

The Cross Stitcher



The Cross Stitcher®

Launched: 1983 Frequency: 6x per year

From the Editor

The Cross Stitcher is near and dear to my heart because I've been a cross stitcher for so much of my life, and I love having the opportunity to share my passion with others. My readers tell me they love patterns, so I strive to give them as many excellent charts as I can each month. As a result, I think I have the most loyal and enthusiastic readers out there. I hope their big interest turns into great results for you as a partner in our pages.



Karen Smith

Our Readers

Average Age: 41

Average Household Income: \$53,600

...love to stitch

- Average reader has been stitching for 15½ years
- Average reader spends 15 hours per week stitching

...influence craft spending

- 92% recommend cross-stitch materials, techniques, charts, or projects to others
- 48% of the readers shared their magazine with at least one other person

...take ideas from The Cross Stitcher's pages

- 82% took action because of an ad seen in *The Cross Stitcher*



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2010-11 The Cross Stitcher Advertising Rates

COLOR	1X	3X	6X
FULL	\$1,800	\$1,620	\$1,530
2/3	\$1,260	\$1,135	\$1,070
1/2	\$990	\$890	\$840
1/3	\$695	\$625	\$590
1/4	\$550	\$495	\$470
1/6	\$380	\$340	\$325
1/12	\$200	\$180	\$170
MULTI	\$1,530	\$1,375	\$1,300
IBC & IFC	\$2,070	\$1,865	\$1,760
BC	\$2,160	\$1,945	\$1,835

B & W	1X	3X	6X
FULL	\$1,620	\$1,460	\$1,375
2/3	\$1,135	\$1,020	\$965
1/2	\$890	\$800	\$755
1/3	\$625	\$565	\$530
1/4	\$495	\$445	\$420
1/6	\$340	\$305	\$290
1/12	\$180	\$160	\$155
MULTI	\$1,375	\$1,240	\$1,170
IBC & IFC	\$1,865	\$1,680	\$1,585
BC	\$1,945	\$1,750	\$1,655

Ad Deadlines*

ISSUE DATE	AD DEADLINE	MATERIALS DEADLINE	ON SALE
February '10	11/13/09	11/16/09	1/5/10
April '10	1/8/10	1/11/10	3/2/10
June '10	3/12/10	3/15/10	5/4/10
August '10	5/14/10	5/17/10	7/6/10
October '10	7/9/10	7/12/10	8/31/10
December '10	9/10/10	9/13/10	11/2/10
February '11	11/12/10	11/15/10	1/4/11

* Dates subject to change

Effective January 2007