



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+ knitters!



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

**EMAIL: [CWRIGHT@PRIMECP.COM](mailto:CWRIGHT@PRIMECP.COM)**

## 2024 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.**

**CHRIS WRIGHT, SENIOR DIRECTOR  
PRIME PUBLISHING LLC**

3400 Dundee Road, Suite 220, Northbrook, IL 60062  
847-513-6062 | [cwright@primecp.com](mailto:cwright@primecp.com)  
[www.ilikeknitting.com](http://www.ilikeknitting.com)