

knitcircus

Knitcircus Magazine brings a refreshing, welcoming voice and unique inclusiveness. Our diverse content offers fun for every knitter, from enthusiastic beginners to cable aficionados. Every issue features a new Pattern Collection to knit for men, women, babies, toddlers and big kids, too.

Built-In Philanthropy.

Knitting for a good cause isn't just a great idea, it's part of every magazine. We donate a portion of the proceeds from each issue to Heifer International and KIVA, both organizations that enable women and families to improve their lives. Knitcircus readers make a philanthropic choice each time they purchase a pattern collection. Advertisers know that they support worthy charities with each dollar.

Beyond the patterns.

Find interviews with innovative designers, podcasters and indie dyers, tips and tricks from Wendy Johnson and Candace Eisner Strick, and techniques videos for kids and experienced knitters! We speak to the knitter's life beyond two needles with a growing crochet and spinning focus and feature recipe in each issue

Grow With Us.

Starting as a print magazine for two years, Knitcircus took to the internet in Spring 2010, and hasn't looked back! The magazine's readership has expanded dramatically with every issue; with contests, social media, giveaways, events and partnerships, the circle of Knitcircus readers continues to grow. For 2011, exciting projects in the works include Spring and Fall knitting retreats, a growing You Tube techniques video presence and a Knitcircus Podcast, hosted by nationally-known knitting teacher and Knitting Camp organizer Amy Detjen.



knitcircus Stats

Fall 2010

Visits: **136,068**

Unique Visitors: **27,605**

Spring 2011 {as of April 3, 2011}

Visits: **102,356**

Unique Visitors: **18,692**

Average clickthroughs for advertisers

Two-Page Spread: **1160**

Full Page: **131**

Quarter page: **124**

Horizontal banner: **87**

Vertical Banner: **140**

Eighth Page: **63**

Our Readers Win. So Do Our Advertisers.

We value our readers, a community of curious, inspired people passionate about fiber arts. Like you, Knitcircus readers care about making the world a better place, a stitch at a time. Advertising in Knitcircus gives you the opportunity to reach this dynamic community of multi-talented knitters.



*Affordable rates mean small,
independent businesses can reach our
audience just like larger companies.*

● Eighth Page: \$45

● Horizontal banner: \$59

● Quarter Page: \$82

● Half Page: \$99

● Vertical Banner: \$135

● Full Page: \$115

● Two-Page Spread: \$365

{Discounts available for multiple ads}

*Want to
know more?*

Please contact info@knitcircus.com

knitcircus

Advertising Contract

Spring 2011 Rates

Ad size *{choose one}*:

- Eighth Page: \$45
{average clicks: 63}
- Horizontal banner: \$59
{average clicks: 91}
- Quarter Page: \$82
{average clicks: 124}
- Half Page: \$99
{average clicks: 155}
- Vertical Banner: \$135
{average clicks: 207}
- Full Page: \$115
{average clicks: 170}
- Two-Page Spread: \$365
{average clicks: 1160}

Reserve space for next _____ issues *{choose 1, 2, 3, 4 or 5}*. Five issues = one year.

Your rate will be locked in for the term of the contract.

A 10% discount applies if you purchase two or more advertisements in a single issue.

Contract may be terminated by either party with 30 days written notice.

Comments *{any special placement requests, etc}*:

Signed *{Advertiser}*: _____ Date: _____

Signed *{Knitcircus}*: _____ Date: _____