knitty 2021/22 rate card

grassroots knitting • est 2002

Lemon Zest by Merri Fromm from our Winter 2019 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.

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 more than 18 years' worth of high-quality patterns
- Over the last year, there were 144k active users who visited the site on a regular basis.

NEW! Bigger ad sizes!
(no price increase)

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.

34k+ Twitter followers   121k+ Facebook likes

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 **584k** 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 information

Issue name	Issue live	General theme	Ad deadline
Deep Fall '21	Sep – Nov	Cool-weather garments + accessories	Sep 10, 2021
Winter '21	Dec – Feb	Cold-weather garments, accessories, quick last-minute gifts	Nov 30, 2021
Spring+Summer '22	Mar – June	Warm/hot-weather garments + accessories	Mar 30, 2022
First Fall + Holiday Headstart '22	June – Aug	Transitional cool-weather layers + projects to knit early for holiday gifting	May 30, 2022

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, 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 publicaiton. 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 through our **Library section**, along with all other previous issues. Knitty reserves the right to apply secondary ads [i.e. Google] once an issue is archived.

To book For bizcards, visit **tinyurl.com/knittytenspot** For all other ads, visit **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 the week we go live with your issue. Our preferred method of payment is Paypal. Ad fees are nonrefundable. Ads booked by Canadian companies or individuals are subject to HST. All prices listed are in US dollars.

Artwork format Ads must be submitted in the pixel 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 or pop-unders are permitted.

Issue Sponsorship: our most visible ad space
rotating • use up to 5 images per spot • 6 spots available

Make your mark in an issue by booking the Issue Sponsorship spot! Your banner ad appears along the right side of **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 pg 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.

We have lots of ideas about how you can best use this space. Just ask!

$1000   *NEW (bigger)!* **200px wide x 550px high**

Index page (Table of Contents)
rotating • 15 spots available

NEW! Our URL (knitty.com) now goes directly to this page, so readers have instant access to the entire contents of the issue on their 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 single page**. Your ad will continue to work for you, even when your issue is archived in the Library (see Archived Issues on pg 2). Ads load randomly and all ads receive equal exposure over time.

$500   *NEW (bigger)!* **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 front page. On these mobile-device-friendly pages, readers browse to find the next project they'd like to cast on. Your ad will be prominently displayed at the top right of more than 30 pages in our Library of patterns and features from 18 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   *NEW (bigger)!* **300px wide x 300px high**

Pattern page
only 1 ad per page

This exclusive space gives you **permanent prime visibility** at the top of a pattern or feature article that's optimized for all mobile devices. 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 (see Archived Issues on pg 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   *NEW (bigger)!* **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 pg 2). For Bizcard ads, booking is self-serve only (it's easy!). Visit **tinyurl.com/knittytenspot**

$10   *NEW (bigger)!* **250px wide x 250px high**

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