



ADVERTISING WITH TANGLED

Our Philosophy

As independent designers, bi-craftual fiber enthusiasts, and LYS employees ourselves, it is the mission of Team Tangled to treat small business owners, free-lance designers, and both knitters and crocheters fairly. That's why we offer a range of advertising options and rates, distribute patterns both for free and for sale, and publish content for yarn crafters of all kinds. We truly believe our business model allows us to serve the interests of designers, crafters, yarn shop owners, and sponsors in ways other internet-based publications fall short.

Why Advertise in Tangled?

How Tangled Compensates Designers at a Glance

Pay-per-Download Designers Receive...

- 50% of all digital pattern sales
- 50% of net profit of all hard-copy pattern sales

Free Pattern Designers Receive...

- A one-time monetary compensation

All Designers Receive...

- Full rights to their design once an issue has been archived. She can then self-publish the pattern or distribute it however she wishes
- All photography, layout work, editing, charts, schematics, video tutorial, or graphics created by Tangled to use as she wishes
- Complimentary yarn support in most cases

Tangled is still a relatively new publication and is constantly growing. With every issue traffic to our site steadily increases and the patterns from both the current issue and the archive are downloaded more frequently. It is true that when you compare our stats to bigger, longer-running online publications, we currently receive fewer total site views on average. However, Team Tangled knows that we still have a lot of growing to do and our rates reflect this. We charge much less than our competitors for advertising and because all of our ads are permanent and you can change or remove them at any time, it is truly a worth-while investment to sponsor Tangled now.

What we mean when we say all ads are permanent is that they will remain viewable and clickable on Tangled as long as the webzine exists. With every issue ads appear on all of the pages and when each issue is archived, the ads remain there. Aside from the patterns and features index page of the current issue, the easily navigated archived pattern pages generate the most site traffic to Tangled.

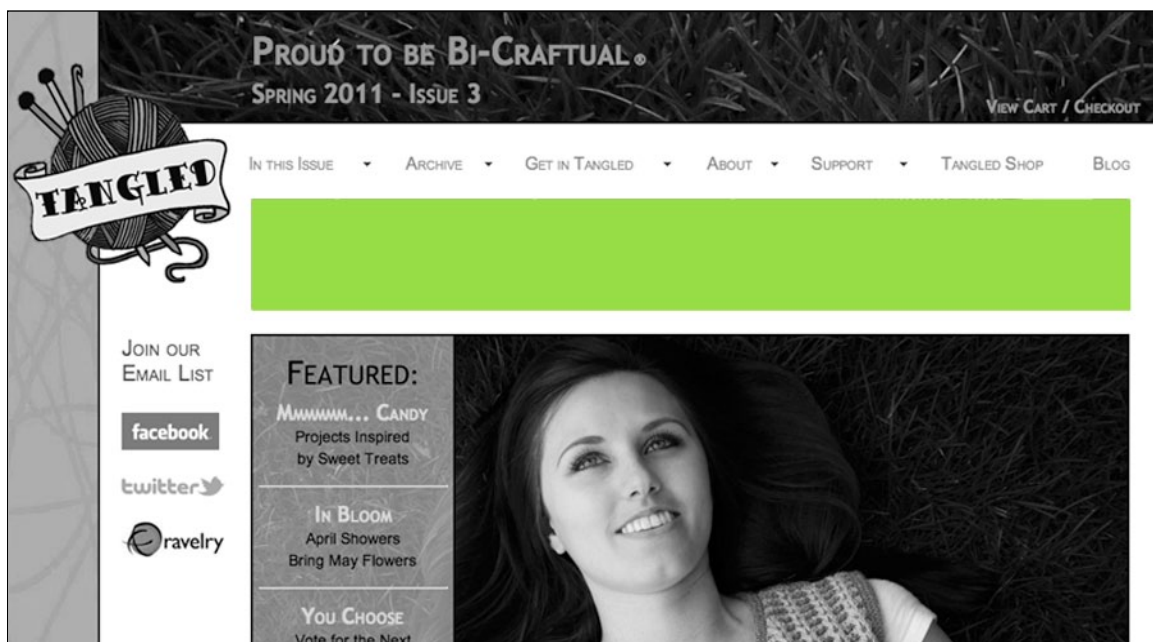
Additionally, as independent designers ourselves, Team Tangled believes in compensating individuals for their hard work - Our business model best allows us to treat designers fairly. When you sponsor Tangled, you're supporting independent designers, and you should feel good about that.

What Makes Tangled Different from other Web Publications?

- Beautiful, unique, and accurate crochet designs are featured just as prominently as knit designs. We also feature one or two “Cross-Threaded” designs in each issue which means the pattern can be worked in either knit or crochet. We also feature designs that incorporate both knitting and crochet techniques in the same piece.
- Video tutorial support is available for unusual or difficult techniques, accessible directly from the downloaded pattern. Eventually we will expand our video support library to provide viewers with accessible crafting assistance 24/7.
- We are yarn shop owners and employees ourselves. Hence, even though we are an internet-based publication, it is important to us that we support brick-and-mortar yarn stores. Tangled offers inexpensive links to your shoppable website where our customers can also be your customers. We also offer Tangled trunk shows (contact Tracy to request a trunk show at Tracy@tangledness.com).

SPECIFIC ADVERTISING OPTIONS AND RATES

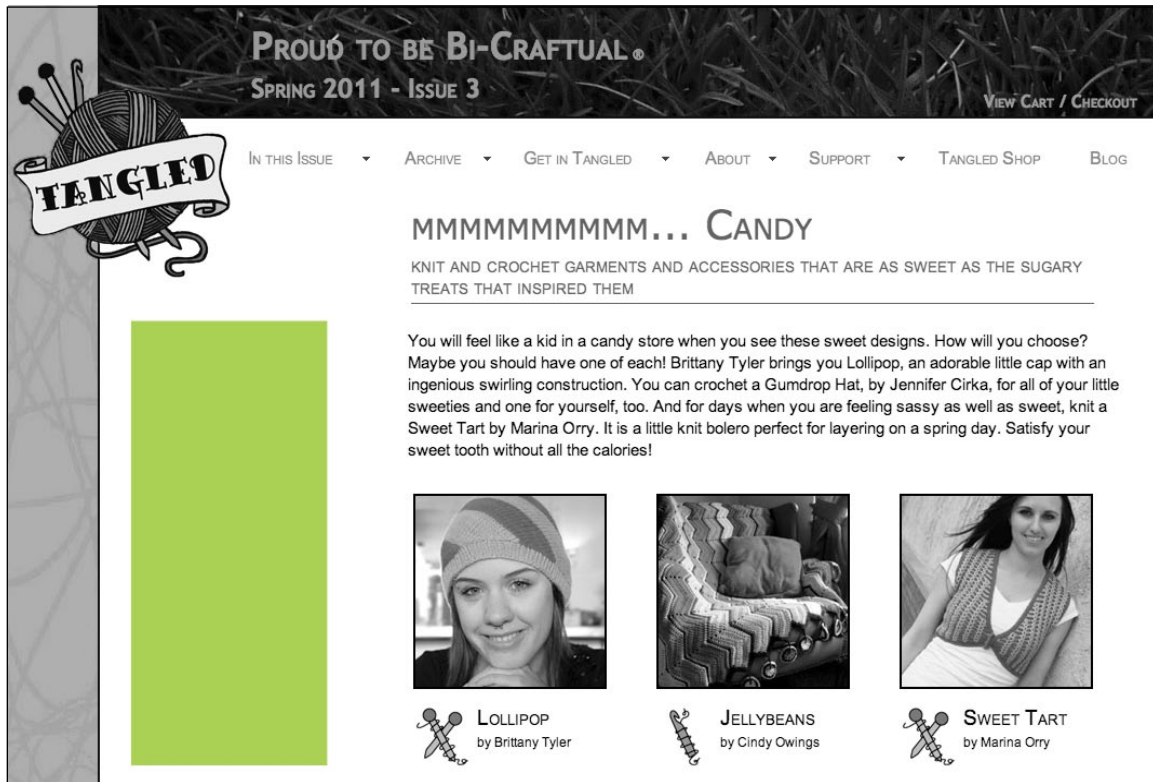
Issue Cover: 800 x 100 px



- 6 spots available
- Random rotation
- Live for 3 months
- Permanently viewable in archive
- \$800

To reserve an ad spot in Tangled, contact our Visual Multimedia Fairy at Brittany@tangledness.com

Pattern and Features Index: 175 x 400 px



The screenshot shows the Tangled website interface. At the top, it says "PROUD TO BE BI-CRAFTAL" and "SPRING 2011 - ISSUE 3". There is a navigation menu with options: "IN THIS ISSUE", "ARCHIVE", "GET IN TANGLED", "ABOUT", "SUPPORT", "TANGLED SHOP", and "BLOG". The main heading is "MMMMMMMMMM... CANDY" with a sub-heading "KNIT AND CROCHET GARMENTS AND ACCESSORIES THAT ARE AS SWEET AS THE SUGARY TREATS THAT INSPIRED THEM". A paragraph of text describes the designs. Below the text are three images of knitted items: a hat, a blanket, and a vest. Each image has a caption: "LOLLIPOP by Brittany Tyler", "JELLYBEANS by Cindy Owings", and "SWEET TART by Marina Orry".

- 5 spots available
- Live for 3 months
- Permanently viewable in archive
- \$500

Tangled Statistics at a Glance

- Total site views since the launch of the premier issue in September 2010: **342,336+**
- Total unique visitors since the launch of the premier issue in September 2010: **272,622+**
- Since the launch of the premier issue in September 2010, the most popular pattern on our site has been downloaded **8,541+** times
- All of the pattern pages on Tangled are viewed hundreds to thousands of times every month
- Crochet and knit/crochet combo patterns are downloaded just as frequently as knitting patterns :)

“Every time Tangled comes out with a new issue, I see a marked increase in quality, targeted traffic to my site.”

- Liat Gat, KNITfreedom.com

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Pattern / Article Sponsorship: 175 x 400 px



- 1 spot per pattern • Live for 3 months • Permanently viewable in archive

Free Pattern Sponsorship - \$200

Pay-per-Download Pattern Sponsorship - \$150

Article Sponsorship - \$75



Can I advertise on a pattern that is already in the archive and is currently without sponsorship?

You bet! Many of those patterns still get as much traffic as the newly added patterns each time an issue goes live.

“Buy this Yarn Now” Button

- 1 spot per pattern • Live for 3 months • Permanently viewable in archive • \$100

You can add a “Buy this Yarn Now” button to any Tangled pattern that will link to your website. Choose to sponsor a pattern and add a “Buy this Yarn Now” button to the webpage for only \$50. A great deal for any LYS with a shoppable website. Check out the “How to Advertise” page under the “Get in Tangled” tab at Tangledness.com to see an updated list of the yarns used in each upcoming issue.

To reserve an ad spot in Tangled, contact our Visual Multimedia Fairy at Brittany@tangledness.com

THE TECHNICAL STUFF

Additional Information

Tangled strives to maintain an appealing visual aesthetic on our website. Sponsors ads should not detract from this aesthetic. Tangled may refuse an ad that does not meet our standards or comply with the format requirements. You can contact our friendly Visual Multimedia Fairy regarding any questions you might have about creating your ad. We apologize, but at this time we can not create an original artwork or modify an existing ad for you.

If you have purchased a permanent ad spot on Tangled, you can submit a new ad at any time to keep information up-to-date. The Visual Multimedia Fairy asks for a non-optional \$10 donation each time you update your currently running ad. If you ever wish to remove your ad from Tangled, all you have to do is ask.

Advertising information regarding upcoming issues including a full list of the yarns used in each issue, specific themes, etc. can be found on the “How to Advertise” page under the “Get in Tangled” tab at Tangledness.com.

Our Visual Multimedia Fairy is happy to answer any questions that you may have about advertising in Tangled. You can reach her at Brittany@tangledness.com.

Ad Specifications

- Static jpeg or gif format
- 72 dpi
- Maximum file size of 75k
- Name your file in all lowercase letters with words separated by underscores. Please include the issue in which the ad will be placed and your company.

ex. summer2011_tangled_ad.jpg

- Email ads to Brittany@tangledness.com

Did You Know?

According to the Craft and Hobby Association’s 2010 industry statistics...

- Crocheting made the “Top Ten Craft Segments by Household Participation” list (based on 114,200,000 U.S. households) at number 3 with an estimated 17.4 million crafters. Knitting also made the list at number 9 with 13 million participants
- Last year crocheting also made the “Top Ten Craft Segments by Sales” list at number 7. CHA estimates crocheters spent \$1.062 billion on crafting supplies last year.