



Love of Knitting
= Love of yarn!

Our readers love yarn!
 We focus on the wealth of
 yarns available and connect
 readers with the best sources
 for their creative projects.



media guide 2011

Love of **knitting**

Love of Knitting
is the project
magazine for
people who love
to knit.

Each issue is packed with fun-to-make, inspirational patterns for garments, accessories and more! We show readers how to create the most appealing designs with concise, easy-to-follow instructions and specific tips to help readers master new techniques using beautiful colors and today's most irresistible yarns.

About our readers

- Over 53 million people are knitting today.
- The typical knitter is between 18 to 65 years of age.
- The fastest growing segment of the knitting population is between the ages of 18 and 34.
- Over 3 million knitting-related blogs are currently on the internet.
- Thousands of knitting groups meet regularly throughout the world.
- 60% of knitters get most of their ideas through magazines and books!
- *Love of Knitting* offers inspiring projects and features for beginning, intermediate and advanced knitters.



The perfect place to be!

Love of Knitting is the best way to target the most creative, responsive audience who is passionate about knitting. With over 35 years of experience in publishing, Creative Crafts Group delivers the best quality craft titles in the industry. We will customize an advertising plan to meet your specific needs. We make your advertising experience easy and profitable.

Yarn companies and designer alert!

We are always interested in original knitting patterns! Project photos and pattern descriptions may be submitted via email to dwittmack@aol.com (mark e-mails: re: Submission).



Share your products with our responsive readers year-round!

Love of Knitting ad sizes

Ad size	Spec
 2-page spread	15 ³ / ₄ " x 10 ¹ / ₂ "*
 Full page	7 ⁷ / ₈ " x 10 ¹ / ₂ "*
 2/3 vertical	4 ¹ / ₄ " x 8 ³ / ₄ "
 1/3 H	4 ¹ / ₄ " x 4 ¹ / ₄ "
 1/3 V	2 ¹ / ₈ " x 8 ³ / ₄ "
 1/2 H	6 ¹ / ₂ " x 4 ¹ / ₄ "
 1/2 V	3 ¹ / ₈ " x 8 ³ / ₄ "
 1/4 page	3 ¹ / ₈ " x 4 ¹ / ₄ "
 1/6 H	4 ¹ / ₄ " x 2"
 1/6 V	2" x 4 ¹ / ₄ "
 1/12 page	2" x 2"

* include 1/8" bleed on all sides

Circulation

Advertising rates for 2011 are based on a projected readership of 85,000. Comprised of single-copy sales, i.e. copies sold on newsstand and in knit, craft and hobby shops, *Love of Knitting* is sold both nationally and internationally. In addition, *Love of Knitting* is distributed at knitting events and to industry leaders.

Love of Knitting 4-color ad rates

Ad size	\$ 1x	\$ 4x
2-page spread	3500	3200
Full page*	1870	1700
2/3 vertical	1606	1460
1/3 H or V	803	730
1/2 H or V	1210	1100
1/4 page	610	555
1/6 H or V	530	440
1/12 page	280	200

* Covers 2 and 3 add 15%, cover 4 add 20%. Covers are non-cancellable.

Love of Knitting ad closing dates

Issue	Ad close	Materials due	Ship date	On sale
Spring 2011	12//17/10	12/27/10	2/1/11	2/22/11
Summer 2011	3/10/11	3/17/11	4/19/11	5/10/11
Fall 2011	6/9/11	6/16/11	7/19/11	8/9/11
Holiday Special	7/14/11	7/21/11	8/21/11	9/14/11
Winter 2011	9/9/11	9/16/11	10/18/11	11/8/11

Creative Crafts Group

Advertising details, terms and conditions

Digital spec sheet

Creative Crafts Group and all newsstand specials are digital. As a result, we are requesting that all advertisers furnish their materials digitally. The following guidelines are provided to ensure that your advertisement prints as problem-free as possible. If you have any questions regarding ad specifications, please call production at (617) 758-0224 and they will be happy to help you. For all other inquiries, please contact your ad representative.

Send all materials and ad copy inquires to:

New Track Media, Love of Knitting
Ad Coordinator: Sarah Katz
90 Sherman Street
Cambridge, MA 02140
phone 617-758-0224; fax 617-864-6117
email skatz@newtrackmedia.com

Media

Acceptable media forms are CDs, DVDs, FTP or email. All files sent by FTP or email should be stuffed/zippered to prevent corruption. Files sent via email should be less than 10MB.

Preferred applications

Ads should be submitted in PDF format, preferably made in Adobe Acrobat. Your ad may be created in a page layout program (Quark Xpress 7 or lower, or InDesign CS3) and made into a PDF using Acrobat. (All linked items required to output your ad should be included. Also include fonts used in the ad. No True Type fonts. We retain the right to substitute appropriate fonts if you cannot be reached.)

or

- Adobe Illustrator CS3 (or lower)
- Adobe Photoshop CS3 (or lower)
- Stuffit or WinZip for compression of files
- Native Quark and InDesign files are not recommended. Export as high resolution PDF, all fonts and images embedded
- No Microsoft applications, e.g. Publisher, Word

Please submit the following:

- Your ad in PDF format
- A copy of your order
- A press-quality proof of the ad (optional, at advertiser's discretion.) Always submit proofs output at 100% and with crop marks.

Remember, the final appearance of your ad will be affected by the quality of the proof we are matching. If no press quality proof is provided, we can create one at the advertiser's request for a fee of \$75.

- Please contact us for FTP instructions.

Mechanical requirements (all ads)

4-Color Screen:
133 Line (120 Line minimum)
4-Color Screen:
240% (300% Maximum)
Bleed available at no additional charge on full-page ads

General guidelines

- All Golden, Colorado titles print 4-color on a web offset press. All colors in your digital files must be defined 4-color: Cyan, Magenta, Yellow and Black (CMYK).
- Absolutely no spot/PMS colors accepted.
- All images in your ad file must be composite CMYK, high resolution at 300 dpi. No RGB color please!

Terms and conditions (all titles)

Inserts and special units

Special ad sizes and inserts such as bind-in cards and multi-page sections are available. Contact your advertising representative for information, rates and specifications.

Frequency discounts

1. Frequency discounts are earned based on the number of insertions placed within a 12-month period.
2. Frequency rates are given in advance only to advertisers who sign contracts listing specific issues and ad sizes.
3. Frequency discounts are given as earned but are not retroactive.
4. Advertisers billed at a contract frequency rate who fail to fulfill such contract will be short-rated at the earned rate.

Publisher's services

Any advertisement that needs repair, correction, change or size alteration will be billed to the advertiser at Publisher's cost plus an \$80.00 per hour labor charge (\$20.00 minimum).

Publisher's services are available for ad preparation and production. Please contact your advertising representative for rates and specifications. Publisher's services are non-commissionable.

Copy and contract regulations

1. All contracts must be completed within one year from date of first insertion. Agent or advertiser agrees to pay short rate for incomplete contracts.
2. Orders for cover pages and special units are non-cancelable.

3. Cancellations are not accepted after the closing date listed on rate card.
4. Advertisers billed at a contract rate who fail to fulfill such contract will be short-rated at the rate earned.
5. Publisher reserves the right to reject advertisements it deems unsuitable.
6. When space is reserved and no copy instructions are received by the materials due date, previous copy will be repeated.
7. No conditions appearing on the contract, insertion order or copy which conflict with the Publisher's policies will be binding to the Publisher.
8. The Publisher's liability for any error will not exceed the cost of the space.
9. The Publisher assumes no liability for errors in key numbers or other errors in supplied copy.
10. All verbal instructions regarding contract or insertion orders must be confirmed in writing.
11. Positioning of the ads is Run of Press (ROP) and at the discretion of the Publisher. Requested positions are guaranteed only as space permits and when accompanied by a 25% preferred positioning premium on the gross insertion rate per ad.
12. Use of any Creative Crafts Group quilt publications editorial in advertising copy must be submitted to Publisher for approval prior to the material due date.

Discounts and terms

An agency commission of 15% is given to advertisers who supply us with correct camera-ready artwork, complete electronic files and acceptable proofs. If an ad requires changes, repairs, corrections and/or size alterations, the 15% discount does not apply and additional labor or material charges will be incurred.

New advertisers or agencies to Creative Crafts Group must prepay the first ad and apply for credit for all remaining ads with the exception of ads paid by credit card. A signed and dated Charge Card Authorization Form must be submitted with all credit card payments. New advertisers and/or agencies are defined as clients that have not advertised in any Creative Crafts Group publication within the past two years.

Terms are payable upon receipt, with a service charge of 1.75% per month on overdue accounts, \$0.50 minimum.

No agency commission is allowed on overdue accounts, (those remittances postmarked more than 30 days from date of invoice). If the total amount due, including lost commission, is not paid in full within 60 days from date of invoice, future ads will be pulled automatically until account is satisfied and future credit arrangements have been made.

Advertisers and their agencies have a dual liability to Creative Crafts Group, for payment of all space. By placing an ad in a Creative Crafts Group magazine, advertiser and agency imply acceptance of these terms.