



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 celebrating our first anniversary and five issues 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 over 11,000,000 page views thus far by 356,000 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 14,000 subscribers.

Where our visits are from:

US 64%

Europe 22%

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: 777,227

ABSOLUTE UNIQUE VISITORS: 356,000

AVERAGE PAGE VIEWS: 15.10

AVERAGE TIME ON SITE: 4:50 minutes
ON A LAUNCH DAY: 10:10 minutes

25% of our visits include more than 20 page views

TOP 10 COUNTRIES:

US, Canada, UK, Germany, Finland, Australia,
France, Russia, Norway, Netherlands

09.10.16



twist collective

Online Advertising dimensions (in pixels)

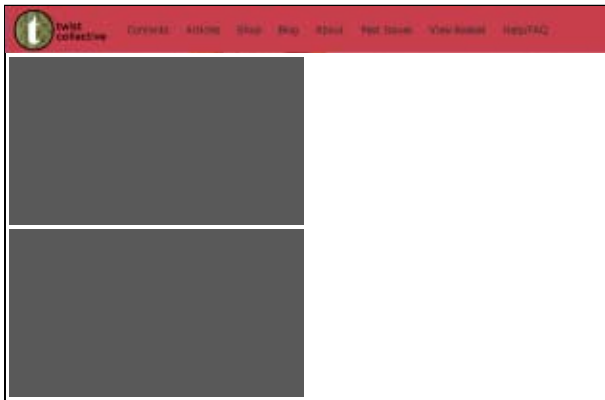
ads are placed according to their size, larger ads receiving priority, and as reservations are received



SPREAD
900 x 510



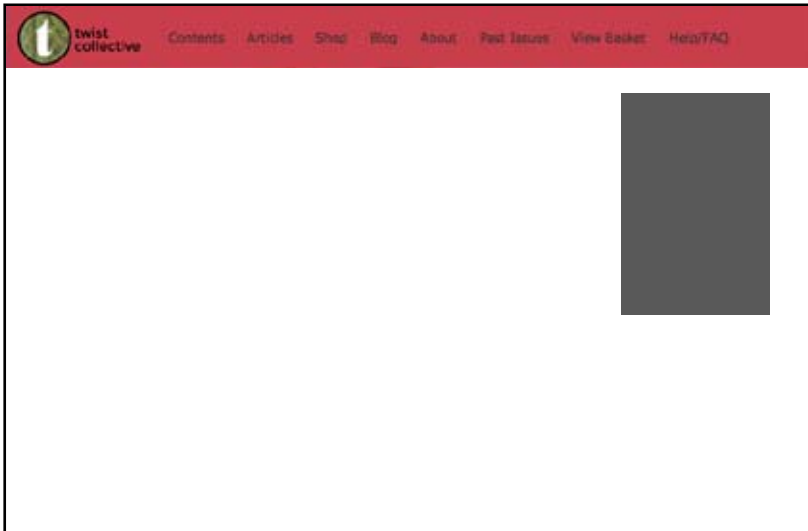
FULL PAGE
450 x 510



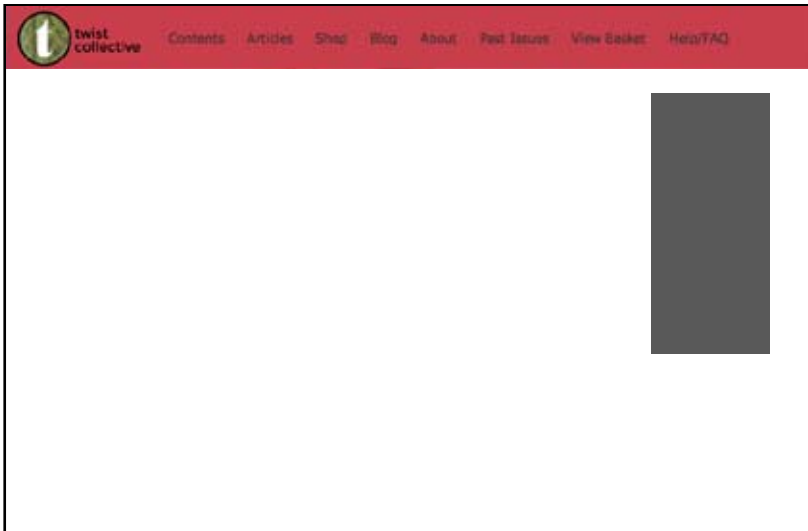
HALF PAGE
438 x 246



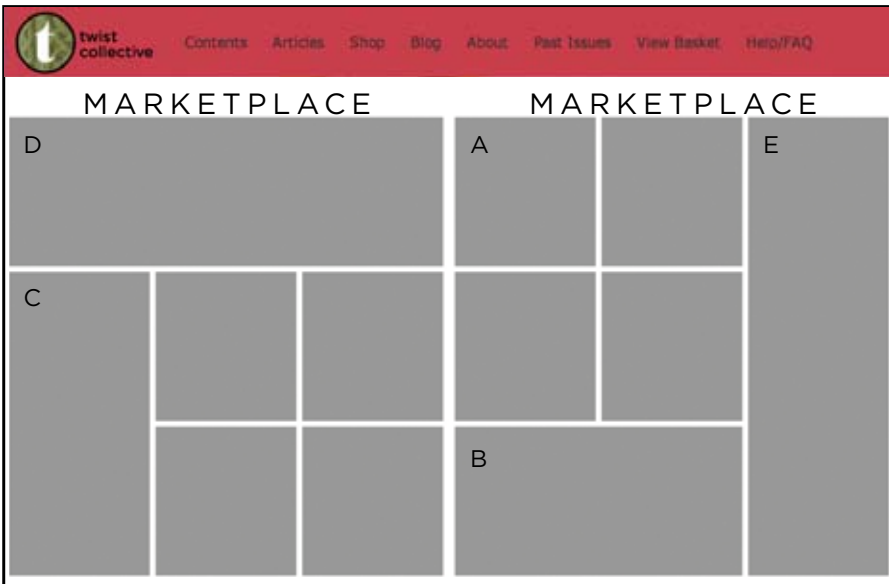
ONE-THIRD PAGE
150 x 510



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

Winter 2009 schedule & price list

Winter 2009

Spring 2010

Special accessories to treat yourself or for seasonal giving, irresistible sweaters, a compelling case for double knitting, a special treat from Clara Parkes, and the conclusion of Barbara Parry's Yarn Farmer series.

A developing table of contents to include warm weather knitting, and a remedy for stash guilt. Details to be published in November.

Contact adsales@twistcollective.com

SPACE CLOSE October 8
ART CLOSE October 14
LIVE DATE November 15

Winter 2009 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)
160	HALF PAGE CO-OP 4 companies share the same placement with rotating ads	80	MARKETPLACE SINGLE one square
300	ONE-THIRD PAGE	50	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.		
125	SIDEBAR Purchased in one month increments, rotate between 6 advertisers. Sidebar ads are our most viewed placement.		

In order to secure your advertising space, we need to have your payment by October 20. 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 (\$50 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: "issue_year_companyname.jpg" (winter_09_ariadneknits.jpg)



twist collective

Yarns available for sponsored links in Winter 2009

hat	Valley Yarns Northampton <i>in Navy and Natural</i>
tam	Sweet Georgia Yarns Superwash Sport <i>in Savoury</i>
woman's pullover	Mission Falls 136 <i>in #024 Damson, #023 Amethyst, and #013 Curry</i>
woman's pullover	Madelinetosh Tosh Worsted <i>in Magenta</i>
woman's cardigan	Sunday Knits Angelic 5-ply <i>in Bone</i>
woman's cardigan	Kollage Yarns Fantastic <i>in Vixen Red</i>
woman's pullover	Green Mountain Spinnery Mountain Mohair <i>in Blizzard</i>
woman's cardigan	The Fibre Company Road to China Light <i>in Blue Tourmaline</i>
woman's pullover	Frog Tree Yarns Alpaca Chunky <i>in #30 Light Blue</i>
woman's cardigan	Valley Yarns Northfield <i>in Seaspray</i>
toy	Caledon Hills Yarn Worsted Wool <i>in Grizzly Bear and Blue Skies</i>
woman's sweater	Tahki • Stacey Charles Dove <i>in Grape and Cream</i>
woman's sweater	Classic Elite Yarns Kumara <i>in Grasshopper and Wild Duck</i>
accessories set	Ivy Brambles Sock Scene <i>in Wild Blueberries and Holly</i>
accessories set	Halcyon Yarn Victorian 2-ply <i>in #113, #341, #300, and #103</i>
hat	Jamieson's Shetland Spindrift <i>in #108 Moorit, #106 Mooskit, #104 Natural White, #102 Shaela, and #103 Sholmit</i>
accessories set	elann Pure Alpaca <i>in Black and Natural</i>
shawl	Beyond Basic Knits Divinity Lace <i>in Royalty</i>
shawl	Indigo Moon Silk <i>in Charcoal</i>
woman's pullover	Briggs and Little Heritage <i>in Grey Heather</i>
mittens	St-Denis Nordique <i>in #5836 Oatmeal</i> and Classic Elite Yarns Fresco <i>in #5335 Peacock Green</i>
gloves	Renaissance Dyeing Twist Sock Yarn <i>in Cherry</i>