





MEDIA STUFF  
& RATES



KNITTING  
...JUST GOT  
EVEN COOLER

# knitsy



- \* KNITSY IS THE NEW DIGITAL MAGAZINE FROM ASHDOWN BROADCASTING.
- \* IT'S UNLIKE ANY OTHER KNITTING MAGAZINE YOU'VE EVER SEEN.
- \* FULLY INTERACTIVE, AND DESIGNED ESPECIALLY FOR THE TABLET AND PHONE.



*Everyone gets it...*

# WHO?

Knitsy is produced by Ashdown Broadcasting. We have more than 30 years experience in producing hobby magazines on both sides of the Atlantic, as well as internet TV channels like Knit1.tv. Digital is our thing - and while modesty prevents us from boasting we're one of the best in the world, let's just say we know our apps from our elbow.

*We know our apps  
from our elbow*



# WHAT?

Knitsy is our new digital magazine and girl, are we proud of it. We've tested it on yarn tarts of all ages, and they loved gliding through pages on their tablets and phones. Knitsy is packed full of galleries that flip and pages that swipe alongside other funky features and videos. Stunning patterns, fab ideas and great interviews come as standard.

*Tested on yarn tarts  
... they loved Knitsy*



# WHERE?

The special free launch issue of Knitsy will be available to millions of knitters around the world. Once they download the app they'll be able to get a Knitsy fix wherever they are... whether they're relaxing on the sofa in their favourite coffee place, or standing in the train on their way to work. And, unlike other digital magazines, Knitsy runs on all the major tablets and phones ...iPad, Nexus, iPhone, Galaxy and a lot more.

*Available on  
tablets & phones*



# THE RATES

FREQUENCY					
AD OPPORTUNITIES	x1	x3	x6	x9	x12
<b>STANDARD</b> Static page, with one link	\$1350	\$1147	\$975	\$828	\$703
<b>PREMIUM</b> Two pages on a sliding stack. Can include streaming video, editorial copy, & up to 4 links.	\$2025	\$1715	\$1460	\$1240	\$1055
<b>PREMIUM PLUS</b> Four pages on a sliding stack. Can include streaming video, editorial copy, & up to 4 links.	\$2700	\$2295	\$1950	\$1655	\$1400
<b>THIRD OF A PAGE</b> Static advert, with link to website or email form.	\$650	\$553	\$470	\$400	\$325
<b>PRODUCT DIRECTORY</b> Listing to include company name, 20 words, and web link.	\$170	\$157	\$140	\$125	\$110

## TAP & REVEAL

Flip gallery includes copy, plus one link.

Quarter page: \$600 Half page: \$1100

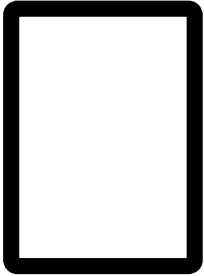
**Advertisement Terms and Conditions:**

- The word "advertisement" will be placed above all ads that, in Publisher's opinion, resemble editorial matter.
- Recognised agencies will be entitled to a ten per cent discount
- Any creative elements produced for an advertisement will incur additional charges.
- Cancellation of advertisements will only be accepted 6 weeks prior to the copy deadline for that booking.
- Publisher is not liable for any failure or delay in publishing any advertisement submitted to it.
- Publisher does not guarantee positioning of advertisements in the Magazine or availability of magazine on specific devices
- Links will only work with an Internet connection
- Ashdown Broadcasting reserves the right to repeat an advertisement from a previous issue if the copy is not received by copy deadline.
- Pre-payment is required from first time advertisers.
- All major credit cards are accepted in payment.
- All payments must be made payable to Ashdown Broadcasting.



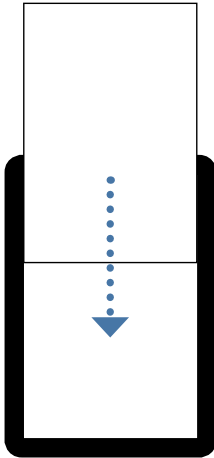
# AD LAYOUT GUIDELINES

## FULL PAGES



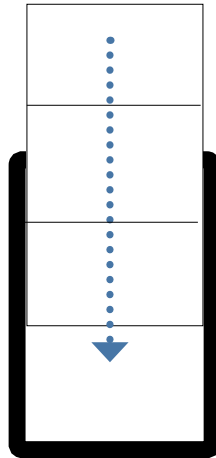
### STANDARD

Single page  
Portrait view only.  
Direct links to website  
& email.



### PREMIUM

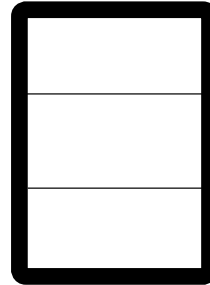
Sliding stack: two  
vertically scrolling pages  
Portrait view only.  
Direct links to website  
& email.  
Streaming video.



### PREMIUM PLUS

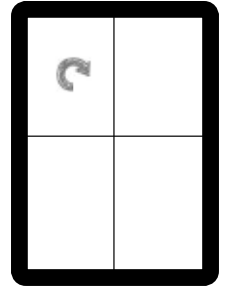
Sliding stack: four  
vertically scrolling pages  
Portrait view only.  
Direct links to website  
& email.  
Streaming video.

## OTHER SIZES



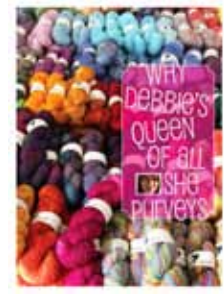
### THIRD OF A PAGE

Third page adverts.  
Static page.  
Portrait view only.  
Website or email link.



### TAP & REVEAL

Quarter page photos  
flip to reveal text on  
reverse. Single page.  
Portrait view only.  
Website & email link.





COOL  
COVER,  
& IT  
MOVES



Tap  
Here!



SLIDE DOWN  
TO READ FEATURES  
& PATTERNS



we  
love  
knitt!



TAP ON A GALLERY  
TO FLIP & READ

stash  
attack

LOTS MORE PAGES  
THIS WAY



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**knitsy**

Watch the video preview at <http://vimeo.com/60675805>