



twist
collective



photos © James Brittain, Jane Heller, Jamie Dixon & Caroline Bergeron

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:

VISITS: 3,061,240

ABSOLUTE UNIQUE VISITORS: 1,243,293

AVERAGE PAGEVIEWS: 13.86

AVERAGE TIME ON SITE: 4:07 minutes
ON SPRING 2011 LAUNCH DAY: 8:23 minutes

20.5% of visits include
20 or more pageviews

TOP 10 VISITING COUNTRIES:
United States, Canada, United Kingdom,
Germany, Finland, Russia, Australia,
France, Poland, Norway

as of 01.23.12



design
design
design



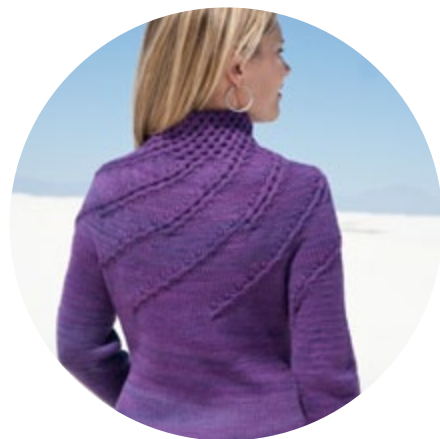
support independent design

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

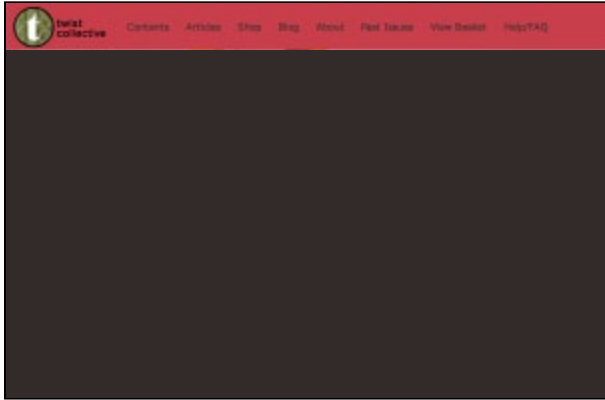




twist collective

Online Advertising dimensions (in pixels)

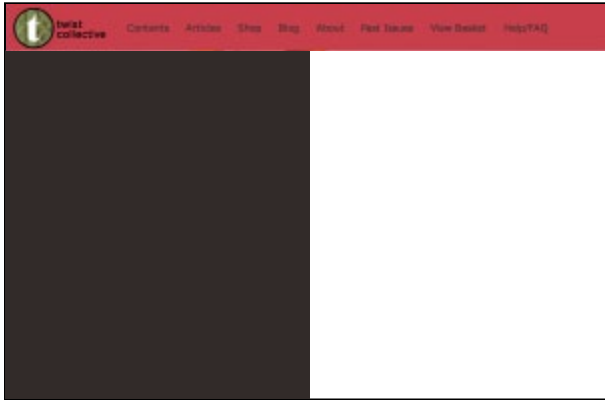
ads are placed according to their size, larger ads receiving priority, and as reservations are received



SPREAD

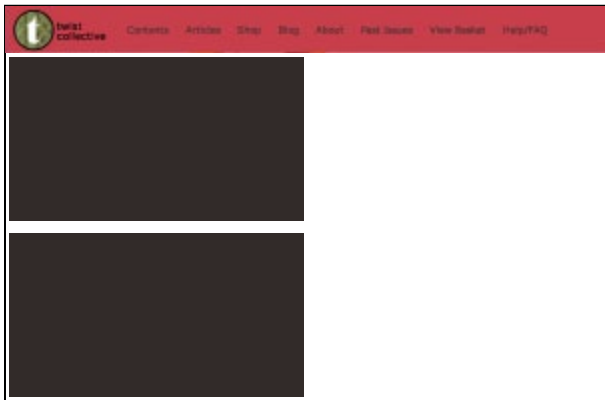
900 x 510

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.



FULL PAGE

450 x 510



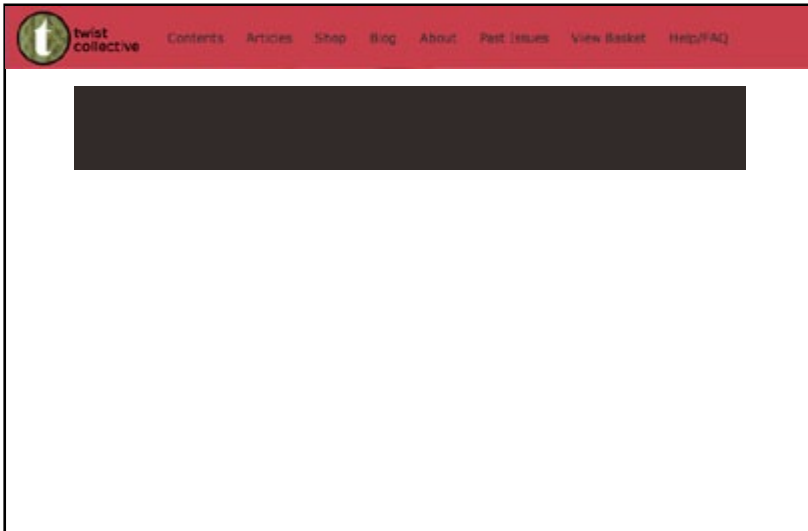
HALF PAGE

438 x 246



ONE-THIRD PAGE

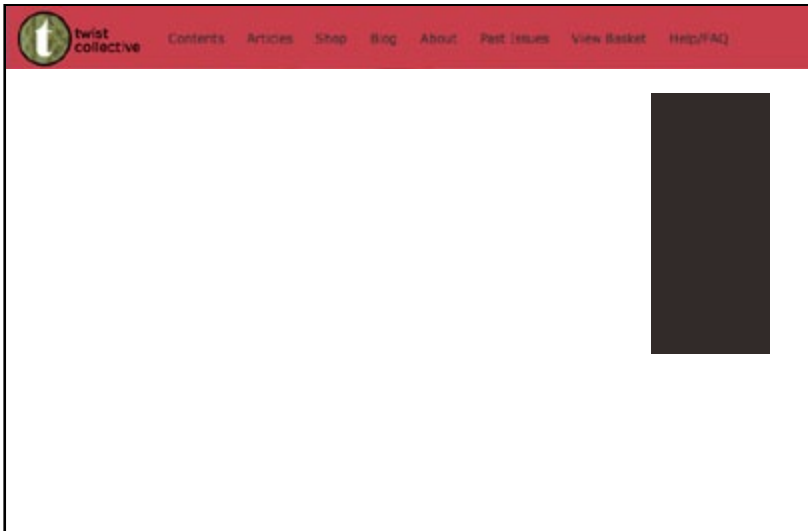
150 x 510



BANNER AD

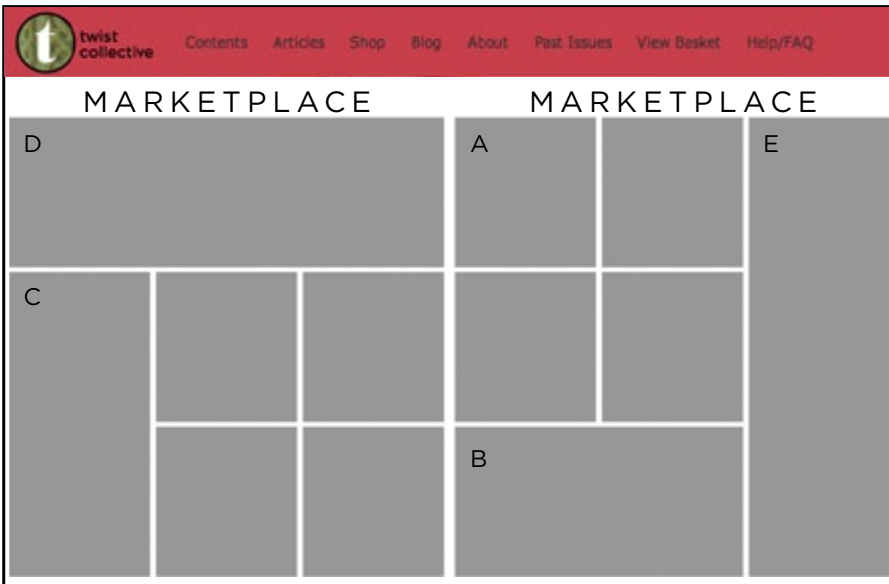
728 x 90

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



NEWSLETTER AD

130 x 300



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



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Spring/Summer 2012 schedule & price list

Spring/Summer 2012

Fall 2012

Gorgeous lace and lovely layering pieces that are just right for the warmer weather, what makes a yarn organic, Fair Isle folklore, the details on decreases, and a peek at the origins of paisley patterns.

Unbeatable inspiration for sweater weather, a colorful view of natural dyes, knitting activism, expert advice from our resident tech editor, and much, much more.

| | | |
|-------------|----------|----------|
| ARTWORK DUE | March 21 | July 9 |
| PAYMENT DUE | March 21 | July 9 |
| LIVE DATE | April 16 | August 1 |

Spring/Summer 2012 price list (USD)

| | | | |
|-----|---|-----|---|
| 975 | SPREAD | 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 (see page 7). |
| 675 | FULL PAGE | 225 | MARKETPLACE TRIPLE Three squares (choose horizontal or vertical orientation) |
| 450 | HALF PAGE | 175 | MARKETPLACE DOUBLE Two squares (choose horizontal or vertical orientation) |
| 200 | HALF PAGE CO-OP Four companies share the same placement with rotating ads | 95 | MARKETPLACE SINGLE One square |
| 375 | ONE-THIRD PAGE | 70 | DESIGNER AT YOUR SERVICE Our graphic designer will create an ad using your logo, images, and text. A proof will be provided for your approval. |
| 460 | BANNER Four month block (April, May, June, July). Banner ads rotate between eight advertisers and are our most viewed placement. | | |
| 200 | NEWSLETTER | | |

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.

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 (\$70 charge).
- Advertisements will be accepted as a static jpg.
- Ad artwork should be emailed to cynthia@twistcollective.com along with the desired landing page URL
- Please name your file using this scheme: **spsu_12_yourcompanyname.jpg**



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*Yarns available for sponsored links in
Spring/Summer 2012*

| | |
|-----------------|--|
| socks | Austermann Step Easy in #132 |
| cardigan | Berroco Lago in Citrus |
| shawl and scarf | Beyond Basic Knits Divinity Lace in Seagrass Beyond Basic Knits Luxury Sock in Under the Lilacs |
| socks | Blue Moon Fiber Arts Socks That Rock Lightweight in The New Color of Love |
| tank | Blue Moon Fiber Arts Marine Silk Sport in Nyame |
| shawl | Briar Rose Fibers Sea Pearl in Orange Twist |
| cardigan | Cascade Yarns Venezia Sport in #177 |
| cardigan | Catherine Lowe Merino Silk DK in Black Violet |
| pullover | Classic Elite Yarns Solstice in #2232 Magenta |
| socks | Dragonfly Fibers Dragon Socks in Conch Shell |
| cardigan | elann.com Peruvian Baby Silk in #0500 Deepest Black |
| pullover | Filatura di Crosa Zarina in #1934 Jade |
| shawl | Foxfire Fiber & Designs at Springdelle Farm Cormo Alpaca Lace in Celestial |
| cardigan | Green Mountain Spinnery Sylvan Spirit in Blue Opal |
| shawl | Halcyon Yarn Gemstone Silk in #119 |
| socks | Handwerks So-Soft-Sock in Ruby |
| top | Kollage Yarns Corntastic in Garnet |
| pullover | Kollage Yarns Riveting Sport in #7906 Cloud Denim |
| socks | Lorna's Laces Soulmate in Berry, Natural, Turquoise and Violet |
| top | Manos del Uruguay Serena in #2110 Zinnia |
| shawl | Miss Babs Hand-dyed Yarns and Fibers Yummy Sock in Squash Blossom |
| socks | O-Wool Classic 2-ply in #2113 Robin's Egg |
| tank | Quince & Co. Tern in #147 Wampum |
| socks | Romney Ridge Farm Yarn Company in Carrots |
| tank | Rowan Panama in #310 Aster |
| cardigan | Schulana Merino Cotton 135 in #50 Orchid and #72 Royal Purple |
| shawl | Spirit Trail Fiberworks Decima in Lilac |
| shawl | Sundara Yarn Fingering Silky Merino in Buttercream |
| socks | Sunflower Yarns Freedom in Grass is Greener |
| shawl | SweetGeorgia Yarns Merino Silk Lace in Glacier |
| pullover | Tanis Fiber Arts Yellow Label DK in Lemongrass |
| cardigan | The Fibre Company Road to China Light in Citrine |
| top | Valley Yarns Goshen in #19 Mulberry |
| cardigan | Valley Yarns Northfield in Tranquil Blue |