

knitty 2022 rate card

grassroots knitting ★ est 2002



Smokestacks by Kate Atherley from our Winter 2021 issue

Knitty is the longest-running free knitting magazine on the internet, and our readers love us. In fact, over the last year, more than 1.9 million knitters visited our pages. That's a whole lot of exposure for your product or service. And with **rates starting at only \$10** per issue, we think we're the best deal on the web.

Starting Deep Fall 2022, we'll be celebrating our 20th Anniversary!

Some more numbers to peruse:

- 48% of our readers are from the US, 11% from Canada, 10% from the UK and the rest are from all over the world
- After our front page, our most-visited page is the Library, where readers can access 20 years of high-quality patterns
- Over the last year, there were 144k active users who visited the site on a regular basis.

Questions? Write Amy at knittyadmanager@gmail.com – she's here to help!

Ready to book your ad space?

Visit knitty.com/insertionOrder.php and fill out our simple form.

22k+ 36k+ 120k+

Why advertise with Knitty Magazine?

With our passionate, engaged audience of knitters*, we think there's no better place to spend your advertising dollars than with Knitty. We have a variety of ad spaces to suit every budget, starting at just \$10 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.

- ✦ More than 591k projects on Ravelry have been knitted using Knitty patterns. Take a peek here: tinyurl.com/knittyonrav
- ✦ Our moderated forum on Ravelry is home to over 9000 knitters

Knitty advertising calendar

Issue name	Issue live	General theme	Ad deadline
First Fall + Holiday Headstart '22	June – Aug	Transitional cool-weather layers + projects to knit early for holiday gifting	May 30, 2022
Deep Fall '22	Sep – Nov	20th Anniversary Issue! Cool-weather garments + accessories	Aug 30, 2022
Winter '22	Dec – Feb	Cold-weather garments, accessories, quick last-minute gifts	Nov 30, 2022
Spring+Summer '23	Mar – May	Warm/hot-weather garments + accessories	Feb 28, 2023

All advertisers in each issue are listed on a handy "Our Advertisers" page so readers may easily 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, crocheting, spinning, weaving, and fiber-related supplies, tools, books, magazines, patterns, gifts and services, as well as handcrafted items and items of interest to crafters of all types. 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.

***Archived issues** Once a new issue goes live, the previous issue is available in our **Library**, along with all other previous issues. Knitty reserves the right to apply secondary ads [i.e. Google] once an issue is archived.

To book bizcards: tinyurl.com/knittytenspot
other ads: knitty.com/insertionOrder.php

Select the ad category/ies you wish to book, complete and submit the form. Amy will contact you to complete your order and bill you. Our preferred method of payment is Paypal. Ad fees are non-refundable. Ads booked by Canadian companies or individuals are subject to HST. All prices in US dollars.

Artwork format Ads must be submitted in the size specified on pages 3-4 of this Rate Card, either as a static JPG or GIF, with a resolution of 180dpi. No pop-ups.

Issue Sponsorship: our most visible ad space

rotating • up to 5 images per spot • 6 spots available

Make your mark on the whole issue by booking the Issue Sponsorship! Your banner ad appears along the right side on **every single page in the issue**. You can't get better exposure than this...your message will be everywhere as readers read the issue and browse the patterns.

Your ad will continue to work for you, even when your issue is in the Library (see Archived Issues on page 2).

You can provide up to 5 unique ad images to share your ad space – each with their own URL – and feature a variety of products! Ads booked in this space load randomly and all ads receive equal exposure over time.



\$1000

200px wide x 550px high

Index page (Table of Contents)

rotating • 15 spots available

Our URL (knitty.com) goes directly to this page, so readers have instant access to the entire contents of the issue on the first click. That means this category is more visible than ever, but we've held the price steady. Every pattern and article featured in the issue is accessible from our clean, engaging Index page that's optimized for mobile devices and tablets.

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 page**. Your ad will continue to work for you, even when your issue is archived in the Library (see Archived Issues on page 2). Ads load randomly and all ads receive equal exposure over time.



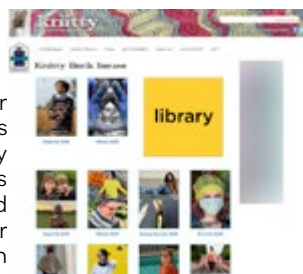
\$500

300px wide x 300px high

Library (Back Issues, Index of Patterns by Category)

rotating • 5 spots available

The Library is the **most-visited section** in Knitty, after our Index page. On these mobile-device-friendly pages, readers browse for their next project. Your ad will be prominently displayed at the top right of more than 30 pages of patterns and features from 20 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.



\$300

300px wide x 300px high

Pattern page

only 1 ad per page

This exclusive space gives you **permanent prime visibility** atop a pattern or feature article that's optimized for all mobile devices. Your ad will be the only one in that location. Advertisers may select from available pattern/feature pages to match their ad message to our readers' interest *when possible*. First come, first served. Your ad continues to work for you, even when your issue is archived in the Library (see Archived Issues on page 2).



Extra content: 2 or more Surprise patterns go live the month after an issue launches. They stand out a little more than a pattern might when released with 12+ others in a new issue. Your ad will continue to work for you, even when your issue is archived in the Library (see Archived Issues on pg 2).

\$200

600px wide x 150px high

Bizcard

unlimited spots available • rotating placement

Covet Central is Knitty's 24-hour shopping mall, optimized for mobile devices. Our readers visit this page specifically to shop and to see what's new. We slashed the price on this space to make advertising affordable for small businesses, as a response to the fiscal challenges of the pandemic.

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 (see Archived Issues on page 2). For Bizcard ads, booking is self-serve only (it's easy!). Visit tinyurl.com/knittytenspot



\$10

250px wide x 250px high

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