

knitty® rate card

grassroots knitting ✦ est 2002



photo by Kyle Cassidy • Baker Street Scarf by Joan of Ark from our First Fall 2015 issue

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 \$120 per issue! 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.

- ✦ 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 over **7,500** knitters
- ✦ More than **443,000** projects on Ravelry have been knitted from patterns. Take a peek here: tinyurl.com/KnittyRav

 29,900+ Twitter followers  110,000+ Facebook likes

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

Knitty advertising information

Issue name	Issue live	General theme	Ad deadline
Spring+Summer '16	Mar - May	Warm/hot-weather garments + accessories	Feb 25, 2016
First Fall + Holiday Headstart '16	June - Aug	Transitional cool-weather layers + projects to knit early for holiday gifting	May 15, 2016
Deep Fall '16	Sept - Nov	Cool-weather garments + accessories	Aug 15, 2016
Winter '16	Dec - Feb	Cold-weather garments, accessories, quick last-minute gifts	Nov 15, 2016

What is Patreon? Patreon is a crowdfunding platform where our readers can support us directly. Their overwhelming support means that they're passionate about keeping Knitty alive and thriving, and love what we are offering them. That includes your advertising message! How does this affect you, the advertiser? Thanks to this reader support, we're able to keep ad prices low for you (our ad prices haven't increased in almost 10 years), and to reserve our prime ad space for knitting and other craft products, like the ones you offer.



All advertisers in each issue are also 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.

Ad content Knitty accepts ads for knitting, spinning and fiber-related 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 ads, Knitty reserves the right to choose the page your ad will appear on.

How to book Visit knitty.com/bookit.php, select the ad category/ies 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.

Artwork format Advertising must be submitted in the pixel size specified on pages 3-4 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.

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

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 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 for a quotation and further details at knittyadmanager@gmail.com

Loyalty discount Book ads in 4 consecutive issues and **receive a 10% discount!** We'll bill you for each issue at the usual issue deadline [so 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.

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.

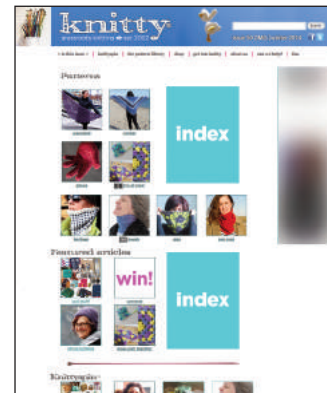
\$2750

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.



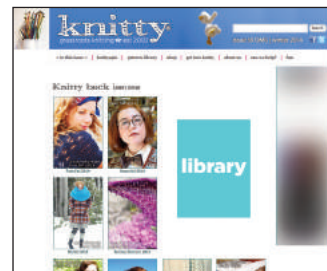
\$750

225px wide x 300px high

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 ad 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 • 6 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