



2017 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 4,100 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 5,300 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: CHA and TNNA

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



Barb Grossman and Ann Szilagyi
Festival Organizers

March 24, 25, 26, 2017
The David L. Lawrence Convention Center
HALL C, 2nd Floor

Headliners for 2017 Festival include:



**FRANKLIN HABIT,
MICHELLE HUNTER,
MARLY BIRD,
STEVENBE and ROBYN CHACHULA**



Enews Statistics

From Jan. 1 to Oct. 1, 2016, representing 17 issues of the Festival Update enewsletter:

- We grew by 515 readers.
- Our 32.4% average open rate is 13.5% higher than the U.S. industry average.*
- Our average click-through rate is 8%, which is 16% higher than the industry average.*
- Our average unsubscribe rate is below the industry average of 0.25%.*

* Benchmark averages taken from 2013 Email Marketing Metric Study by Silverpop

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 or 412.963.7030.

On-site Festival Ad opportunities

There are new dates and a new location for the 2017 Festival! March 24, 25, 26, 2017, David L. Lawrence Convention Center, HALL C, 2nd Floor, 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 Jan. 15, 2017. All ads must be submitted in high-resolution PDF format to: 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 Jan. 15, 2017.

Please make check payable to:

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

PayPal payment is accepted at:
pghknitandcrochet@gmail.com

If you have questions, please contact Ann Szilagyi at 412.963.7030 or pghknitandcrochet@gmail.com.

