

I Like Crochet

Live. Love. Crochet.

ILIKECROCHET.COM

REACH ENGAGED, FIBER-LOVING READERS WHO ARE SERIOUS ABOUT THEIR CROCHETING. A HIGHLY RESPONSIVE LIST OF ENTHUSIASTS!

WHO IS THE I LIKE CROCHET AUDIENCE?

- 99% female
- 95% Age 45+
- Average Household Income: \$62,084
- 76% are homeowners
 - South: 34%
 - West: 21%
 - Midwest: 19%
 - Northeast: 14%
 - Canada: 12%
- 86% are proven buyers in the last 12 months

WHAT MEMBERS SAY ABOUT I LIKE CROCHET

- "I feel like a lucky customer to flip through these pages and enjoy myself while I find a project to do..."
- "Thank you for this really nice pattern! Sooooo cute! I'm anxious to get started making one."
- "I had no idea how practical the art of crochet is. What a rich history. Can't wait for the next issue."
- "This would be fun using up some of the odd skeins of different colors. This might be my next TV watching project."
- "My daughters-in-law want me to teach them to crochet and I Like Crochet will help me learn."
- "Thank you so much for the patterns. I am 88 and enjoy making them all the time."
- "This hooded blanket looks so adorable. Can't wait to get started. Thanks!"
- "This item is so pretty. I want to make it. All these ideas - my head's about to pop!"
- "This is a pretty afghan, I will have try and make it. Thank you."



CHOOSE YOUR LEVEL OF SPONSORSHIP WITH I LIKE CROCHET

LEVEL

Platinum
Gold
Silver
Bronze

COMMITMENT

12 months
6 months
4 months
1 month

COST PER MONTH

\$1,500
\$1,800
\$2,400
\$3,000

YOUR SPONSORSHIP BENEFITS:

Guaranteed inbox delivery of your custom email offer promoting your products to 300,000+ crocheters!



FREE Mutual Ad Swap Option Available. Contact us for details!

EMAIL: CWRIGHT@PRIMECP.COM

2023 SPONSORSHIP DEADLINES

Confirm your Sponsorship at least two weeks before your desired start date.

Creative is due seven days prior to your promotion start date.

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