

ILikeKnitting
knits from us to you

ILIKEKNITTING.COM

REACH ENGAGED, FIBER-LOVING READERS WHO ARE SERIOUS ABOUT THEIR KNITTING. A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!

WHO IS THE *I LIKE KNITTING* AUDIENCE?

- 98% female
- 98% Age 45+
- Average Household Income: \$68,061
- 80% are homeowners
 - South: 26%
 - West: 26%
 - Midwest: 17%
 - Northeast: 14%
 - Canada: 17%
- 85% are proven buyers in the last 12 months

WHAT MEMBERS SAY ABOUT *I LIKE KNITTING*

- *"Can't wait to knit this sweater with wool I dyed and spun from my sheep."*
- *"These easy breezy sweaters are absolutely beautiful..."*
- *"I joined so I could get some newborn baby patterns, as I am expecting my first great grandchild."*
- *"I'm now attempting patterns and I find your directions extremely clear and straightforward. Thank you so much."*
- *"I love Penny's patterns. They are always clear and beautiful. This one is perfect for Valentine's Day."*
- *"This is about the most gorgeous shawl I've seen. Hats off to a fine designer."*
- *"Love this one for those great sock yarns that somehow never became socks. I have to give this a try."*
- *"I have not yet proven myself in the knitting world, but I keep trying. I like this pattern and will give it a go."*
- *"This is my favorite sweater. I will definitely knit it."*



CHOOSE YOUR LEVEL OF SPONSORSHIP WITH I LIKE KNITTING

LEVEL

Platinum
Gold
Silver
Bronze

COMMITMENT

12 months
6 months
4 months
1 month

COST PER MONTH

\$1,500
\$1,800
\$2,400
\$3,000

YOUR SPONSORSHIP BENEFITS:

Guaranteed inbox delivery of your custom email offer promoting your products to 300,000+!



FREE Mutual Ad Swap Option Available. Contact us for details!

EMAIL: CWRIGHT@PRIMECP.COM

2023 SPONSORSHIP DEADLINES

Confirm your Sponsorship at least two weeks before your desired start date.

Creative is due seven days prior to your promotion start date.

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