



# Petite Purls

## Co-Editors

Brandy Fortune & Allegra Wermuth

[www.petitepurls.com](http://www.petitepurls.com)

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## What is Petite Purls?

Petite Purls ([www.petitepurls.com](http://www.petitepurls.com)) is a free, online magazine specializing in knitting patterns for babies, toddlers and older children. We also offer patterns in crochet, sewing and other unique crafts. Our designs are exquisitely crafted and fashion forward accompanied by beautiful photography. Our magazine is rounded out by wonderful articles, interviews and product reviews. We like to think that we offer a little something for everyone. The magazine is published four times a year.

We also maintain an active blog for the magazine where we offer Advertiser Spotlight posts for all of our lovely advertisers, as well as more product reviews, giveaways, and "Behind the Scenes" posts. We are currently in the process of starting a new series of posts, "Renaissance Moms" which will be interviews focusing on women who are successful mothers and small business owners in the crafting world.

## What's different about Petite Purls?

What sets us apart from other online knitting magazines? Here at Petite Purls, we like to think that we have filled the void in a long neglected area of the online knitting community, offering free high quality children's patterns. We are a niche publication, opening doors for designers that specialize in children's garments, who otherwise might not have the opportunity or interest to submit elsewhere. We also offer crochet and sewing and other unique crafts. Our site has a little something for everyone.



Spring 2010 Issue



Summer 2009 Issue



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## **Advertising on Petite Purls**

**Since our inaugural issue in June 2009, we have tripled our readership as well as our advertising:**

Over 485,000 visits (325,000 visitors)

1.2 million page views

Traffic doubles with each issue

Our top three visiting countries are: US, Canada and the UK.

To each of our advertisers, we offer a blog post in our "Advertiser Spotlight" series. We devote an entire post (during the three month's span of the live issue in which they are advertising) to their business, whether it is an overview of their shop or product, or to help promote something new that the business is offering. These posts have been very popular on the blog and are very attractive to advertisers that are considering sponsoring us. We feel it is just as important to support our advertisers as it is for them to support us. These blog posts are our token of gratitude.

### **Our most popular pages (in order of popularity):**

Issue Sponsorship (site-wide)

Pattern Index

Features Index

Pattern Pages

### **Back to Basics Feature:**

Back to Basics is a permanent fixture on the site, not part of any seasonal issue. We offer very classic, simple, unisex designs, that are offered in a full range of sizes from baby to youth. New patterns are added to the collection intermittently throughout the year between issues. This collection has received rave reviews from readers because of the accessibility of the collection to all levels of knitters.



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## Patterns From Previous Issues





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## Features From Previous Issues





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## Customer Ravelry Projects

