TH
ANNIVERSARY

2002   2012

knitty®

For more than 10 years, Knitty has captured the hearts + hands of knitters all over the world

✱ We've welcomed more than **134 million** site visits since we began in 2002

✱ Each month, an average of **1.5 million** knitters visit Knitty.com

✱ **50,000** Knitty readers visit the Knitty Editors' blog every month

✱ Our moderated forum on Ravelry is home to more than 4,300 knitters

✱ Over **370,000** projects on Ravelry have been knitted from our patterns
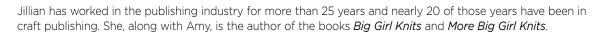   *Want to see? Take a peek here: tinyurl.com/KnittyRav*

19,500+ Twitter followers   **64,000+** Facebook likes

Meet the Knitty staff!

Amy Singer is the **editor of Knitty.** She's also the **publisher and founder** of the magazine. In 2002, it came to her after a particularly stressful day at the office that she should start an online knitting magazine to feature the knitting talent she'd been seeing on blogs all over the world in one tidy, professional-looking website. The rest is happy history.

Amy has almost 30 years of proofreading, editing and layout experience, and taught herself to code websites in 1996. She's the author of *No Sheep for You* and *Knit Wit* and co-wrote *Big Girl Knits* and *More Big Girl Knits* with Jillian. She teaches knitting classes in North America, the UK and beyond.

Jillian Moreno is the **editor of Knittyspin**, Knitty's **Ad Manager** and **Catalyst** of the whole shebang. She is often the brains behind the exciting new ideas we implement at Knitty. She's also the reason Knitty has continued to grow — her passion, brain and heart have helped Amy build the magazine and keep it on the grass-roots path we feel is so important.

Jillian has worked in the publishing industry for more than 25 years and nearly 20 of those years have been in craft publishing. She, along with Amy, is the author of the books *Big Girl Knits* and *More Big Girl Knits*.

Kate Atherley is our **Coordinating Technical Editor**, as well as our **Editorial Assistant**. Kate is a highly regarded knitting teacher in Toronto, and offers her professional services through several Toronto-based shops and at world-class events like *Sock Summit*, *Vogue Knitting Live* and Interweave's *Knitting Lab*.

Kate brings a degree in Pure Mathematics and 15 years experience as a technical writer, trainer and product manager in the software industry to her technical editing role. She is the author of the widely-praised Cooperative Press book, *Beyond Knit and Purl*.

knitty
a web-only knitting magazine ✱ est. 2002 ®

To book your ad in Knitty, simply write knittyadmanager@gmail.com

Knitty ad categories ✳ which suits your business best?

Issue Sponsorship: our most visible ad space   [dynamic • rotating • 6 spots available]
Your banner ad appears along the right side of every single page in the issue. No more than 6 advertisers may share this space. Ads load randomly and all ads receive equal exposure over time. Host your ad on your own server and update it as often you wish, even after the issue is in the Library! Use Javascript, ASP or PHP code to control your image and linking URL. Friendly technical support is available to help get your ad running smoothly.
$2750   **160px wide x 550px high**

Pattern + Features Index Pages   [rotating • 15 spots available]
To browse Knitty's contents, readers visit the Index pages. Every pattern and article featured in the issue is accessible from these three central pages. Every time the Patterns, Features and Knittyspin Index pages are loaded, one of the Index page ads booked for that issue will be displayed to the right of the pattern thumbnails and feature article listings. This gives you *individual exposure on our highest-profile pages.* Ads load randomly and all ads receive equal exposure over time.
$750   **225px wide x 300px high**

Pattern + Features Library   [rotating • 10 spots available]
The Library is the most-visited page in Knitty, after our front page, where readers browse to find the next project they'd like to cast on. Your ad will be prominently displayed at the top right of all 30+ pages in our Library of patterns and features from 10 years of previous issues. Ads load randomly and all ads receive equal exposure over time. Your Library ad will be live on the site during the 3-month run of the issue you choose.
$450   **225px wide x 300px high**

Content   [only 1 content ad per page]
This exclusive space gives you prime visibility at the top of a pattern or feature article. Your ad will be the only one at the top of your page. Knitty ads may feature any product within our advertising guidelines; Knittyspin ads may only feature spinning products [spinning tools, books, fiber]. Pages are sold on a first-come, first-served basis. Advertisers may select from available content pages to match their ad message to our readers' interest *when possible.*

Knitty	*$250*
Knittyspin	*$225*

          600px wide x 100px high

Bizcard   [2 sizes available • rotating placement]
Covet Central is Knitty's 24-hour shopping mall. Our readers visit this page specifically to shop and to see what's new. A Knitty Bizcard is the most affordable way to be seen by our readers! Every time the page loads, the ads appear in a new random order, giving all advertisers equal exposure on all parts of the page over time.

Single Bizcard	*$120*	**250px wide x 100px high**
Double-tall Bizcard	*$205*	**250px wide x 210px high**

KnittyBlog   [rotating placement • 5 spots available per month]
Featuring posts written by Knitty's two editors [Amy Singer and Jillian Moreno] and editorial assistant/supervising tech editor [Kate Atherley], the KnittyBlog -- located at knittyblog.com -- is a vital source of interaction and information for Knitty readers. It's also the place Knitty contests are hosted. These ads are booked month-to-month. Updated 3-5 times per week, Knitty's blog receives, on average, 50,000+ hits per month. This number is steadily growing, thanks to our advertiser-sponsored contests, cross-promoted to our 90,000+ member mailing list, 50,000+ Facebook fans and 17,000+ followers to our Twitter feed.
$125/month   **160px wide x 250px high**

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Knitty advertising information

Questions? Write our Advertising Manager, Jillian Moreno, at knittyadmanager@gmail.com – she's here to help!

Issue name	Issue live	General theme	Ad deadline
Deep Fall 2013	Sept – Nov	Cool-weather garments + accessories	Aug 15, 2013
Winter 2013	Dec – Feb	Cold-weather garments, accessories, quick last-minute gifts	Nov 15, 2013
Spring+Summer 2014	Mar – May	Warm-to-hot-weather garments + accessories	Feb 15, 2014
First Fall + Holiday Headstart 2014	June – Aug	Transitional cool-weather layers + projects to knit early for holiday gifting	May 15, 2014

All advertisers in each issue are listed on a handy "**Our Advertisers**" page so that readers may easily locate and visit the site of any advertiser, without having to search for their ad. This listing is in alphabetical order, text only and clickable and will be archived with the issue.

Loyalty discount Book 4 consecutive-running ads and receive a **10% discount**! We'll bill you for each issue at the usual issue deadline [you don't need to pay for everything at once]. It's our way of saying thank you for your support of Knitty, and supporting you in return.

Ad content Knitty accepts advertisements for knitting, spinning and fiber-related products, supplies, tools, books, magazines, patterns and services as well as handcrafted items and items of interest to knitters and spinners. Knitty will not accept ads we feel are offensive, harmful, tasteless or inappropriate. Knitty reserves the right to reject any ad before publication. For content-page ads, Knitty reserves the right to choose the page your ad will appear on.

Artwork format Advertising must be submitted in the pixel size specified on page 3 of this Rate Card, as either a static JPG or GIF, with a resolution of 72 dpi. No animated GIFs, flash-based ads, pop-ups or pop-unders are permitted. Once an issue of Knitty has been archived, if you wish to make a change to your ad [for example, if you change the URL the ad links to, or wish to use new artwork], the fee is $50.

Archived issues Knitty reserves the right to apply secondary ads [i.e. Google] once an issue is archived in the Library.

How to book Visit **knitty.com/bookit.php**, select the ad category or categories you wish to book, complete and submit the form. Our Advertising Manager will contact you to complete your order and arrange payment. Advertising for an upcoming issue must be paid in full by the issue advertising deadline noted above. Our preferred method of payment is Paypal. Certified check or money order are also accepted. Your ad space is not reserved until your payment has been received by Knitty. Ad fees are nonrefundable. Ads booked by Canadian companies or individuals are subject to HST.

Design services Knitty would be pleased to create an ad for you, tweak existing artwork to fit your chosen ad space or give your ad a new, fresh look! We require all text, images and logos two weeks prior to the advertising deadline. The fee to create business card ads is $50; to create any other size ad, the fee is $150. Minor changes to your ad's artwork after you have given your final approval are $50. Knitty can also design a logo to your specifications. Please e-mail the Advertising Manager at knittyadmanager@gmail.com for a quotation and further details.

Rates effective July 1, 2012. Canadian-based businesses are billed in Canadian dollars.
Businesses based everywhere else in the world are billed in US dollars.
Knitty reserves the right to alter our publication schedule, rates and policies without notice.

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