

for the love of yarn

knitting • crocheting • free patterns • articles • and more!

Rate Sheet

Revision 3.0

03.04.2007

# Table of Contents

|  |           |
|--|-----------|
| <b>Introduction .....</b>                          | <b>3</b>  |
| <b>Our readers are amazing .....</b>               | <b>4</b>  |
| <b>Upcoming issues .....</b>                       | <b>7</b>  |
| <b>Advertisements offered .....</b>                | <b>8</b>  |
| <b>Advertisement cost.....</b>                     | <b>11</b> |
| <b>Advertisement run length .....</b>              | <b>12</b> |
| <b>Discounts available .....</b>                   | <b>12</b> |
| <b>How to make the most of your ad space .....</b> | <b>12</b> |
| <b>Custom ad designs or changes .....</b>          | <b>13</b> |
| <b>To secure advertising.....</b>                  | <b>13</b> |
| <b>Appendix.....</b>                               | <b>14</b> |

# Introduction

Hello and Welcome! We are so happy you are interested in advertising in our online magazine For the Love of Yarn. We've been around nearly a year now and we are proud to say that this little venture of ours has successfully brought a voice to more knit and crochet designers as well as to the hidden author in us all. We are so excited that we have been able to open more doors in this ever growing world of yarn crafts.

Since launching our "coming soon" site back in February 2006 we've had an overwhelming response. To date we've had over 220,000 unique visitors to our site with nearly 35,000 new visitors coming each month (and it continues to grow). We currently have over 1830 readers sign up to receive our Reader's Newsletter. While most businesses rely on generic market research to compile statistics about the audience they *hope* to capture, we have already compiled statistics about the audience we've *already begun* to capture! We gathered statistics on the over 1830 people who signed up to receive our newsletter and we'll share that further on in this document.

The response to For the Love of Yarn has been overly positive and we've appeared on pod casts, blogs, and other websites as the new thing in yarn crafting.

We have done a great job reaching the working woman (regardless if that work is in an office, as a housewife, as a student, or even as a grandmother – its still working!) who is eager to knit and crochet patterns that they can wear, share and show off their skills. Through our articles we have just begun to tell the story of our yarn crafts – from its history to its place in today's world, and everything in between.

For the Love of Yarn is published online on a quarterly basis. It is free to the end user and supplies the crafter with free patterns, articles, and more. It's the perfect place to advertise your business. Whether you are a yarn company, a local yarn store, an online yarn store, a publisher, a crafter, or any other business – we think you'll find the audience you're looking for at For the Love of Yarn.

You will find all of the information you need to get you started towards advertising with us. If you still have questions once you've read this entire packet, please feel free to contact our advertising manager at [admanager@fortheloveofyarn.com](mailto:admanager@fortheloveofyarn.com).

Welcome!

# Our readers are amazing

We have been watching our statistics closely and we are thrilled to report that in the year since launching our website, we've had over 220,000 unique visitors to our site. Along with that we have had over 1830 people sign up to receive our Reader's Newsletter. We have collected some important data on our readers through our newsletter subscription. Here is what we have found out (graphs related to this section can be found in our appendix section).

We asked if our readers knit, crochet or do both. We found that:

- 22% of our readers Knit
- 17% of our readers Crochet
- And 60% of our readers both Knit and Crochet
- (1% chose not to disclose this information)

We wanted to know if our readers were yarn addicts like we are so we asked how much money on average they spend on yarn-related crafts per month. We found that:

- 32% spend less than \$50 per month
- 30% spend between \$50 and \$100 per month
- 8% spend between \$101 and \$150 per month
- 4% spend between \$151 and \$250 per month
- 1% spends between \$251 and \$350 per month
- Less than 1% spends between \$351 and \$450 per month
- And 1% spend over \$450 per month
- (24% chose not to disclose this information)

Another thing we were curious about was where our readers buy their yarn-related craft items (patterns, books, yarn, needles, etc.) We found that:

- 5% solely buy their yarn-related craft items at Big Name Craft Stores
- 11% solely buy their yarn at Local Yarn Stores
- 24% solely buy their yarn from Online Stores
- 3% buy their yarn from other sources
- And a huge 56% buy their yarn from all three places (Big Name Craft Stores, Local Yarn Stores and Online Stores)
- (1% chose not to disclose this information)

Keep in mind when looking at the statistic above that when combined **67% of our readers buy yarn craft related items at Local Yarn Stores** and **80% of our readers buy yarn craft related items from Online Stores**. This means if you are an Online Store or Local yarn Store, then advertising in For the Love of Yarn will reach a huge customer base that is accustomed to shopping in stores like yours.

We also wanted to know where are readers are from. We found out that they are from all over the world including Barbados, Israel, Venezuela, Mauritius, China, and Greece. However we also found that:

- 84% of our readers are from the United States
- 6% of our readers are from Canada
- 6% of our readers are from Europe
- 3% of our readers are from Australia
- And 1% of our readers are from other places in the world including the several countries mentioned in the paragraph above

Finally, we asked our readers to go ahead and admit their age range to us. We wanted to know who was online and eager to read our magazine. We found that:

- 1% of our readers are between the ages of 18 and 23
- 6% of our readers are between the ages of 24 and 30
- 15% of our readers are between the ages of 31 and 40
- 22% of our readers are between the ages of 41 and 50
- 22% of our readers are between the ages of 51 and 60
- And 12% of our readers are over the age of 60
- (22% chose not to disclose this information)

What these statistics tell us is that we have an audience with a higher disposable income as compared to college age crafters, and we know from the comments that they have included that they like to knit/crochet a variety of items. From sweaters to accessories, baby items to afghans, our readers are simply in love with their craft. When asked what their favorite things to knit and/or crochet is, several readers commented, “EVERYTHING.”

We also found that our readers have great tastes in yarn. We wanted to know what some of their favorite brands of yarn are and we got a variety of responses to this question. Many of our readers commented that they love all brands of yarn, and others simply stated that they love luxury yarns. We had a few that loved all cotton yarns, and quite a few more who loved all wool yarns. Several of the responses we heard most often are:

- |                 |                    |                  |
|-----------------|--------------------|------------------|
| • “All brands”  | • Debbie Bliss     | • Classic Elite  |
| • Berroco       | • South West       | • Noro           |
| • Classic Elite | • Trading          | • Fleece Artist  |
| • Habu Textiles | • Company          | • Crystal Palace |
| • Online        | • Blue Heron       | • Plymouth       |
| • Gedifra       | • Cherry Tree Hill | • Koigu          |
| • Tahki-SC      | • Cascade          | • Manos del      |
| • Louet         | • Anything sold by | • Uruguay        |
| • Brown Sheep   | • Elann.com        | • Mission Falls  |
| • Rowan         | • Knit Picks Yarns | • Lorna’s Laces  |

- Lana Grossa
- Regia
- Schachenmayr  
Nomotta
- Sidar
- Socks that Rock
- Malabrigo
- Misti Alpaca
- Aurora 8,
- Elsebeth Lavold
- Colinette
- Red Heart
- Caron
- Lion Brand
- ... And more!

We truly believe that all of these responses to our questions demonstrate that the readers of For the Love of Yarn are exactly the market you target your products to.

# Upcoming issues

For the Love of Yarn will publish four times a year on or around the first weekday of the month listed (example for the April – June issue will publish on or around April 1<sup>st</sup>). We have decided to do away with themes for each issue because some patterns and articles were just too good to wait!

Our issues are as follows:

| <u>Season</u> | <u>Run-Time</u>     | <u>Publishes</u> | <u>Deadline*</u> |
|---------------|---------------------|------------------|------------------|
| Winter        | January to March    | January          | December 1       |
| Spring        | April to June       | April            | March 1          |
| Summer        | July to September   | July             | June 1           |
| Fall/Holiday  | October to December | October          | September 1      |

*\*If we have space available we will work to take any late advertising submissions, however space is first come first served.*

Please see the website for a detailed list of upcoming issues:

<http://www.fortheloveofyarn.com/Issues/Common/advertise.shtml>

As soon as a new issue is published the old issues go into the archives. Issues will be kept intact in the archive.

# Advertisements offered

For the Love of Yarn is offering your business the chance to advertise on what is turning out to be a very popular site (based on our ever growing readership). Knitters and Crocheters from all over the world turn to For the Love Yarn for free patterns, great articles, a yarn directory, free classifieds, a virtual community and more.

We have ad spaces that fit almost any budget and business. You can choose to host your ad on your web server (by providing us with an HTML image tag) or on our's. Hosting the image on your site allows you to change your ad as often as you like (example: in the case of a special sale or offering). The advertisement may be color or B&W; however we do not allow any animated .gifs, pop-ups or pop-unders. Ads need to be submitted in .jpeg or .gif formats only, in the specific pixel measurement for the size you purchased.

Our offerings are as follows:

**Entire Issue Sponsorship** – This allows one advertiser the exclusive opportunity to sponsor the entire issue. Your advertisement will appear near the top left of every page of the current issue, and will hyperlink to your business website. Size requirement is 72 dpi and no more than 150 pixels wide by 450 pixels high.

**Pattern Listing Page** – This allows one advertiser the exclusive opportunity to advertise on the pattern listing page. This is the main page that users will come to and see a thumbnail view of each pattern that is listed in the issue. Your advertisement will be towards the top of the page below the title bar, and will hyperlink to your business website. Size requirement is 72 dpi and no more than 450 pixels wide by 50 pixels high.

**Individual Pattern Pages** – By advertising on an individual pattern page, users will view your ad each time they click on the pattern you have your advertisement on. You can choose to place your advertisement on only one pattern page or many pattern pages. Prices will vary according to how many pattern pages you place your ad on. Your advertisement will be towards the top of the page below the title bar, and will hyperlink to your business website. Size requirement is 72 dpi and no more than 450 pixels wide by 50 pixels high.

**Articles Listing Page** - This allows one advertiser the exclusive opportunity to advertise on the articles listing page. This is the main page that users will come to and see a list and hyperlink to all of the articles that are listed in the issue. You can choose to have your advertisement at the top of the page, below the title bar, or in the middle of the article listings. Your ad will hyperlink to your business website Size requirement is 72 dpi and no more than 450 pixels wide by 50 pixels high.

**Individual Articles Page** - By advertising on an individual article page, users will view your ad each time they click on the article you have your advertisement on. You can choose to place your advertisement on only one article page or many article pages. Prices will vary according to how many article pages you place your ad on. Your advertisement

will be towards the top of the page below the title bar, and will hyperlink to your business website. Size requirement is 72 dpi and no more than 450 pixels wide by 50 pixels high.

**Shop Page** – The shop page is designed to give small businesses an opportunity to display a business card size ad that links to your personal site. You can choose from three sizes (all at 72 dpi) – size a) 210 pixels wide by 100 pixels high, or size b) 440 pixels wide by 100 pixels high, or size c) 210 pixels wide by 220 pixels high.

**Newsletter Sponsor** – The newsletter sponsor will get their advertisement sent out via an emailed HTML newsletter (to all our readers who have chosen to receive emails via HTML), and will get a thank you mention in the text of that email (with a link to your business website). This is a one time email per issue. Size requirement is 72 dpi and no more than 450 pixels wide by 50 pixels high.

**Yarn Store Directory Listing** – Having your yarn store or yarn company listed in our directory is a great way for readers to access information about your business without having to search on the web. This listing will be by state for the yarn stores and by company for the yarn companies. Readers have told us that they long for a way to search for and print out yarn store information for their area and for when they travel. They also want a one-stop page where they can find a listing (with hyperlink) of all the yarn companies. You won't want to miss out on this special directory. This is text only for the listing. For yarn stores this will include name of business, address, phone number, email address link, website link, and days/hours of operation. For the yarn companies this will include the name of business, website link, and a note if your site offers free patterns (we'd be happy to include any other information as listed for the yarn stores upon request).

It takes the human eye seven times to remember seeing something, so product/name placement and repetition is key to any successful advertising campaign. We, at For the Love of Yarn, want to offer you another opportunity to put your business out there for all to see and remember. For that we offer the following items (in addition to the above advertisement spots):

**Priority Pattern Placement** – If your yarn company or yarn store has exclusive patterns to offer, we'd like to give you a place to showcase them. As part of a package, we'd be glad to include patterns using your yarn (for yarn companies) or patterns with credit and a link to your yarn store as part of our issues. This allows the readers to see first rate designs and patterns in your company's specific yarns. This will drive up the sales of your yarn and make your company well known to our readers.

**Product Review** – We'd be thrilled to review a knitting or crocheting related product (bags, books, needles, notions, etc.) Just send us the item to be reviewed along with a photograph of the item and our staff will play with it, read it, use it, etc. and then give it a review as an editorial piece with a photo. We will not publish reviews of any items we do not like and we will not return items whose review has been published.

**Yarn Review** – Our readers have requested a yarn review section. This will be an editorial feature to review only yarns. Just send us at least two skeins of yarn to be reviewed (along with a photograph of the yarn either as sold or as a swatch) and we will have our staff, as well as local knitters/crocheters create a swatch and then review your yarn(s). We will not publish reviews of any yarns we do not like and we will not return yarns once we have used them.

**Contest Sponsor** – In each issue we would like to offer a contest to our readers. There will be only one contest sponsor per issue. This can be a random drawing or other type of contest as agreed upon with For the Love of Yarn. As a sponsor your company will provide a prize of at least \$50 in retail value (keeping in mind the more valuable the prize the more entries the contest will get). Our readers will submit their contact information with the understanding that their information will be shared with the sponsoring company. This will give the sponsor not only a chance to get their name in print and get readers excited about the prize, but will also provide a mailing list to be used in your company's marketing effort.

**Priority Article Placement** – If your yarn company or yarn store has an original article about your business or products (that is not a review) we'd love to publish it. Maybe you use special fibers in your yarn? Or maybe the books your company publishes just won a prize? Or maybe your company has a new initiative to donate items to charity? Whatever it is we'd love you to share your article with our readers and give yourself another way to get your name in our issues.

**Editorial Mention** – As part of any package deal we are happy to mention your company as part of our editorial articles to give readers another chance to see your name and inquire about your company.

# Advertisement cost

| <u>Type of Advertisement</u>       | <u># of Spots per Issue</u>                  | <u>Cost per Issue</u>  | <u>Width</u>   | <u>Height</u>              |
|------------------------------------|--|--|--|----------------------------|
| Entire Issue Sponsorship           | 1 spot                                       | \$500  | 150  | 450                        |
| Pattern Listing Page               | 1 spot                                       | \$150  | 450  | 50                         |
| Individual Pattern Pages           | Varies                                       | \$100  | 450  | 50                         |
| Articles Listing Page              | 1 spot                                       | \$150  | 450  | 50                         |
| Individual Articles Pages          | Varies                                       | \$100  | 450  | 50                         |
| Shop Page                          | Varies                                       | \$50 (size a)<br>\$75 (size b or c)  | a) 210<br>b) 440<br>c) 210   | a) 100<br>b) 100<br>c) 220 |
| Newsletter Sponsor                 | 1 spot                                       | \$100  | 450  | 50                         |
| Yarn Store Directory Listing       | Every Yarn Store and Yarn Company is welcome | \$15 per quarter (1 year minimum commitment is required)                     | This ad is a text base listing with a hyperlink to the store or company. |                            |
|                                    |  |  |  |                            |
| Priority Pattern/Article Placement | Varies                                       | \$50   |  |                            |
| Product Review                     | Varies                                       | Free with submission of product to our staff                                 |  |                            |
| Yarn Review                        | Varies                                       | Free with submission of at least two skeins of yarn to our staff             |  |                            |
| Contest Sponsor                    | 1 spot per issue                             | \$50 prize offering (you will receive mailing list of everyone who signs up) |  |                            |
| Editorial Mention                  | Varies                                       | Free with any package items from above                                       |  |                            |

## Advertisement run length

All advertisements will remain on the main issue for the quarter in which the issue is considered live (three calendar months). After those three months, when a new issue is published, your advertisement (except for the newsletter sponsor) will remain on the pages you bought space for but the issue will move into archives where they will stay indefinitely.

## Discounts available

Advertisement is the best way to get the word out about your business or products, but it can get expensive. We offer the following discounts to help offset the costs (discount offers cannot be combined):

- If you decided that you want to advertise in more than one issue we are offering you 20% off every spot you purchase in future issues (if all spots are paid in full at time of purchase contract).

These offers are subject to change and end without notice.

## How to make the most of your ad space

Give readers an extra reason to click on your ad by offering an extra incentive like a sale, discount, gift or even free shipping. A little goes a long way and our readers love a good discount. Not only will they use it and remember your ad, but also they will be more apt to refer you to a friend.

## Custom ad designs or changes

We are proud to offer custom design services. One of our in-house graphic artists would be happy to create a one of a kind advertisement based on the size ad you purchase. We will create a maximum of three ads for you to choose from based on the artwork and copy you have supplied. Our design fees are \$100 for all ad sizes except those found on our “shop” page which are \$50. This payment must be given at time of securing ad space.

For all custom ad-designs all written copy, images and logos must be provided by the advertiser. Minor changes to your ad after you have approved it are \$25.

Once an issue is live and then archived, if you wish to make a change to your ad or URL link (regardless if we have created the custom ad for you) the cost is \$15.

## To secure advertising

Please contact our advertising manager at [admanager@fortheLoveofYarn.com](mailto:admanager@fortheLoveofYarn.com) with your name, the name of your company and your company’s URL. Let us know the issue you’d like to advertise in, the type and size of advertisement you wish to purchase, and whether you have the artwork already prepared.

Upon receipt of this email our advertising manager will reserve a space for you, if available, or send you other options if the space you requested is not available. Once a space is agreed upon an invoice will be sent via email. Payment is due one month before the issue publishes and if payment is not received by that date the spot will be given away.

PayPal is our preferred method of payment, however if you’d prefer to pay via another method, please email our ad manager and we can adapt to your needs.

# Appendix





