

The Art of ^①knitting

- Due to the **HUGE** success of the first series, the publisher has decided to relaunch The Art of Knitting Partwork
- **Part 1, First Series** – Sold over **90%** (launched Jul 2007)
- **Media:** Relaunch is supported by a massive TV Campaign, commencing on **Wednesday 17th August 11** which will generate new interest in the series.
- **Price:** Part 1: \$2.95, Part 2: \$4.95, Part 3 + \$7.95
- **Frequency:** Weekly
- **Number of Parts:** 90 (anticipated)
- **Target Market:** Women 35 - 55 & some 25+ as well
- **Product Details:** Learn to knit with the simplest stitches and easiest techniques and see your skills flourish with The Art of Knitting. Each issue comes with a ball of the finest quality yarn and close-up knitting visuals. Also, included in the series will be a fabulous pattern collection including designer knits, home knits and fashion accessories.
- **On Sale Nationally Monday 15th August**

