



*Knit. Crochet. Quilt. Create!*

# 2018 Media Opportunities

**PghKnitAndCrochet.com • Festival Update newsletters**

We're your customers' handmade news resource, all year long...

We're the **Pittsburgh Knit & Crochet Festival and the Pittsburgh Creative Arts Festival**, with more than a decade of history and attendee loyalty. Founded by fiber guru Barbara Grossman in 1994 as a simple fundraiser for her daughter's school, The Festival, an award-winning annual event, attracts more than 4,450 knitters, crocheters, weavers, spinners, sewers, quilters, crafters, designers and other art enthusiasts from around the country to participate in educational workshops and shop in a vibrant marketplace.

We're a **bi-monthly newsletter**, plus extra issue opportunities that run January through March. The Festival Update reaches over 5,750 opted-in knitters, crocheters, spinners, weavers, sewers, quilters, crafters, designers and other art enthusiasts in Pennsylvania, Ohio, West Virginia and surrounding states with news, reviews, giveaways and more.

We're **PghKnitAndCrochet.com**, we are two events and websites merged into one with plenty of activity. We offer our visitors not only the latest news on our events, but links to other vendors, guilds, charity projects, events and more.

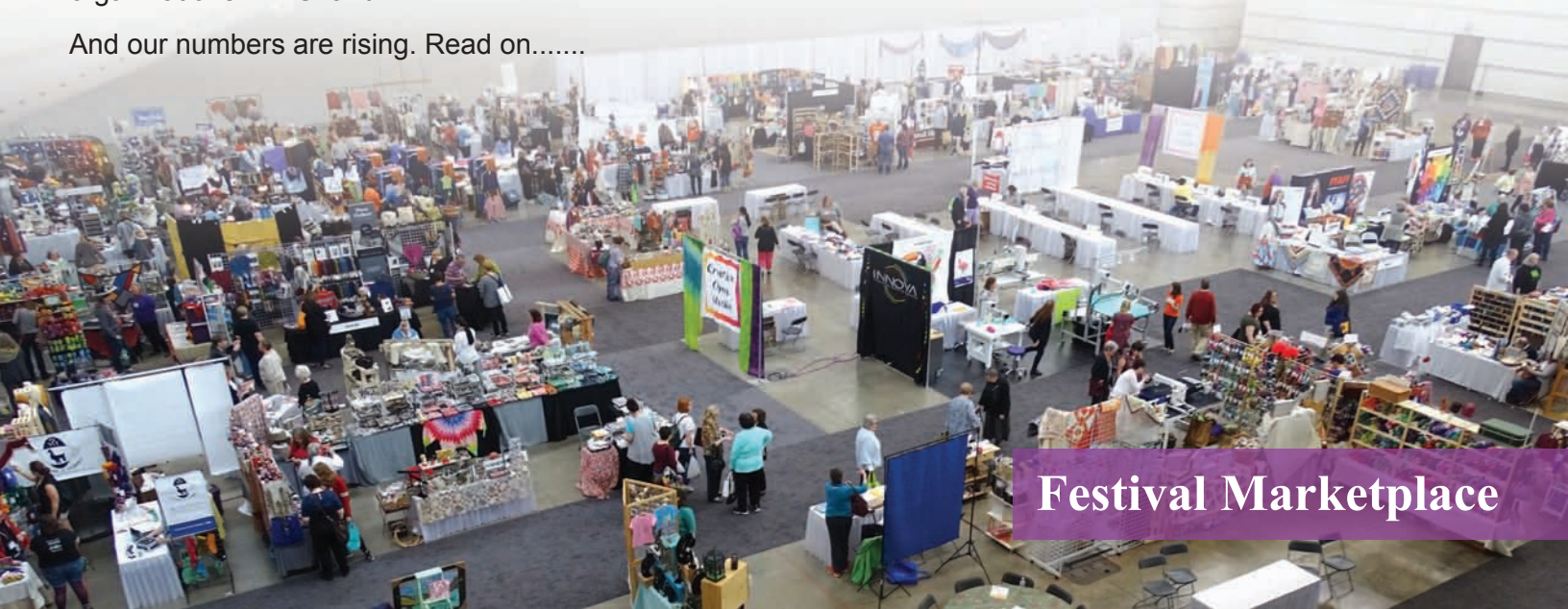
We are proud members of the industry's leading trade organizations: AFCE and TNNA

And our numbers are rising. Read on.....



**Barb Grossman and Ann Szilagyi**  
*Festival Organizers*

**April 6, 7, 8, 2018**  
**The David L. Lawrence Convention Center**



**Festival Marketplace**

## Enews Statistics

From Dec. 1, 2016 to Apr. 1, 2017, representing 17 issues of the Festival Update enewsletter:

- We grew by 14%.
- Our 31.2% average open rate is 13% higher than the U.S. industry average.\*
- Our average click-through rate is 8%, which is 9% higher than the industry average.\*
- Our average unsubscribe rate is below the industry average of 0.17%.\*

\* Benchmark averages taken from 2016 Email Marketing Metric Study by Watson Marketing

## What we can do for you

- Place your ad on our website
- Place your ad in our newsletter, where it will be seen by a tightly targeted audience
- Design your ad
- Provide a report of who clicked on your ad
- Review your product with postings on our Facebook, Twitter, Ravelry and Instagram accounts

**ONLINE MATERIALS DEADLINE:** Ad will run for one month from the date final ad is approved by customer.

**MATERIALS SPECS:** gif or jpg file. See sizes below.

### Enews Spotlight ad 728 x 90 pixels

1x \$62 3x \$51 6x \$45

### Web Page Ad Unit | Dimensions | Monthly Rate

Bottom Leaderboard 350 x 150 px \$50

### Web Ad Design Fee (optional): \$70/hr

**For more information**, please contact Ad Manager Ann Szilagyi at [pghknitandcrochet@gmail.com](mailto:pghknitandcrochet@gmail.com) or 412.963.7030.



## On-site Festival Ad opportunities

**There are new dates for the 2018 Festival! April 6, 7, 8, 2018, David L. Lawrence Convention Center, Pittsburgh, PA.**

More than 4000 programs will be distributed to our participants, exhibitors, sponsors, contributors and advertisers. Last year, there was an attendance of 4100 with a larger attendance each year. Enhance your visibility at the "Tri-State area's premiere creative festival" with an ad in the 32-page event program:

- 99% of participants are women.
- Reach an audience devoted to the love of fiber and handwork.
- Current vendors and teachers receive a 10% discount on any size ad.



### Program ad pricing

All ads are in full color:

Ad Size	Dimensions (in)	Price
Business card:	3½ w x 2 h	\$80
Quarter page:	3.625 w x 4.875 h	\$150
Half page:	7.5 w x 4.875 h	\$250
Full Page:	7.5 w x 10 h	\$400

### Deadline and submission guidelines

**Program Ad deadline is Feb. 1, 2018.** All ads must be submitted in high-resolution PDF format to: [pghknitandcrochet@gmail.com](mailto:pghknitandcrochet@gmail.com) with "K & C Fest ad" in subject line. There will be a minimum charge of \$50 if any artwork needs to be redone. All ads are in full color.

Payment for ad is also due by Feb. 1, 2018.

Please make check payable to:

Pgh K & C Festival  
P.O. Box 7706  
Pittsburgh, PA 15215

PayPal payment is accepted at:  
[pghknitandcrochet@gmail.com](mailto:pghknitandcrochet@gmail.com)

If you have questions, please contact Ann Szilagyi at 412.963.7030 or [pghknitandcrochet@gmail.com](mailto:pghknitandcrochet@gmail.com).