## TWO-PAGE SPREAD

|       |                                        |
|-------|----------------------------------------|
| TRIM  | 16" x 10 <sup>3</sup> / <sub>4</sub> " |
| BLEED | 16 <sup>1</sup> / <sub>4</sub> " 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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