



twist
collective



If committed knitters the world over saw your product, how many of them do you think would buy it?



impact



twist collective is in its second year of redefining what knitting media can offer to the consumer. Our visitors have grown every issue for the last year, and readers and advertisers alike send us wonderful emails about how we have become for many the standard of design excellence in knitting today.

With nearly 15,500,000 pageviews and over 470,000 absolute unique visitors, our numbers continue to grow.



Advertising in twist collective has raised Green Mountain Spinnery's profile among a sophisticated group of active knitters. Sales of the yarn used for the popular Linden jacket more than doubled over the previous year.

Margaret Atkinson,
MARKETING DIRECTOR,
GREEN MOUNTAIN SPINNERY



When you sponsor
our monthly newsletter,
your ad goes out
to about 14,500 subscribers.

Where our visits are from:

US 63%

Europe 23%

Canada 9%



twist collective believes that good design drives the knitting industry. Compelling patterns sell yarn like nothing else, and good patterns come from designers with the support of fair pay.

twist collective's philosophy extends to our advertising, which we consider to be an information service to our readers. It is our mission to provide inspiration, and good advertising is every bit as important and exciting as editorial content. Through your support of twist collective, your advertising dollar cultivates and nurtures independent design. You can feel good about that, and our readers understand and appreciate it, too.

*I don't mind the ads
that run in Twist Collective.
Where else would I find a new
"shop" to buy yarns from?
So keep 'em coming.*

Genny, READER

The Twist philosophy of independent design extends to creating affordable advertising options. We offer a variety of ad sizes and pricepoints.



design

dynamic

We are the next generation of knitting magazine, professionally published on the web to reach knitting's most savvy and informed customers fashion-conscious knitters with high ambitions for their craft and their wardrobe. Our readers are curious, talented, and creative fiber fans who are passionate about their materials.



twist collective is doing great work. Fresh voices, fresh designs . . . Bravo!

Beth Casey,
LORNA'S LACES YARN

twist collective looks like a magazine because we are a magazine: with exciting photography and art direction, we are a showcase for the most recognizable names in knitting today, a laboratory for the designers of tomorrow, and an irresistible inspiration for our readers. Here, knitters can instantly purchase patterns and click through to websites where they will buy the yarn for those projects. And because we are on the web, we provide immediate gratification, worldwide, 24 hours a day.

STATS AT A GLANCE:

VISITS: 1,100,505

ABSOLUTE UNIQUE VISITORS: 470,990

AVERAGE PAGEVIEWS: 14.02

AVERAGE TIME ON SITE: 4:33 minutes
ON A LAUNCH DAY: 8:47 minutes

23% of our visits include more than 20 pageviews

TOP 10 VISITING COUNTRIES:

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

12.01.09



twist collective

Online Advertising dimensions (in pixels)

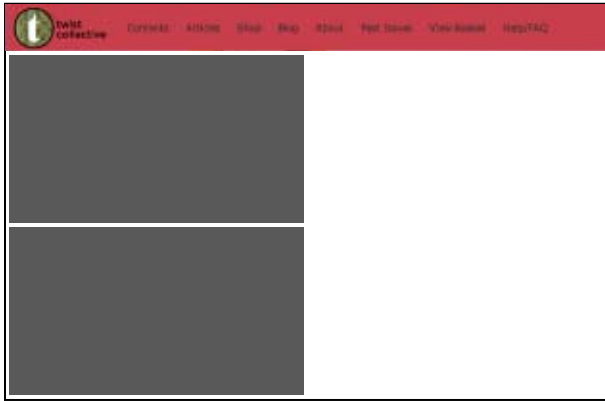
ads are placed according to their size, larger ads receiving priority, and as reservations are received



SPREAD
900 x 510



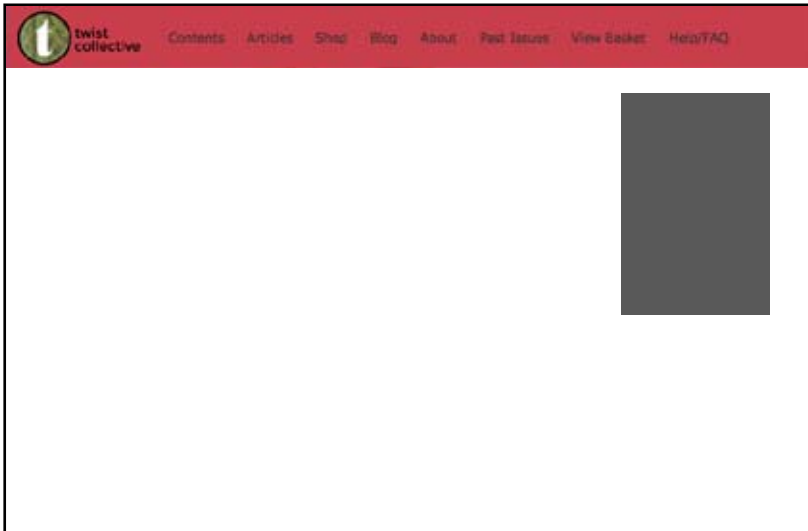
FULL PAGE
450 x 510



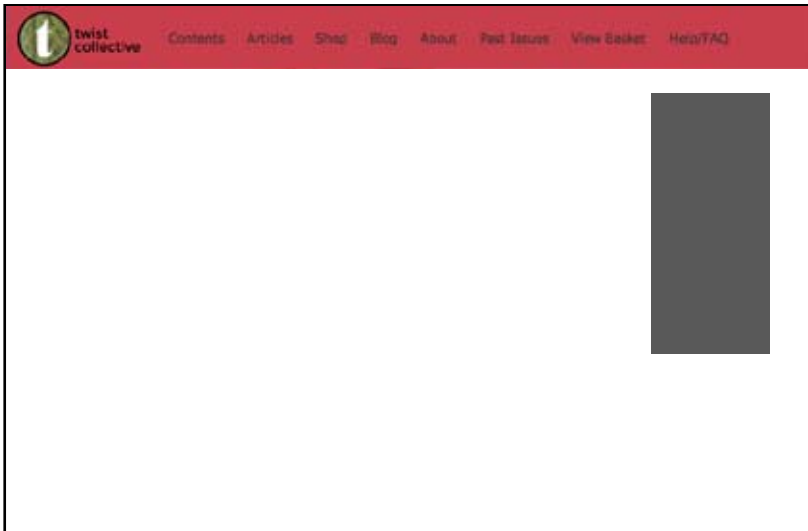
HALF PAGE
438 x 246



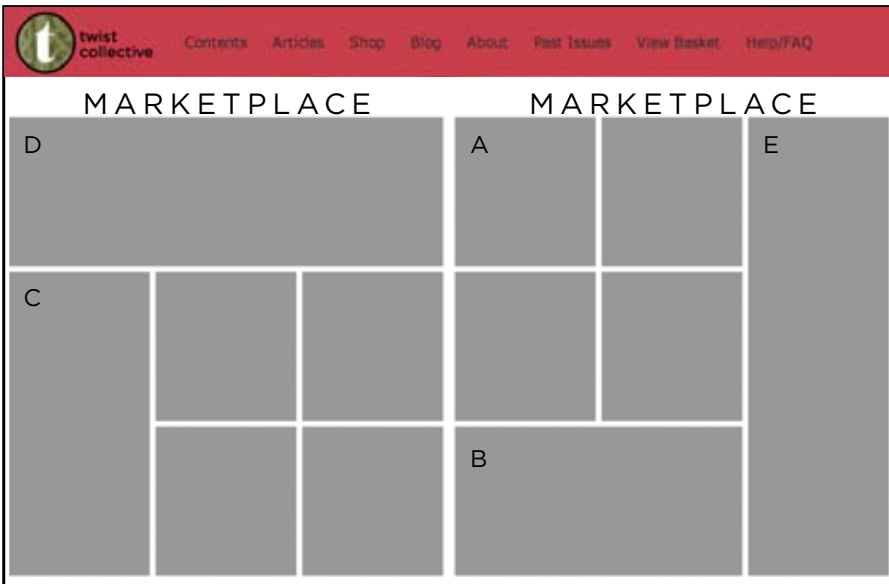
ONE-THIRD PAGE
150 x 510



SIDEBAR AD
160 x 240



NEWSLETTER AD
130 x 300



- A. SINGLE
is 142 x 150
- B. DOUBLE HORIZONTAL
is 290 x 150
- C. DOUBLE VERTICAL
is 142 x 306
- D. TRIPLE HORIZONTAL
is 438 x 150
- E. TRIPLE VERTICAL
is 142 x 462



twist collective

Spring/Summer 2010 schedule & price list

Spring/Summer 2010

Fall 2010

The beginning of a new series by Lela Nargi on artists and knitting, the ancient mystique of silk, fishing and knitting traditions entwined, lace both fun and serious, Sunday morning socks, and exotic hothouse knits.

A developing table of contents to include a user's guide to the LYS, and a special guest. Details to be published in March.

Contact adsales@twistcollective.com

SPACE CLOSE February 12
ART CLOSE February 24
PAYMENT DUE February 24
LIVE DATE April 2

Spring/Summer 2010 price list (USD)

975	SPREAD	175	NEWSLETTER
600	FULL PAGE	200	MARKETPLACE TRIPLE three squares (horizontal or vertical)
400	HALF PAGE	150	MARKETPLACE DOUBLE two squares (horizontal or vertical)
175	HALF PAGE CO-OP 4 companies share the same placement with rotating ads	80	MARKETPLACE SINGLE one square
325	ONE-THIRD PAGE	60	DESIGNER AT YOUR SERVICE To make your ad beautiful and fit into the twist collective aesthetic
200	YARN LINK 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.		
400	SIDEBAR Four month block (April, May, June, July). Sidebar ads rotate between 8 advertisers and are our most viewed placement. If available, single months will be sold at \$125 per month.		

In order to secure your advertising space, we need to have your payment by February 24. We require this lead time to allow for the time involved in page layout. Thanks for your understanding.

OTHER 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 (\$60 charge).
- Advertisements will be accepted in a static jpg format with a maximum file size of 50k (100k for spread size ad).
- The advertisements may be sent by email or to twist collective's FTP site.
- Please name your file using this scheme:
SPSU_10_your company name.jpg



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*Yarns available for sponsored links in
Spring/Summer 2010*

woman's jacket	Green Mountain Spinnery Cotton Comfort <i>in Navy</i>
woman's tunic	elann.com Incense <i>in #09 Persian Violet</i>
woman's cardigan	Kollage Yarns Corntastic <i>in Gemstone</i>
woman's cardigan	Nashua Creative Focus Cotton <i>in #0042 Teal, #0037 Acid Green, #6324 Sea Spray Green, #0036 Turquoise, #0024 Ivory, #0028 Beige, and #0033 Peony Red</i>
woman's pullover	Sundara Fingering Silky Merino <i>in Cerulean Seas</i>
woman's ballet wrap	Sunday Knits Eden <i>in Iris</i>
woman's hooded cardigan	Classic Elite Yarns Chesapeake <i>in #5985 Mandarin Orange</i>
woman's hooded pullover	Valley Yarns Southwick <i>in #07 Flamingo</i>
skirt	Be Sweet Bambino <i>in #813 Sea Green</i>
shawlette	Beyond Basic Knits Lavish Lace 50/50 <i>in Inland</i>
stole	Blue Moon Fiber Arts Laci <i>in 24 Karat</i>
shawl	MacKintosh Yarns Rhiannon Silk Lace <i>in Submerged</i>
shawl	sweetgeorgia yarns Merino Silk Lace <i>in Raspberry</i>
scarf	Hollyhock Hollow Pygoras Grey Blend <i>in Natural</i>
scarf	Kitchen Sink Dyeworks Seacell Merino Fine <i>in Poppi and Valencia</i>
woman's tank top	Halcyon Yarn 2/12 Gemstone Silk <i>in #106</i>
woman's tank top	Kollage Yarns 1/2N1/2 <i>in #7205 Persimmon</i>
woman's tank top	Zitron Polo <i>in #106 Orchid</i>
woman's short sleeved top	Tahki · Stacey Charles River <i>in #04 Caribbean</i>
woman's short sleeved top	Valley Yarns Northfield <i>in #07 Lavender</i>
socks	Unwind Yarn and Gems Merlot <i>in Orchid and Promise</i>
socks	Indigo Moon Tonal Fingering Weight <i>in Crimson</i>
socks	Knitpicks Stroll Sock Yarn <i>in Mermaid and Bare</i>
socks	Oceanwind Knits Mersea Sock <i>in Seagrass</i>
clutch purse	elann.com Coto Canapone <i>in #12 Chamomile</i>