



twist  
collective



# join us

twist collective is the next generation of knitting magazine: a showcase for the most recognizable names in knitting, a laboratory for the designers of tomorrow, and an irresistible inspiration for millions of knitters worldwide.

Since the launch of our first issue in 2008, twist collective has redefined what knitting media can offer today's savvy consumer. Our magazine combines the inspiring photography and art direction of a top-tier print publication with the immediate gratification and interconnectivity of the web.



At twist collective, we consider our advertising to be a valuable, trusted information service to our readers. Advertise with us and you'll...

reach a targeted worldwide audience, 24 hours a day

Each issue of twist collective reaches passionate, committed knitters from around the globe. Our readers have high ambitions for their craft and count on twist collective to supply them with great design and immediate access to the patterns, yarns, needles, and notions they need to support it.

instantly connect with customers

The unique format of twist collective allows knitters to instantly purchase patterns and click through to the sites supplying the yarn and notions needed to complete them.

Your ad in twist collective encourages customers to react immediately to your message, putting them instantly in touch with all that your company has to offer.

*I think twist collective is guaranteed long-term success. Each issue is more consummate, more exquisite, more polished, fresher than the last, and they embed who they are, what they offer, and what knitting can be more and more deeply in the collective psyche of knitters.*

—CAT BORDHI

keep the conversation going, spreading the word about your product or service

twist collective's social media know-how ensures that the excitement about each issue (and the products found within it) doesn't end with the launch date. Our readers enthusiastically tweet, post, link, update, and otherwise share what they've discovered on our pages, spreading the word about your products and services to thousands of others with a passion for yarn and needles.



## STATS AT A GLANCE:

(since launch of first issue)

SESSIONS: 7,415,267

USERS: 3,703,609

AVERAGE PAGES PER VISIT: 10.19

AVERAGE TIME ON SITE: 2:59 minutes

14.1% of visits include 20 or more pageviews

TOP 10 VISITING COUNTRIES:

United States, Canada, United Kingdom,  
Germany, Australia, Finland, Russia,  
France, Norway, Sweden

NEWSLETTER SUBSCRIBERS: 30,138

FACEBOOK FOLLOWERS: 20,127

TWITTER FOLLOWERS: 21,127

as of 05.23.16



design



### support independent design

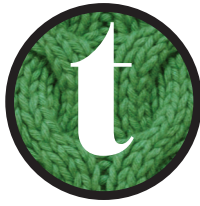
twist collective believes that good design drives the knitting industry. Compelling patterns sell yarn like nothing else and those patterns come from designers who are supported with fair pay.

An advertising dollar spent in twist collective not only promotes your product, it also cultivates and nurtures independent design. You can feel good about that—and have confidence that our readers understand and appreciate the support your ads provide.

*In my experience twist collective gives the best bang for my advertising buck, bar none. As an advertising contributor I feel part of a team where my input is valued. The designs are wide ranging. The care and thought that Kate and her team put into each issue from conception to final layout is visually evident.*

—TINA NEWTON

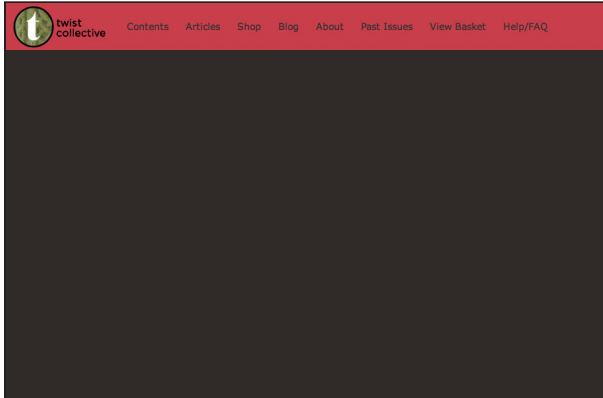




twist collective

*Online Advertising dimensions (in pixels)*

*ads are placed according to their size, larger ads receiving priority, and as reservations are received*

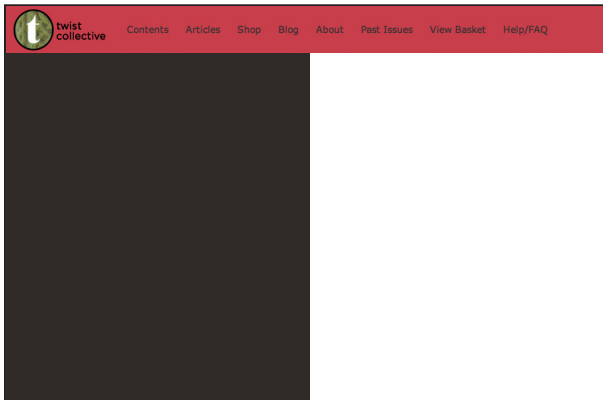


**SPREAD**

1400 x 800

Twist Collective is designed like a traditional print magazine with turning pages. A spread gives you the entire two pages of the magazine with no editorial content.

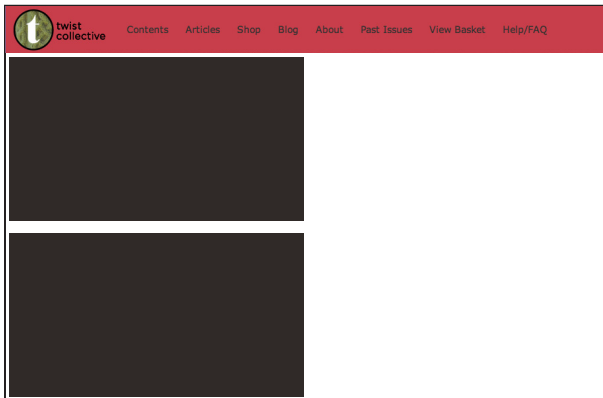
Ad artwork may be changed monthly (July through October)



**FULL PAGE**

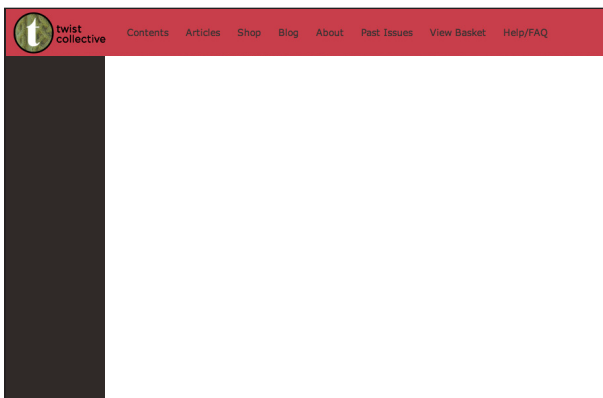
700 x 800

Ad artwork may be changed monthly (July through October)



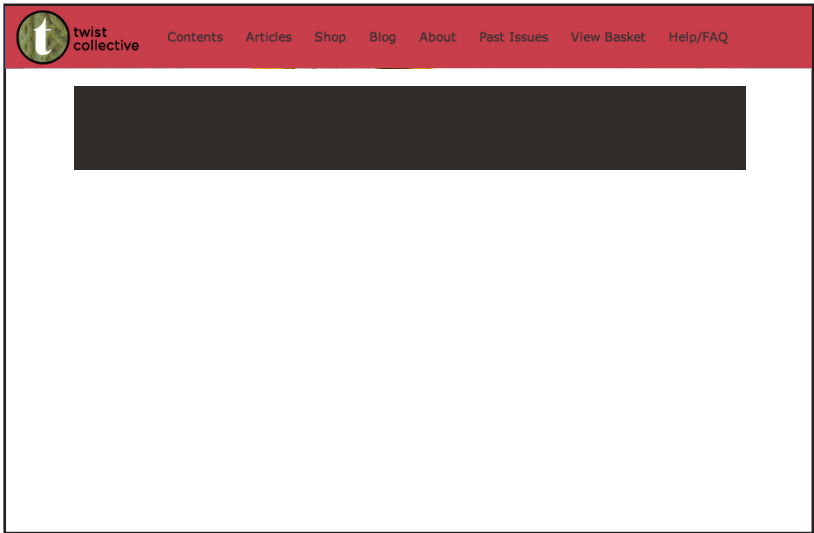
**HALF PAGE**

680 x 385



**ONE-THIRD PAGE**

238 x 800

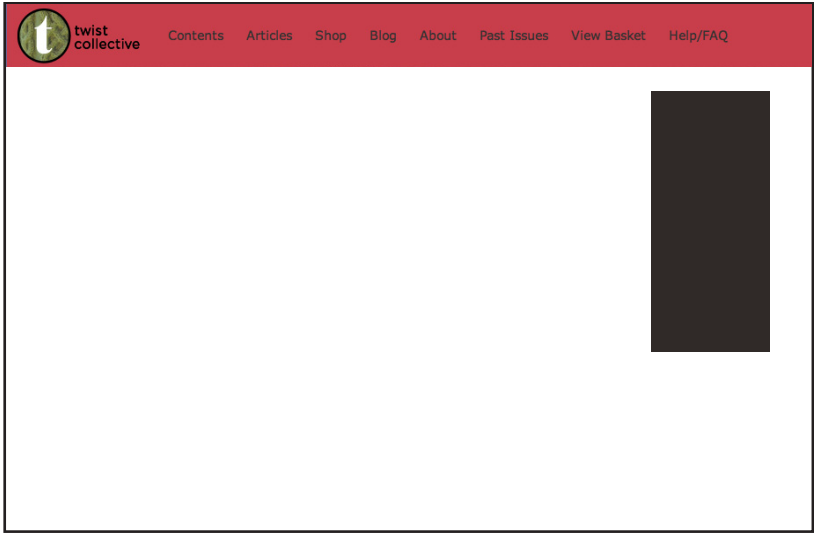


**BANNER AD**

*728 x 90*

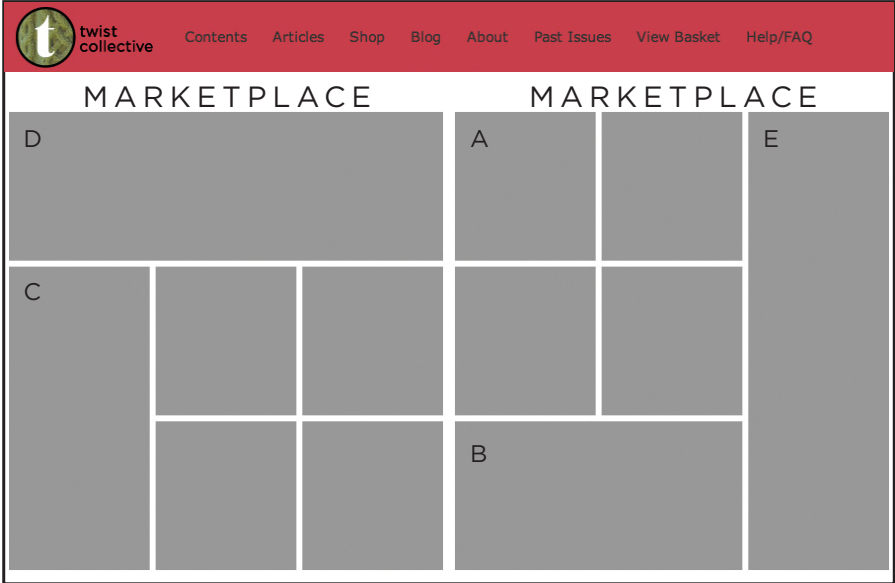
Banners appear on all shop, article, and blog pages.

Ad artwork may be changed monthly (July through October)



**NEWSLETTER AD**

*130 x 300*



**MARKETPLACE**

- A. **SINGLE**  
*220 x 240*
- B. **DOUBLE HORIZONTAL**  
*450 x 240*
- C. **DOUBLE VERTICAL**  
*220 x 490*
- D. **TRIPLE HORIZONTAL**  
*680 x 240*
- E. **TRIPLE VERTICAL**  
*220 x 740*



# twist collective

## *Fall 2016 schedule & price list*

### Fall 2016

Autumn splendor in sweaters, scarves, mitts and more; a colorful look at the origins of orange and yellow; plus great technical advice from our experts.

### Winter 2016

Cozy knits for cold weather, more in our series on textile traditions from around the globe, embellishing with embroidery, and a look at the origins of jacquard.

ARTWORK DUE June 28  
PAYMENT DUE June 28  
LIVE DATE April 2016

October 4  
October 4  
November 2016

### Winter 2015 price list (USD)

|     |   |     |   |
|-----|---|-----|---|
| 975 | SPREAD (includes one yarn link)*  | 200 | NEWSLETTER  |
| 675 | FULL PAGE*  | 225 | MARKETPLACE TRIPLE<br>Three squares (choose horizontal or vertical orientation)   |
| 460 | BANNER*<br>Four month block (July, August, September, and October). Banner ads rotate between eight advertisers and are our most viewed placement.  | 175 | MARKETPLACE DOUBLE<br>Two squares (choose horizontal or vertical orientation)   |
| 450 | HALF PAGE   | 95  | MARKETPLACE SINGLE<br>One square  |
| 375 | ONE-THIRD PAGE  | 70  | DESIGNER AT YOUR SERVICE<br>Our graphic designer will create an ad using your logo, images, and text. A proof will be provided for your approval. |
| 200 | YARN LINK<br>Retailers and manufacturers may wish to purchase a direct link from the "yarns in this issue" profile to direct readers to buy project materials from their site (see page 7). |     |   |

\* Artwork may be changed monthly (July through October)

In order to secure your advertising space, we request your ad artwork and payment by the noted due dates. We require this lead time to allow for the time involved in page layout. If not received, we reserve the right to sell the ad space to a business on the waiting list. Thank you for your understanding.

### ADDITIONAL INFORMATION

- Advertisements should promote your product without detracting from the aesthetic of the magazine. Ads that do not meet our standards may be refused or require modifications.
- Designer at your service: To make your ad beautiful and fit into the twist collective aesthetic (\$70 charge).
- Advertisements will be accepted as a static jpg.
- Ad artwork should be emailed in jpg format to [cynthia@twistcollective.com](mailto:cynthia@twistcollective.com) along with the desired landing page URL
- Please name your file using this scheme:  
**fall16\_yourcompanyname.jpg**



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*Yarns available for sponsored links in  
Fall 2016*

- cardigan Berroco Tuscan Tweed in #9006
- pullover Blue Moon Fiber Arts Cloud Nine in Luau and Desert Green
- pullover Blue Sky Alpacas Extra in #3526 Ocean Deep and #3511 Carmine
- cardigan Briggs and Little Atlantic in Grape
- cardigan Catherine Lowe Couture Yarns Merino 5 in Cardinal
- mittens Classic Elite Yarns Fresco in #5301 Parchment, #5361 Shadow, and #5390 Passion Fruit
- pullover Dale Garn Daletta in #8255 Dark Green
- mittens Dragonfly Fibers Djinni in Highgarden and Natural
- pullover The Fibre Company Cumbria Worsted in Appleby Castle
- cardigan Green Mountain Spinnery Capricorn in Natural Light Grey
- pullover Hazel Knits Cadence in Vamp
- pullover HiKoo Llamor in El Mar - The Sea
- women's & men's pullovers Jo Sharp Silkroad Tweed DK in Blaze and Serpentine
- cardigan Lakes Yarn and Fiber Organic Merino Worsted in Beauty Bay
- shawl Lisa Souza Knitwear & Dyeworks Polwarth/Silk in Zazu
- accessory set Lorna's Laces Shepherd Sport in Sally Jean and Sage
- shawl Lost City Knits Twin Canyon Merino Silk Fingering in Berry Jumble
- cardigan Madelinetosh Tosh DK in Prairie Fire
- pullover North Light Fibers Atlantic in Pale Maiden
- accessory set Plymouth Yarn Galway Worsted and Suri Alpaca Merino Glow in #0769
- pullover Stacy Charles Julie in #07 Sapphire
- accessory set SweetGeorgia Yarns Superwash DK in Pistachio and Nightshade
- pullover Valley Yarns Amherst in Ash