

knitty® media kit

grassroots knitting ✂ est 2002

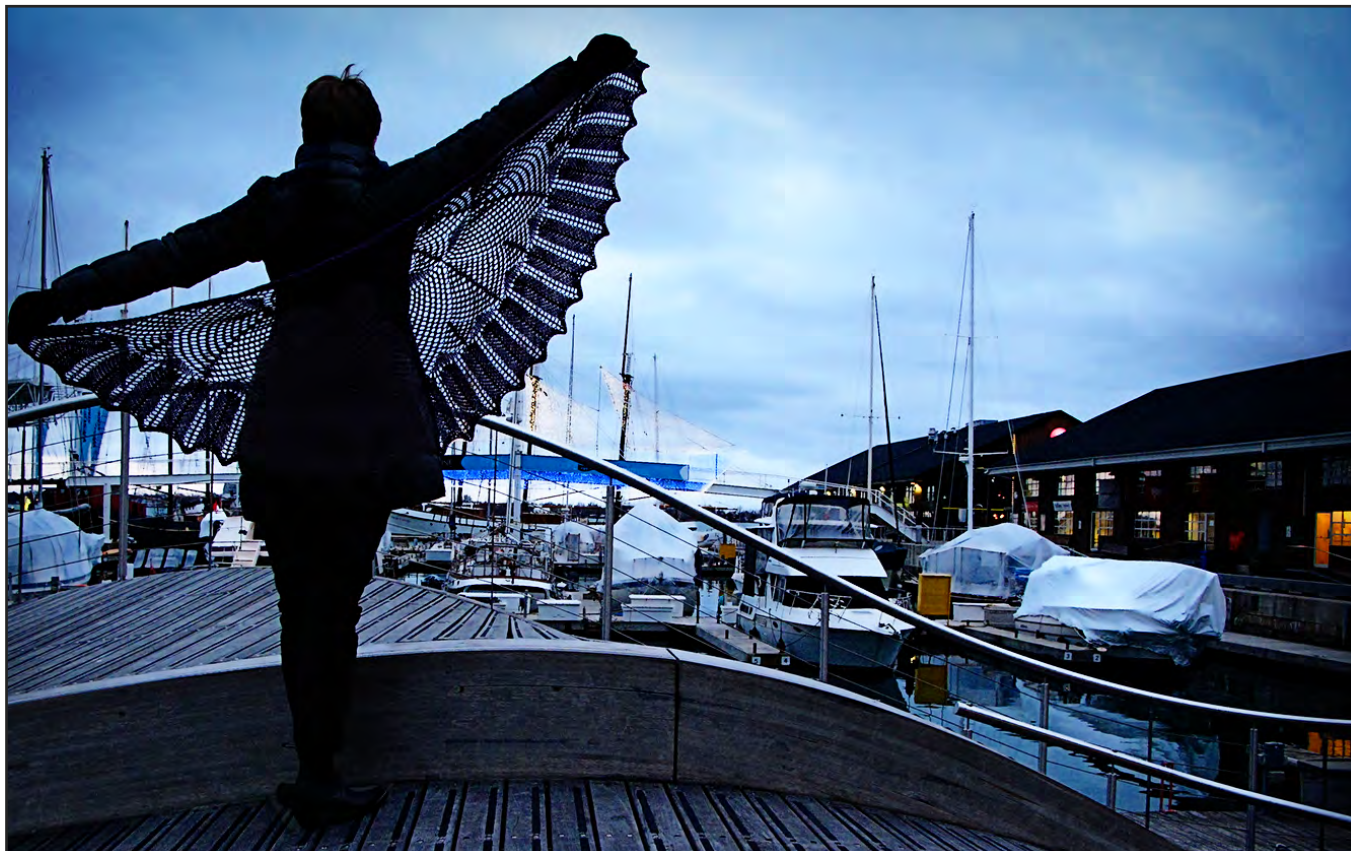


photo by Amy Singer • Wavedeck by Kate Atherley from our Winter 2014 issue

Since 2002, Knitty has guided the hearts + hands of knitters all over the world

- ✂ Each month, an average of **1.5 million** knitters visit Knitty.com
- ✂ **50,000** knitters a month visit the Editors' blog at knittyblog.com
- ✂ Our moderated forum on Ravelry is home to more than **7,000** knitters
- ✂ Over **427,000** projects on Ravelry have been knitted from our patterns
Want to see? Take a peek here: tinyurl.com/KnittyRav

 **26,000+** Twitter followers

 **101,000+** Facebook likes

Knitty ad categories ✨ Which suits your business best?

With a passionate, engaged audience of knitters like you'll find among Knitty readers, we think there's no better place to spend your advertising dollars. We have a variety of ad spaces to suit every budget, starting at under \$100 per month! Whether you have a product or service to sell, we can help you find the perfect spot to show off what you have to offer.

Not sure where to start? Take a look at the possibilities below, and then drop our Advertising Manager, Jillian Moreno, an email at knittyadmanager@gmail.com. She's knowledgeable and friendly, and will make it easy for you.

Prefer the self-service approach? No problem. Just visit <http://knitty.com/bookit.php>, choose the spot you want in the issue that suits you, fill in our simple form and you can even upload your artwork if it's ready. It won't take more than 5 minutes, and you'll be good to go!

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. **Your ad will continue to work for you, even when your issue is in the Library.** You can provide up to 10 unique ad images to share your own space, if you wish, and feature a variety of products! Host your ad on your own server and update it as often you like, even after the issue is in the Library! We have lots of ideas about how you can best use this space. Contact Jillian!

NEW! Build your own Issue Sponsorship co-op. As our friends, *FiberBuzz* and the *Visionaries*, have been doing, assemble a group of up to 10 businesses to share the most visible space on Knitty! Simply provide us with artwork and a linking URL for each ad, and we'll take care of the rest. Each of your partners will receive an equal share of exposure over time while splitting the cost of our most visible ad space between you and your partners.



\$2750

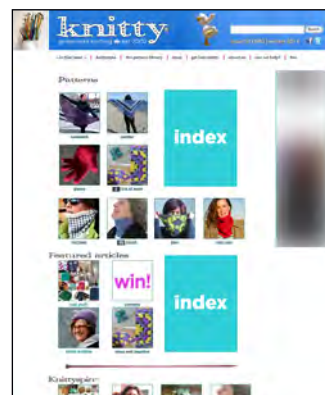
160px wide x 550px high

Master Index page [rotating • 15 spots available]

To browse Knitty's contents, readers visit the Index page. Every pattern and article featured in the issue is accessible from our newly redesigned Index page, which combines the former Pattern Index, Features index and Knittyspin Index pages. There are two locations for Index ads -- to the right of the Patterns and then several screens further down, beside the Features. So no matter what they're interested in, readers will be exposed to an Index ad every time they visit this page. This gives you **remarkable exposure on our highest-profile single page**. Your ad will continue to work for you, even when your issue is archived in the Library. Ads load randomly and all ads receive equal exposure over time.

\$750

225px wide x 300px high



Knitty ad categories ✨ (continued)

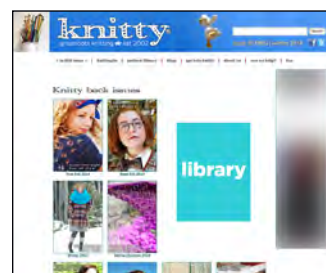
Pattern + Features Library

[rotating • 10 spots available]

The Library is the **most-visited section** in Knitty, after our cover page. Here 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 **permanent prime visibility** at the top of a pattern or feature article. Your ad will be the only one atop the page. Advertisers may select from available content pages to match their ad message to our readers' interest *when possible*. First come, first served. Your ad will continue to work for you, even when your issue is archived in the Library. **Extra content:** 2 or 3 Surprise patterns go live the month after an issue launches. They stand out a little more than a pattern might when released with 15+ others in a new issue, to balance the missing month of exposure. **NEW!** Receive a free Bizcard with every Surprise pattern booking.

Knitty [any product within our advertising guidelines] \$250

Knittyspin [only spinning tools, books, fiber] \$225

600px wide x 100px high



Bizcard

[2 sizes available • rotating placement]

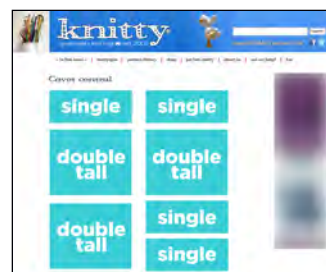
Covet Central is Knitty's 24-hour shopping mall. Our readers visit this page specifically to shop and to see what's new. A Knitty Bizcard is the most affordable way to be seen by our readers at exactly the moment **they're interested and ready to buy!** Every time the page loads, the ads appear in a new random order, giving all advertisers equal exposure on all parts of the page over time. Your ad will continue to work for you, even when your issue is archived in the Library..

Single Bizcard \$120

Double-tall Bizcard \$205

250px wide x 100px high

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/Managing Tech Editor [Kate Atherley], knittyblog.com is a **vital source of interaction and information** for Knitty readers. It's also the place Knitty contests are hosted. Your ad will run for one calendar 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 70,000+ member mailing list, 101,000+ Facebook fans and 26,000+ followers to our Twitter feed. **NEW!** Book your ad yourself online! Visit <http://knittyblog.com/bookit>

\$125/month

160px wide x 250px high



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 online at *Craftsy*, and at yarn shops, guilds and festivals 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 a big part of the reason Knitty has continued to grow — her passion, brain and heart have helped Amy build the magazine and keep it on the grassroots 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 author of the books *Big Girl Knits* and *More Big Girl Knits*, and is currently writing a book on spinning to be published by Storey Publishing in 2016. She teaches spinning online at *Craftsy* and all over the US.



Kate Atherley is our **Managing Technical Editor**, as well as our **Editorial Assistant**. Kate teaches knitting in Toronto and at world-class events like *Vogue Knitting Live*, Interweave's *Yarn Fest*, the legendary *Squam Art Workshop* and online with classes at *Craftsy*.

Kate brings a degree in Pure Mathematics and 15 years experience as a technical writer and trainer to her technical editing role. She wrote the widely-praised Cooperative Press book, *Beyond Knit and Purl*, and her latest book, *Pattern Writing for Knit Designers* is the industry's first guide specifically written to help knit designers of all levels create easy-to-follow, high quality knitting patterns.



Ashley Knowlton is one of our two super-skilled **Garment Technical Editors**. Even when she's not tech editing (unlikely), she still manages to wax lyrical of her love of Excel, scientific calculators, and industry standard sizing charts.

American-born but naturalized Brit, Ashley spends most days in the Cotswolds in England with her husband and cat, working, writing novels, and designing classic knitwear with interesting constructions.

You can find her patterns on Ravelry.




Ruth Garcia-Alcantud is the latest addition to the team and our other super-skilled **Garment Technical Editor**. Formerly a Process Change and Improvement Business Analyst for a F500 company, in 2009 she traded power-suits for yoga pants and heels for flip-flops.

As a knitwear designer, her strong spreadsheet skills and keen eye for garment fitting show up in well-written and mindfully sized patterns for her self-published line (rock+purl), magazines and books all over the world. She favors bright colors, new tools, stainless steel super sharp circulars, wooden dpns and talking about all things knit on her video podcast (rock+podcast).




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
Spring+Summer 2015	Mar – May	Warm-to-hot-weather garments + accessories	Feb 15, 2015
First Fall + Holiday Headstart 2015	June – Aug	Transitional cool-weather layers + projects to knit early for holiday gifting	May 15, 2015
Deep Fall 2015	Sept – Nov	Cool-weather garments + accessories	Aug 15, 2015
Winter 2015	Dec – Feb	Cold-weather garments, accessories, quick last-minute gifts	Nov 15, 2015



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 is 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 2-3 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 January 1, 2015. All prices are in US dollars.
Knitty reserves the right to alter our publication schedule, rates and policies without notice.*