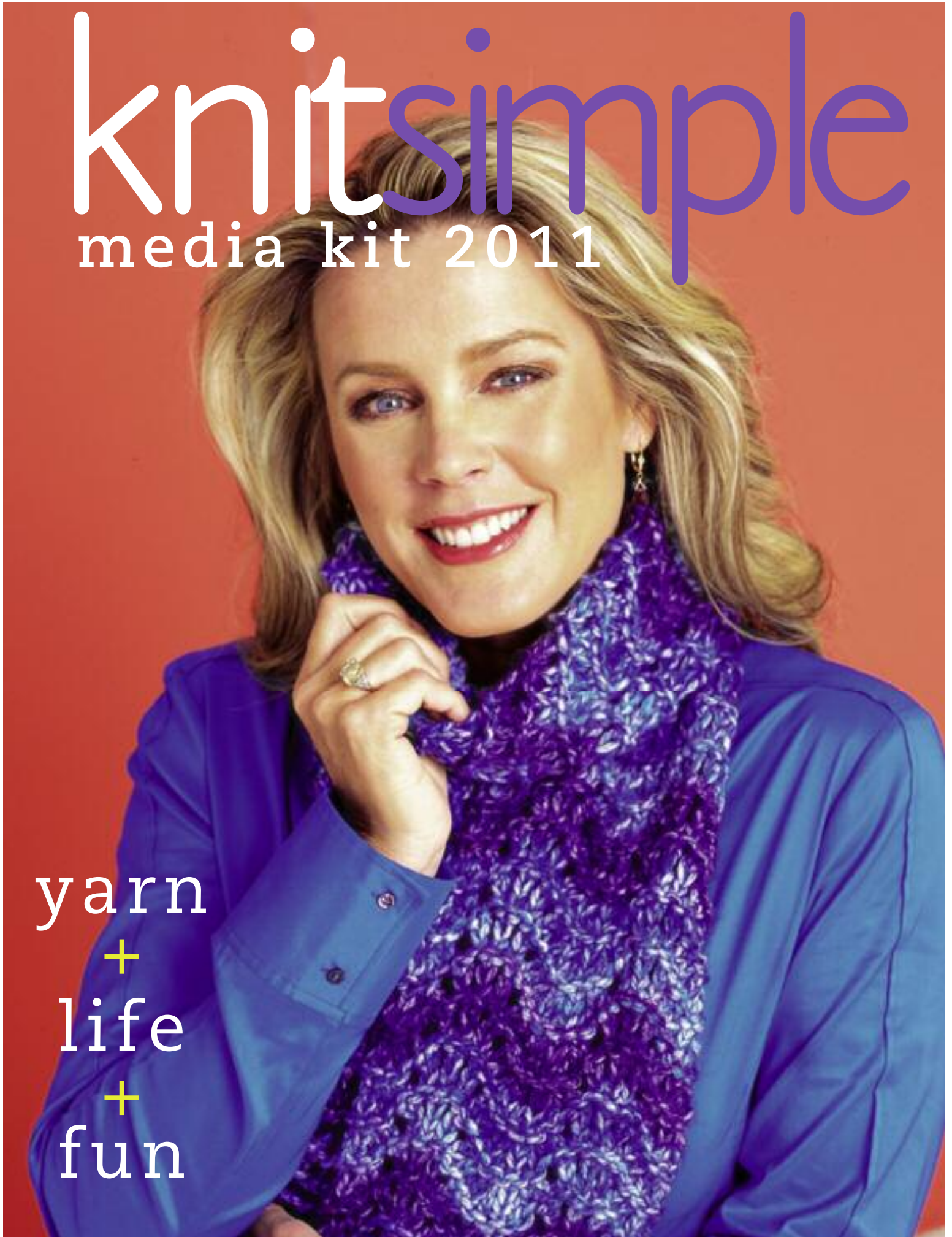


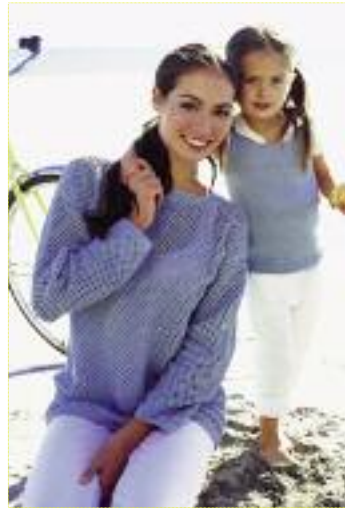
knitsimple

media kit 2011

yarn
+
life
+
fun



knitsimple



introduction

Knit Simple magazine is the market's best-selling magazine for new and busy knitters looking for quick, easy and inspirational projects. *Knit Simple* is the yarn retailer's magazine of choice for class ideas, basic skill-building techniques and pleasing patterns for all types of customers. For new knitters, *Knit Simple's* friendly approach makes stitchwork easy. For the more experienced knitter without a lot of time on her hands, we offer quick ideas that make for a relaxing change of pace from more complicated patterns.

Since our premiere issue, Knit Simple has seen unprecedented growth:

- 75,000 MORE copies on newsstands since last year
- Our subscription sales continue to climb—20% a year since 2006
- By concentrating on what's important to knitters, Knit Simple ensures that our readers grow their love of and confidence in knitting—and keep coming back for more.



knitsimple



about us

Knit Simple is about the whole knitting experience: **Yarn + Life + Fun**

>> **Yarn:** Knitters love texture and color! With more yarns on the market now than ever before, *Knit Simple* inspires knitters to get creative in their yarn choices and discover all the options waiting for them. *Knit Simple* delivers information on new products and techniques in a fun, accessible format.

>> **Life:** Knitting fits into our busy lives! Knitters have families, jobs and other commitments that don't leave them with much spare time. It's important to motivate them with ideas that simplify the process and multiply the enjoyment. *Knit Simple* helps readers create terrific knits for themselves, their kids and their homes, and still leave time for the rest of their lives.

>> **Fun:** Knitting is creative, easy and stress reducing! Knitters love having a common bond and thrive on sharing their accomplishments and ideas. *Knit Simple* allows them do exactly that by giving them new concepts and connecting them with other knitters, creating a community to which they belong.



knitsimple



about our readers

“Your recent issue had the very best pattern/instruction article I've ever seen. The sweater offerings with the slip-stitch patterns were great, but the suggestions for varied colorways were even better.... Keep up the great work. I'm so glad I have a subscription!”

“We put our Knit Simple stock on the counter, and it sold out within 10 days. The premiere issue offered suggestions about what a garment would look like if it was done in a different color or different weight. For the reader, this is helpful, but for the yarn shop owner, it's invaluable! ”

“The final word is excellent. We are thrilled with the new addition to our magazine subscription library!”

Some facts on knitters:

- 53 million people are knitting today.
- 56% of today's knitters are between the ages of 18 and 34, and in the past 3 years the 18–34-year-old segment alone has grown 150%.
- More than 65% have children and jobs, so their time is limited. They want their projects easy, fast and enjoyable.
- 30% of all women ages 18+ list crafts as their favorite pastime and get most of their ideas from magazines and books—57% say so!
- 900+ knitting-related blogs are on the Internet, and nationwide, knitting groups number in the thousands.
- 57% of knitters get their inspiration and reading recommendations from other knitters.
- More than 55% of their new project ideas come from magazines and books. Targeted advertising in knitting magazines is relevant to their interests, and they read it!

knitsimple



special marketing opportunities

Advertorials

Knit Simple offers special advertising sections designed to fit seamlessly into our editorial content. Developed and styled by our award-winning creative staff, the advertorials combine both print and online exposure for your products. Please contact our advertising staff to learn about our schedule.

Consumer Surveys

Knit Simple offers insight to our advertisers. We offer qualifying advertisers customized research via surveys created to help you understand your audience and anticipate their needs.



knitsimple



online opportunities

Banner Advertising

KnitSimpleMag.com offers online advertising for run of site, unlimited impressions, over a 30-day period. This provides your banner ad maximum exposure with the *Knit Simple* reader. Because space is limited, we suggest reserving your spot in advance.

E-Newsletter Advertising

Opt-In e-newsletter list: 25,000 Readers

Mailed: 1x Month

Knit Simple E-Newsletter Banners

The *Knit Simple* monthly e-newsletter highlights special promotions and select editorial for our readers. Advertising options for the newsletter include banner ads, sponsorships and advertiser integration into the editorial of our newsletter and website.

Contact us for pricing. Discounted rates available for multi-month commitments online or in the magazine.

Leaderboard

Wide Skyscraper

Unit Name	Unit Size	Placement
Leaderboard	728x90	Site-Wide
Wide Skyscraper	160x600	Site-Wide

knitsimple



online
ad specs

Wide Skyscraper: 160x600

Max file size:

GIF/JPEG: 40k

Flash: 50k

Animated GIFs:

3 Loop Maximum

Formats Accepted:

JPEG/GIF, Animated GIF, HTML, JavaScript, Flash



Need a banner ad created for you?

We can create a GIF or SWF (Flash) ad for you and direct the link directly to your website. Call us for pricing

knitsimple



Contact:

Doreen Connors
 Director of Advertising Sales
 Phone: (212) 937-2554
 Doreen@sohopublishing.com

Rose Ann Pollani
 Accounts Manager
 Phone: (212) 937-2557
 Roseann@sohopublishing.com

schedule &
 rates

Schedule

Issue	Space Close	Material Close	On Sale
Spr/Sum 11	Dec 19	Jan 5	Apr 6
Fall 11	Mar 28	Apr 14	Jul 12
Holiday 11	Jun 20	Jul 6	Oct 4
Winter 11/12	Aug 28	Oct 16	Dec 13

General Information

Bleed Ads: no charge

Supplement & Advertorial rates available upon request

Rate Policies: A 15% agency discount applies for electronic materials supplied and paid for within 30 days of invoice date. All payments are net 30 days; first-time advertisers must pre-pay to establish credit (recognized agencies excepted). Finance charge of 1%/month after 30 days.

Online/Web Site Listings & Advertiser Directory

All advertisers are entitled to a free listing in our advertiser directory as well as a listing of their online/URL address.

Special Program Offers! SoHo Publishing leads the way in developing special programs and features that bring your brands and products to life and make them stand out above the crowd. Some of the offerings that are currently available are:

- Gatefolds • Special Supplements or Inserts
- Advertorials

We're always creating new programs. Come talk with us about developing a plan that will showcase your product. We'll help you develop a strategy that's yours — and yours alone.

Rates: Subject to change



knitsimple



Contact:

Doreen Connors
 Director of Advertising Sales
 Phone: (212) 937-2554
 Doreen@sohopublishing.com

Rose Ann Pollani
 Accounts Manager
 Phone: (212) 937-2557
 Roseann@sohopublishing.com

print
 ad specs

General Information

Both full-page and partial-page ads are only accepted as high resolution PDF FILES WITH EMBEDDED FONTS. Please note that all images in the file must be 300 DPI CMYK. We cannot accept ads sent in RGB format.

If received in this format, there will be a charge for converting to CMYK format, which can cause colors to change.

The ad can be sent one of the following ways:

- Saved to CD and mailed with a printout of the ad
- E-mailed to roseann@sohopublishing.com
- Placed on SoHo's FTP site

Please be sure to reference the e-mail with the advertiser name, magazine name and issue.

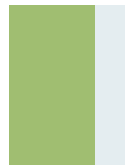
Bleed Ads



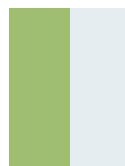
Spread
 Live: 16" W X 10¹/₄" H
 Trim: 16¹/₂" W X 10³/₄" H
 Bleed: 16³/₄" W X 11" H
 1/8" gutter on both pages for grind off



Full Page
 Live: 7³/₄" W x 10¹/₄" H
 Trim: 8¹/₄" W x 10³/₄" H
 Bleed: 8¹/₂" W x 11" H



2/3 Page Vertical
 Live: 5¹/₈" W x 10¹/₄" H
 Trim: 5¹/₂" W x 10³/₄" H
 Bleed: 5⁵/₈" W x 11" H



1/2 Page Vertical
 Live: 3¹/₂" W x 10" H
 Trim: 3³/₄" W x 10³/₄" H
 Bleed: 4" W x 11" H



1/2 Page Horizontal
 Live: 8" W x 5" H
 Trim: 8¹/₄" W x 5¹/₄" H
 Bleed: 8¹/₂" W x 5³/₈" H

Non-Bleed Ads



1/3 Page vertical
 2¹/₄" W x 10" H



1/3 Page Square
 4⁷/₈" W x 4⁷/₈" H



1/4 Page Vertical
 3³/₄" W x 4⁷/₈" H



1/6 Page Horizontal
 4⁷/₈" W x 2¹/₄" H



1/6 Page Vertical
 2¹/₄" W x 4⁷/₈" H



1/12 Page Square
 2¹/₄" W x 2¹/₄" H