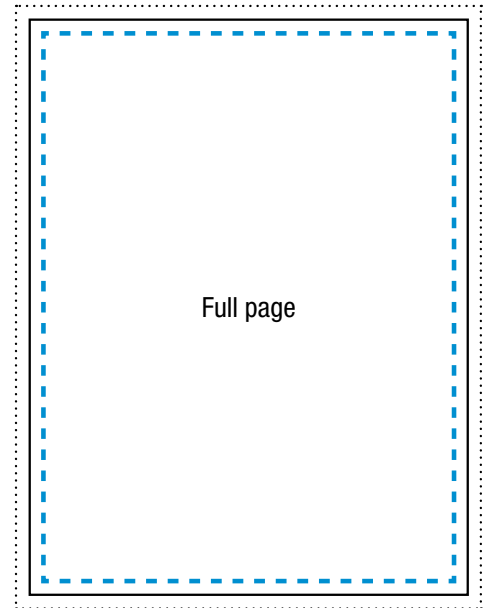
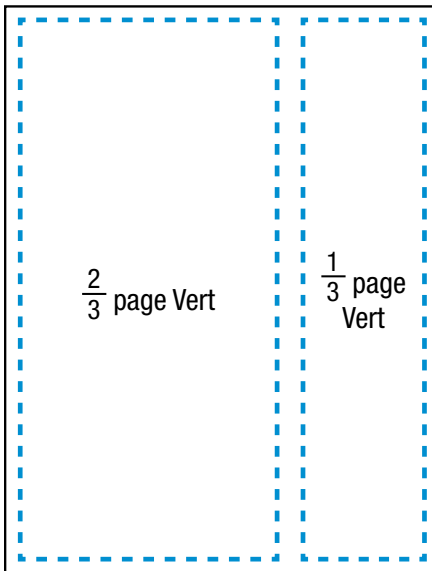


| AD RATES | | | | |
|--------------------|-------|-------|-------|-------|
| SIZE | 1X | 2X | 3X | 4X |
| Back Cover | \$800 | \$720 | \$650 | \$590 |
| Inside Front Cover | \$775 | \$700 | \$630 | \$560 |
| Inside Back Cover | \$775 | \$700 | \$630 | \$560 |
| full page | \$750 | \$675 | \$600 | \$540 |
| two-thirds | \$500 | \$450 | \$400 | \$360 |
| half | \$375 | \$335 | \$300 | \$270 |
| third | \$250 | \$225 | \$200 | \$180 |
| quarter | \$190 | \$170 | \$150 | \$135 |
| sixth | \$125 | \$112 | \$100 | \$90 |
| twelfth | \$65 | \$60 | \$55 | \$50 |

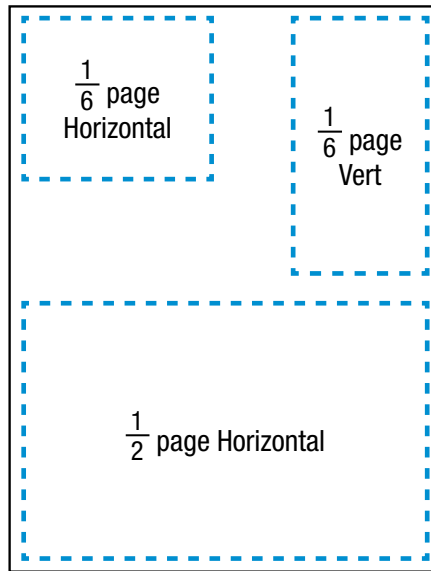


Full Page
 — Trim 8.0" x 10.5"
 Bleed 8.5" x 11.0"
 - - - Live 7.5" x 10.0"



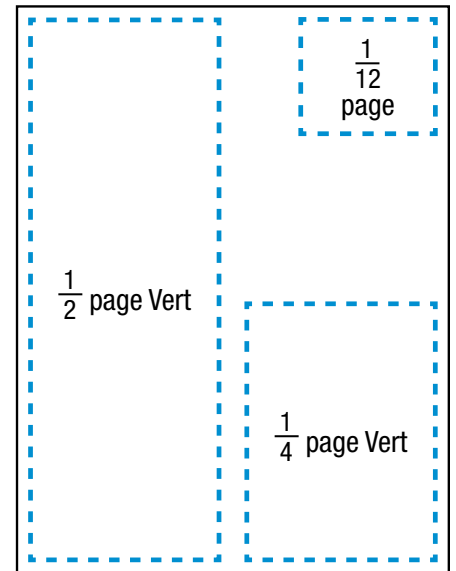
two-thirds page
 Vertical 4.75" x 10.0"

third page
 Vertical 2.25" x 10.0"
 Horizontal 7.5" x 3.0"



sixth page
 Vertical 2.25" x 4.75"
 Horizontal 3.5" x 3"

half page
 Horizontal 7.5" x 4.75"
 Vertical 3.5" x 10"



twelfth page
 2.25" x 3"

fourth page
 3.5" x 4.75"

All premium positions are on a first-come, first-served basis. Specific page placement within the magazine is also available for an extra fee. Contact *Chicago Knit Magazine's* advertising sales department for details. Advertising rates, terms and conditions set forth in this rate card shall govern all transactions and supersede any other information published in previous rate cards, directories, media guides or rate and data services. Uniform rates apply to all advertisers at all times. In the event of an error in the printing of a display advertisement, the publisher will re-run the correct version of the same ad material in the next available issue published. Neither the advertiser nor its agency may cancel advertising after the issue closing date. When change of copy is not received by closing date, copy furnished or run in previous issue will be printed. The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue due to strikes, work stoppages, accidents, fires, acts of God, or any circumstance not within the control of the publisher.

EDITORIAL SCHEDULE

| ISSUE | THEME | ARTICLE SUBMISSION DEADLINE | ADVERTISING SUBMISSION DEADLINE* | ISSUE DROP |
|--|---|-----------------------------|----------------------------------|---------------|
| The Man Issue Summer 2014 | Menswear: sweaters, socks, scarves, hats, gloves, anything man-related. Also looking for articles written by men about knitting or crochet. | May 14, 2014 | June 10, 2014 | July 1, 2014 |
| Winter in Chicago Fall 2014 | Super-cozy cool-weather garments + accessories. Quick last-minute gift knits and holiday accessories. | August 14, 2014 | Sept 10, 2014 | Oct 1, 2014 |
| 1920s Chicago Winter 2015 | Fashion from the Roarin' 20s. Cloche hats, lacy stockings, form-fitting sweaters, awesome accessories | Nov 14, 2014 | Dec 10, 2014 | Jan 1, 2015 |
| Spring Sprung Spring 2015 | Warm-to-hot-weather garments + accessories | Feb 14, 2015 | March 10, 2015 | April 1, 2015 |

* Assumes camera-ready art.

Editorial calendar subject to change.

Submitting Materials

Materials can be submitted via email to advertising@chicagoknitsmag.com. File submission should not exceed 10MB.

Electronic Media

Chicago Knits Magazine (CKM) ads prefer all ad submissions to be high-resolution PDF with all printers marks and bleeds turned on. If PDFs are not available, please include ALL original files, images (linked, placed or supporting EPS files) and fonts.

Fonts

All fonts used are to be supplied or converted to outlines.

Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (CKM does not accept responsibility for the quality of low-resolution files.)

Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

Questions

Please feel free to contact us with any ad submission questions at advertising@chicagoknitsmag.com.