

Sockupied is Back! Interweave Releases Second Issue of Sock Knitting eMag

Two digital issues of Sockupied scheduled for publication in 2011



Loveland, Colo., March 23, 2011 – Interweave announced today the publication of the second issue of Sockupied, the eMag about sock knitting that debuted last fall to great critical acclaim. Sockupied is an eMag (downloadable to a PC or Mac computer) that brings together articles, videos, photos, patterns, project instructions, how-to advice, and more into one interactive content experience. The eMag features elements like photo slideshows with zoom capabilities that allow readers to see stitch details, sock heel calculators, and a fun “Color Me Argyle” interactive coloring app on the eMag’s last page.

The Spring 2011 issue offers five must-knit sock patterns by popular designers Star Athena, Anne Berk, Chrissy Gardiner, Kristi Geraci, and Stephanie van der Linden (including socks for men and women). In all, Sockupied contains more than 35 minutes of video content, with 13 instructional and entertaining videos including a series of in-depth tutorials on bind-off methods for toe-up designs with Interweave Knits editor and Knitting Daily TV host Eunny Jang.

“If you loved the first edition of Sockupied, this eMag has even more to love,” says Editor Anne Mellow, co-author of “Favorite Socks: 25 Timeless Designs from Interweave.” “With all new content, you’ll get five sock patterns, including a sock pattern that can be knitted in solid or handpainted yarn for completely different looks, a first-hand look at sock knitter Stephanie van der Linden’s inspiration of global proportions, a way to customize any sock pattern for your favorite heel, an exploration in argyle, and much, much more.”

Sockupied is available as a digital download exclusively from Interweave’s eCommerce website, Interweavestore.com, for \$14.97, beginning today. Readers won’t have to wait long for their next issue—the third issue is scheduled for publication in fall 2011.

Facts About Sock Knitting:

- There are 53 million knitters in North America today, and one in three knitters are now knitting socks, according to the Craft Yarn Council of America. Devoted fans say handknit socks are portable, fairly quick to knit, a great small project for trying out new techniques, and universally wearable and functional.
- Knitters knitted an average of three pairs of socks in 2009, up from two in 2006 and only one in 2004, according to a survey to be released in Sept. 2010, *The State of Specialty Needle Arts 2010*, sponsored by The National Needle Arts Association (TNNA) and produced by Hart Business Research.
- How many ways can you knit a sock? More than you might think! There are at least nine different ways to shape heels and seven ways to shape toes. You can knit socks from the toe up, the cuff down, two at once or one at a time, with the heel and instep knitted separately, on circular needles, or using traditional sets of four or five double-pointed needles.
- Socks are one of the top three kinds of projects knitters “would love to do next,” along with sweaters or lace, according to *The State of Specialty Needle Arts 2010* survey, sponsored by The National Needle Arts Association (TNNA) and produced by Hart Business Research.

Reviews of the Debut Issue of Sockupied:

"A multimedia party for sock lovers . . . Sockupied is fun and full of useful information." —Knitty.com

"Sockupied is both educational, entertaining and inspiring.... It has a lot of fun interactive features, patterns and tips that are sure to pique the interest of sock fanatics and those who want to learn more." —Sarah E. White, About.com Knitting Guide

"The eMag is way fun! If you knit socks, this is definitely for you." —Terrye Kinch, CraftGossip.com Knitting Editor

"It will rock your socks! This is hands down, the coolest way to present a magazine. I have seen the future of knitting mags, and it is Sockupied." —Karrie Steinmetz, aka Knit Purl Gurl

SOURCE: INTERWEAVE

Websites

<http://www.interweave.com>

<http://www.interweavestore.com>

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience. In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally.

Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave's board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or www.interweave.com.

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