



The online knitting magazine

- * Exclusive Patterns * Features *
- * Reviews on Resources and Yarns *
- * Technical Tips * Textile Art *
- * What's happening in the world of knitting * and much more *

ADVERTISING RATES

Internet knitting magazines enjoy a huge and ever increasing readership.

knitonthenet.com is averaging up to 200,000 hits per day, with over 16 million hits in the last quarter of 2009 alone.

Advertising your business on **knitonthenet.com** offers:

- Advertising rates less than most printed magazines.
- The potential to boost your sales from a massive online knitting community.
- Active adverts that link to your website with a single click.
- Adverts for the duration of each quarterly issue.
- Regular updates to each issue generating repeated visits.
- Prices held for 2010.

Contact us now at advertising@knitonthenet.com

Advert type	GB Pounds	Pixel size
Issue Sponsor Larger prominent advert on Home Page plus all other pages in issue.	£150	210 x 210
Patterns Index Highest ranking page after home page	£80	210 x 100
Features Index High ranking page	£80	210 x 100
Individual Content Page Specific pattern or feature page : Ideal for product retailers	£30	210 x 100
Classified Adverts (Market Place) Constantly changing placement on page so all adverts benefit from prime position during quarter.	£15	210 x 100

All prices per quarterly issue

prices valid until 31st December, 2010

Block booking discounts

- 5% discount when booking 2 issues.
- 10% discount when booking 3 issues.
- 15% discount when booking 4 issues.

2010 Publication dates

January
April
July
October

knitonthenet Advertising Guidelines

All advert images to be supplied either as JPEG or GIF files, with correct pixel sizes as indicated in the rates chart above.

Adverts will run for the three month duration of the issue booked.

In the first instance, email your advertising requirements to **advertising@knitonthenet.com**

Preferred payment by PayPal. Cheques / money orders may be taken by arrangement.

Cleared funds must be received before booking is secured.

We accept adverts for all knitting, crochet and fibre-related products as well as other craft related materials and equipment, handcrafted goods and related services.

We reserve the right to refuse adverts.

Once your advert is secured any changes will incur a charge of £10.

International rates at current exchange rate.

We offer an advertisement design service if required, at reasonable rates – please contact us for further details.