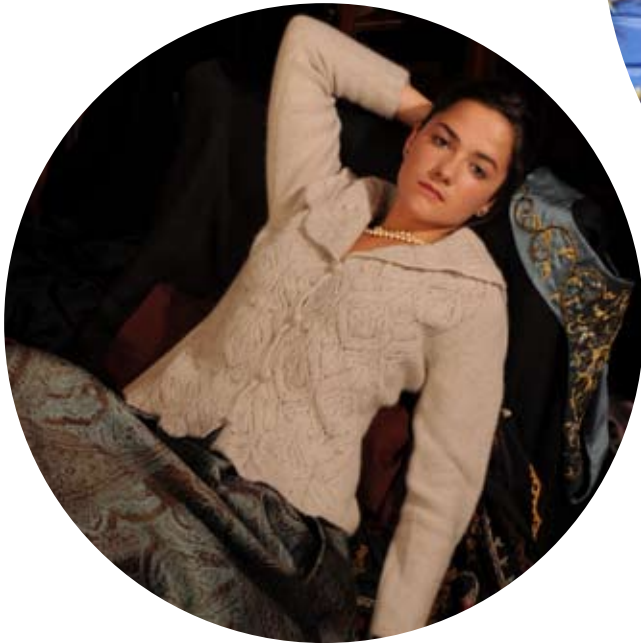




twist  
collective



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



# impact



With our Fall 2010 issue, twist collective will kick off its third year year of redefining what knitting media can offer to the consumer. Our visitors have grown every issue, 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 20,500,000 pageviews and over 607,000 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 over 16,000 subscribers.

Where our visits are from:

US 62%

Europe 24%

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 think twist collective is guaranteed long term success. Each issue keeps getting more consummate, more exquisite, more polished, fresher, and they embed who they are and what they offer and what knitting can be more and more deeply in the collective psyche of knitters.*

Cat Bordhi

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



design

*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

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 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: 1,482,396

ABSOLUTE UNIQUE VISITORS: 607,432

AVERAGE PAGEVIEWS: 13.82

AVERAGE TIME ON SITE: 4:22 minutes  
ON FALL 2009 LAUNCH DAY: 10:10 minutes

22% of our visits include more than 20 pageviews

#### TOP 10 VISITING COUNTRIES:

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

as of 05.12.10



twist collective

*Online Advertising dimensions (in pixels)*

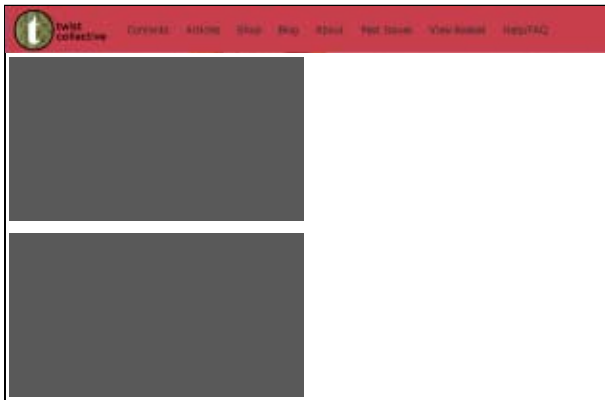
*ads are placed according to their size, larger ads receiving priority, and as reservations are received*



SPREAD  
900 x 510



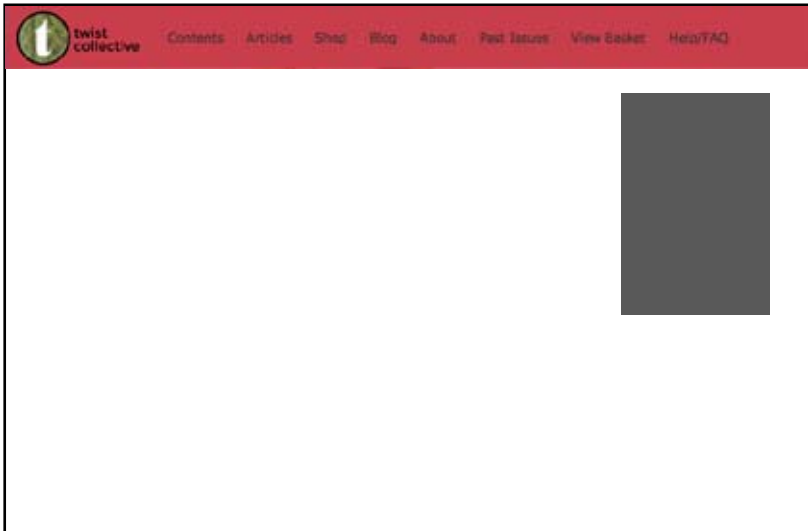
FULL PAGE  
450 x 510



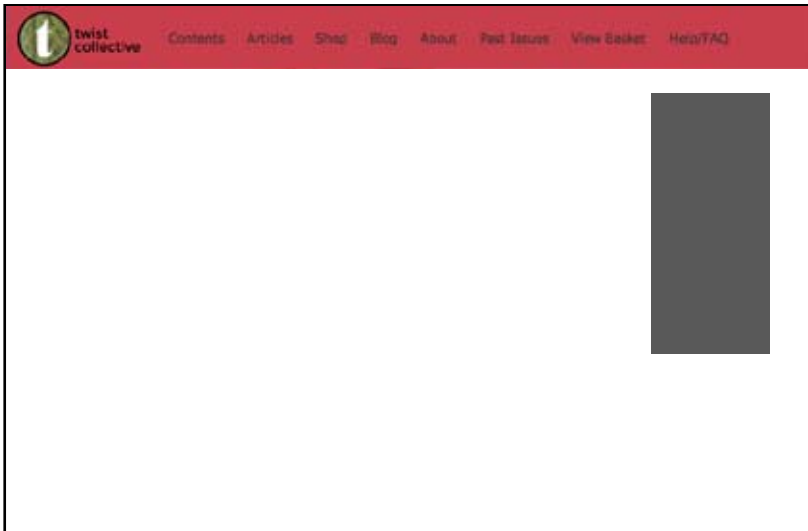
HALF PAGE  
438 x 246



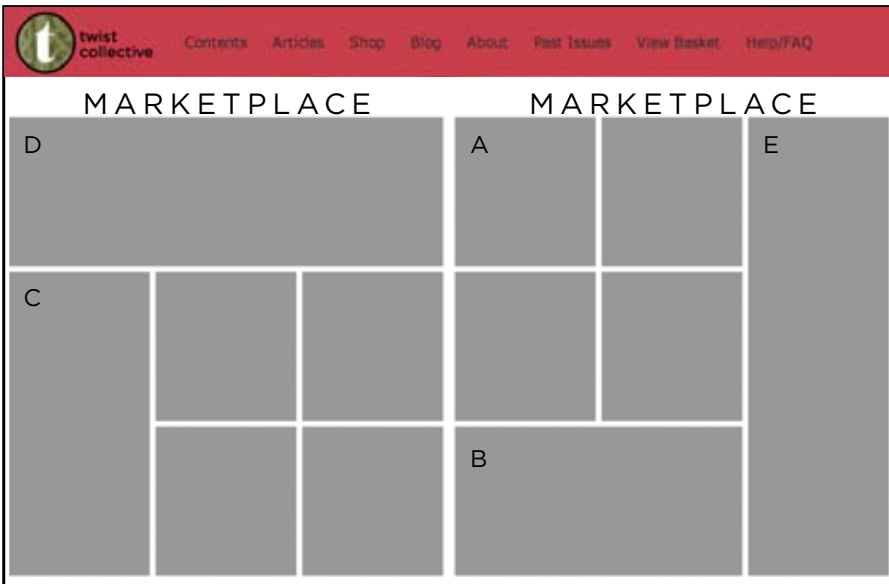
ONE-THIRD PAGE  
150 x 510



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

## *Fall 2010 schedule & price list*

### Fall 2010

### Winter 2010

Knits to leave you *Breathless*, a Peruvian knitting adventure, delicate knit artistry in Lela Nargi's continuing series and what every LYS wishes you knew.

A developing table of contents to include a special look at some of our favorite designers.

*Winter dates tentative*

ARTWORK DUE July 1  
PAYMENT DUE July 12  
LIVE DATE August 1

October 15  
October 25  
November 15

### Fall 2010 price list (USD)

975	SPREAD
600	FULL PAGE
400	HALF PAGE
175	HALF PAGE CO-OP 4 companies share the same placement with rotating ads
325	ONE-THIRD PAGE
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.
300	SIDEBAR Three month block (August, September, October). Sidebar ads rotate between 8 advertisers and are our most viewed placement. If available, single months will be sold at \$125 per month.

175	NEWSLETTER
200	MARKETPLACE TRIPLE three squares (horizontal or vertical)
150	MARKETPLACE DOUBLE two squares (horizontal or vertical)
80	MARKETPLACE SINGLE one square
60	DESIGNER AT YOUR SERVICE To make your ad beautiful and fit into the twist collective aesthetic

**In order to secure your advertising space, we need to have your payment no later than July 12. We require this lead time to allow for the time involved in page layout. 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 (\$60 charge).

- Advertisements will be accepted in a static jpg.
- The advertisements may be sent by email or to twist collective's FTP site.
- Please name your file using this scheme:  
**fall\_10\_your company name.jpg**



## twist collective

*Yarns available for sponsored links in  
Fall 2010*

woman's jacket	elann.com Peruvian Highland Chunky <i>in Redwood</i>
woman's coat	Valley Yarns Northampton Bulky <i>in Fawn</i>
woman's jacket	Miss Babs Yowza <i>in Coventry Green</i>
woman's cardigan	Halcyon Yarn Botanica <i>in #19</i>
man's/unisex cardigan	Tahki · Stacey Charles Lana <i>in #004 Slate</i>
woman's dress	Berroco Ultra Alpaca <i>in #62168 Candy Floss Mix</i> and Berroco Seduce <i>in #4401 Vintage White</i>
woman's top	Madelinetosh Pashmina <i>in Clover</i>
woman's cardigan	Valley Yarns Colrain <i>in Majestic Blue</i>
woman's cardigan	Skacel Sumerino <i>in #06 Olive</i>
woman's jacket	Classic Elite Yarns Kumara <i>in #5758</i>
woman's cardigan	Sunday Knits Nirvana 5-ply <i>in Rain</i>
woman's cardigan	Kollage Glisten <i>in Pearl</i>
woman's cardigan	Blue Moon BFL Sport <i>in Jenju and Star Sapphire</i>
woman's cardigan	Manos del Uruguay Silk Blend <i>in #3201 Butter, #3068 Citric, #3043 Juniper, and #3205 Azalea</i>
woman's cardigan	Rowan Felted Tweed Aran <i>in #720 Pebble</i>
woman's hooded pullover	Green Mountain Spinnery Maine Organic <i>Dark</i> with Green Mountain Spinnery Wonderfully Woolly <i>in Fiddlehead</i>
woman's pullover	Fibre Company Canopy Fingering <i>in Rosehip</i>
woman's pullover	SweetGeorgia Merino Silk DK <i>in Saltwater</i>
woman's pullover	Berroco Ultra Alpaca <i>in #6256 Carnelian, #6235 Fuchsia, #6263 Carrots, #6233 Rose Spice, and #6225 Masa</i>
man's pullover vest	Briggs and Little Regal <i>in Light Grey</i>
shawl	Sundara Fingering Silky Merino <i>in Rose Mallow</i>
shawlette	Sundara Sock Yarn <i>in Viridescent</i>
shawlette	Spirit Trail Lyra <i>in Plums</i>
beret, cowl and mitts	Lorna's Laces Angel <i>in Fjord</i>
woman's & man's hats	Caledon Hills Worsted Wool <i>in Moose with Sweet Pea and in Slate with Icy Pond</i>
hat	Handwerks Classic DK <i>in Tropical Seas</i>
beret	Beyond Basic Knits Worsted Woolies <i>in Sea Grass</i>
beret	Juniper Moon Farm Aran Weight Farmstead Yarn
socks	Wollemeise <i>in Amethyst Dark</i>