

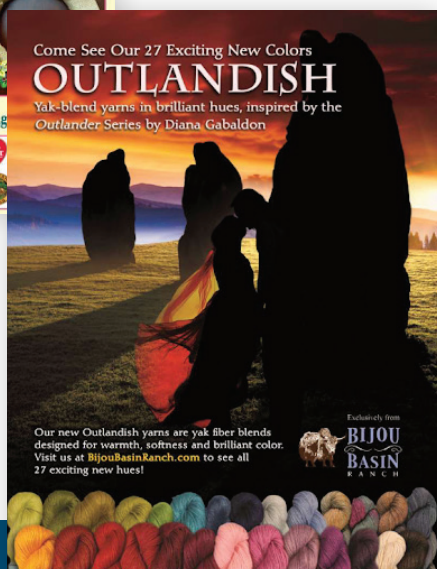
Best Of h+h americas



Knit & Crochet Inspiration eBook

In partnership with Prime Publishing, h+h americas will publish a direct-to-consumer post-show Look Book.

The Look Book is designed to inspire and encourage consumers to order your products at their local retailers and online. The publication will be available in early fall to energize holiday season sales. **Every exhibitor will receive 1 full-page ad and up to three pages for a project/pattern which will face their ad for FREE** This special sponsorship is for premium placement and additional pages for your brands. **Prime Publishing is expecting over 1 million views with more than 50,000 downloads.**



FREE Advertising Opportunity

Each exhibitor gets 2 pages:

Free full page ad with link to their site Free editorial feature of a project or how-to using their product with link to their site

Upgrade options:

- Option I: (Premier Position):** Want to stand out? Place your free ad at a premium position – Front inside cover or Back cover with an active link for \$2,500. Only two opportunities are available.
- Option II: (Regular Position):** More than one brand to promote? Order a second ad to showcase additional project patterns for \$1,750. The Look Book editorial team will set up your Brand Profile (Logo, Bio, Product Info and Links) to your website & social media and table of content listing with company name.

For more information please contact:
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- Reach over 4.5 million knit & crochet consumers.
- Downloadable project eBook featuring your ad and project / how-to.
- eBook is an inspiration, shopping, and resource guide.
- Includes 1 page ad next to your project with link to your site.
- Inspire consumers to create with your brand and product purchase.



Direct To Consumer Promotion Includes:

- Facebook, Instagram & Pinterest – 1.9 million fans & followers
- Site & Newsletter editorial feature – 1.7 million monthly visitors
- Solo eMail 890,000 subscribers
- Permanently available free to consumers on AllFreeKnitting.com & AllFreeCrochet.com
- Similar ebooks had 55,000+ downloads.

Calendar:

Friday, July 15th: All creative due to Prime Monday, September 5th: Brand Profiles & eBook promotions go live

Friday, September 30th: Promotion ends

Week of Oct. 10th: Reporting of delivered, opens, clicks & downloads

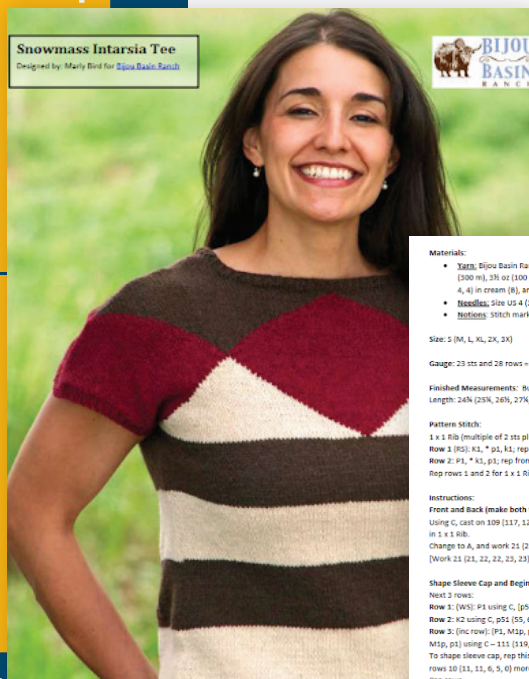
Questions about creative:

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Snowmass Intarsia Tee
Designed by Marly Bird for Bjou Basin Ranch



Materials:

- **Yarn:** Bjou Basin Ranch "Sport Weight", 100% yak, 328 yds (300 m), 36 oz (100 g) 2 (2, 3, 3, 4, 4) in brown (A), 2 (3, 3, 3, 4, 4) in cream (B), and 1 (2, 2, 2, 2, 2) red (C)
- **Needles:** Size US 4 (2.5 mm) needles or size to obtain gauge
- **Notions:** Stitch markers, stitch holders, tapestry needle

Size: S (M, L, XL, 2X, 3X)

Gauge: 23 sts and 28 rows = 4" (10 cm) in Stockinette st

Finished Measurements: Bust: 37" (40, 44, 48, 52½, 57½)"; Length: 24½" (25½, 26½, 27½, 28½, 29½)";

Patterns Stitch:

1 x 1 Rib (multiple of 2 sts plus 1)

Row 1 (RS): k1, * p1, k1, rep from * to end.

Row 2: P1, * k1, p1, rep from * to end.

Rep rows 1 and 2 for 1 x 1 Rib.

Instructions:

Front and Back (make both the same)

Using C, cast on 109 (117, 129, 141, 153, 165) sts, and work 4 rows in 1 x 1 rib.

Change to A, and work 21 (21, 22, 22, 23) rows in Stockinette st beg with a RS (RS, WS, WS, RS, RS) row.

[Work 21 (21, 22, 22, 23) using B, then 21 (21, 22, 22, 23) using A] twice, ending after a RS row.

Shape Sleeve Cap and Begin Intarsia Pattern

Next 2 rows:

Row 1: [WS: P1 using C, p53 (57, 63, 69, 75, 81) using B, p1 using C] twice.

Row 2: k2 using C, p51 (55, 61, 67, 73, 79) using B, p3 using C, p51 (55, 61, 67, 73, 79) using B, p2 using C.

Row 3: [inc row: P1, M1p, p2] using C; p49 (53, 59, 65, 71, 77) using B, p2 using C; p49 (53, 59, 65, 71, 77) using B, p2 using C; p49 (53, 59, 65, 71, 77) using B, p2 using C.

To shape sleeve cap, rep this inc every 4 (6, 6, 10, 12, 30) rows 6 (1, 1, 1, 1) more times, then every 2 (4, 4, 8, 10, 0) rows 10 (11, 11, 6, 5, 0) more times, then work 2 (1, 5, 3, 3, 41) rows without increasing – 50 (54, 58, 64, 68, 74) Sleeve Cap rows.

AT THE SAME TIME: work 25 (27, 30, 33, 36, 39) more rows in established intarsia pat, working 1 more color C st and 1 less color B st wherever the colors meet – all sts are in color C.

Pin on either side of center 50 (55, 65, 71, 77, 83) sts, and begin top portion of intarsia pat as follows, while keeping Sleeve Cap incs consistent: