

ILikeKnitting
knits from us to you

ILIKEKNITTING.COM

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

WHO BELONGS TO I LIKE KNITTING?

- 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 MEDIA PLANNING WITH I LIKE KNITTING

SPONSOR LEVEL

ANNUAL COMMITMENT

COST PER MONTH

Platinum	12 months	\$1,250
Gold	6 months	\$1,500
Silver	4 months	\$2,000
Bronze	1 month	\$2,500

WHAT YOU GET WITH YOUR SPONSORSHIP:

- **Guaranteed monthly 250,000+ dedicated custom email broadcast**, using our Extra dedicated email-newsletter template—to promote your brand or products.
- **Bonus Ad Placement #1:** 4 Text Ads in our Weekly email newsletter per month

AD SPECIFICATIONS

Email Newsletter Text Ad:

- **Image:** 123 x 123px
- **Header:** 6-word maximum
- **Copy:** 15-word maximum
- **Call-to-Action (CTA):** 2 words
- **URL**

FREE ADS!

You can even advertise for **FREE!**
We will swap free ad space in I Like Knitting with highly aligned partners.
Please ask us for details.

EMAIL
cwright@primecp.com

2022 ADVERTISING DEADLINES

MONTH	CAMPAIGN LAUNCH	AD RESERVATIONS	AD MATERIALS DUE
January	1/1/22	12/3/21	12/17/21
February	2/1/22	1/7/22	1/21/22
March	3/1/22	2/4/22	2/18/22
April	4/1/22	3/4/22	3/18/22
May	5/1/22	4/1/22	4/15/22
June	6/1/22	5/6/22	5/20/22
July	7/1/22	6/3/22	6/17/22
August	8/1/22	7/1/22	7/15/22
September	9/1/22	8/5/22	8/19/22
October	10/1/22	9/2/22	9/16/22
November	11/1/22	10/7/22	10/21/22
December	12/1/22	11/4/22	11/18/22

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