



# Craftpod

## Press Kit

Craftpod is a quarterly crafting subscription box which is inspired by the seasons and is delivered straight through your letterbox.

Each Craftpod contains two thoughtfully designed embroidery and crafting projects, along with all the materials needed, detailed colour instructions, plus some extra goodies, and there is always tea included to enjoy while you craft!

Past projects include embroidery, cross stitch, sewing, paper crafts, and occasionally a guest designer or illustrator will be featured.



[www.craftpod.co.uk](http://www.craftpod.co.uk)  
[@craftpod\\_](https://www.instagram.com/craftpod_)



## About us

Jo and Immi are a mother and daughter team, based in Bristol. They work together to create beautiful, seasonally inspired quarterly craft subscription boxes and one off craft kits.

Since 2015, Craftpod has developed into the much loved leading craft and embroidery subscription box. Craftpod has an engaged social following and strong returning customer base.

Craftpod kits are designed for nature lovers who like to stitch and craft along with the seasons, and for those who like to receive a bit of happy post - it feels like a creative hug in a box!

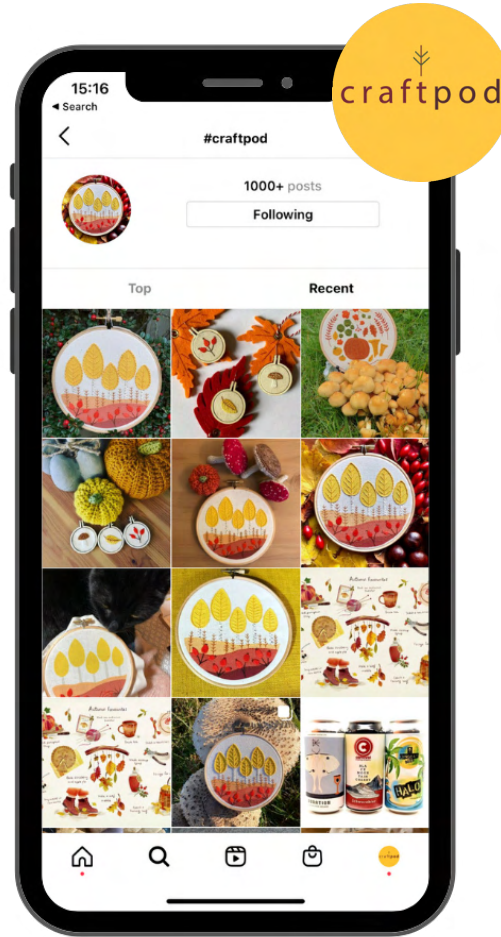
All projects are suitable for any level of crafting experience as full colour, detailed instructions are provided with every box.



Winter 2020 Craftpod

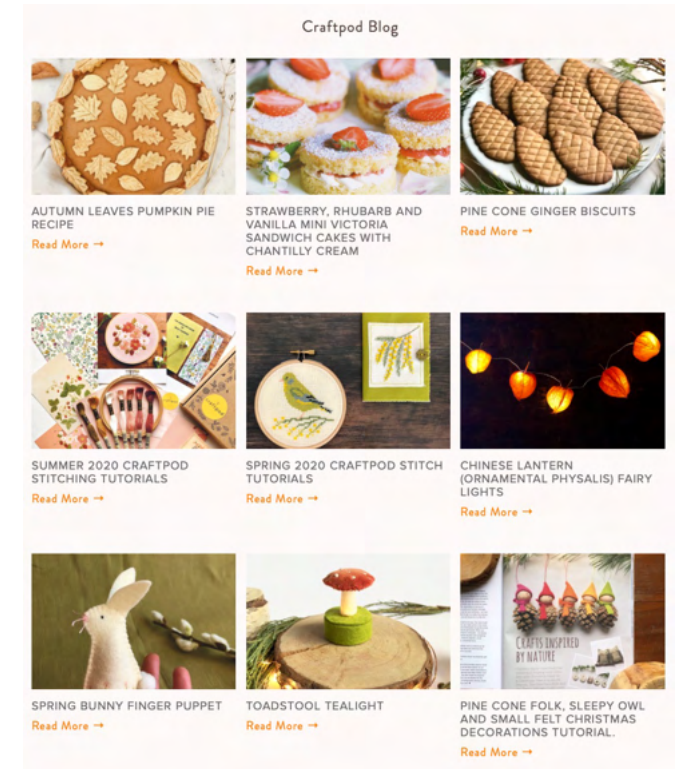
# Why Craftpod is much more than just an embroidery kit

Craftpod is a whole experience which arrives through the letterbox, in the theme of the current season. You'll always find tea included and added treats such as embroidery scissors, botanical prints, needle minders, enamel pins and seasonal recipes.



The Craftpod hashtag on Instagram (**#craftpod**) connects crafters and creates a Craftpod community.

We also have a blog that can be found on our website, where we post extra craft projects, seasonal recipes, and tutorials.





## Stats & Info

### Instagram:

UK- 51.8%  
USA – 17%  
Australia – 4.5%  
Canada – 2.7%

### Gender

-Women 98.0%  
-Men 2.0%

### Age:

25-24 – 21.5%  
35-44 – 29.3%  
45-54 -23.7%  
55-64 – 15.9%

### Followers:

13.6K - instagram  
2.1K – facebook

### Website visitors:

UK: 67%  
USA: 12%  
Australia: 2.5%  
Canada: 2.5%

### Newsletter:

4.3K Subscribers

Pinterest monthly  
views: 184.5K



Subscriptions and current one-off seasonal boxes can be purchased from our website

[www.craftpod.co.uk](http://www.craftpod.co.uk)

Individual single project kits & past boxes are available to buy through the CraftpodExtras

Etsy Shop [craftpodextras.etsy.com](https://craftpodextras.etsy.com)

Craftpods are suitable for both beginners and experienced crafters.



Jo

Jo is a self-taught embroidery artist and the founder of Craftpod. She originally ran seasonal crafting groups inspired by nature which, in 2015, gave her the idea to launch a creative subscription box.

The aim was to evoke the nurturing craft group experience, where people could learn to stitch, have tea, and connect on social media. Jo primarily specialises in soft sculpture and appliqué.



Immi

Immi is also a self-taught embroidery artist and began working part time alongside Jo while completing her A levels. Five years on, she now works full time and has her dream job. Immi particularly enjoys designing and stitching contemporary embroidery pieces.

## Customer Reviews

I've been a subscriber for almost a year now & I honestly cannot recommend Craftpod enough - It's my favourite embroidery subscription & love everything about it. They are always such fantastic value for money & I'm slightly obsessed!

- Helen

Absolutely love this kit. My eyes lit up when I opened it. The designs, quality, clarity of the instructions and presentation are excellent.  
Very happy customer. ❤️

- Julia

A beautiful crafty box that has been thoughtfully put together.  
Everything is just lovely 😊

- Claire



Mollie Makes  
Handmade Awards 2019

Finalist in the Best Established  
Business Category

---

## Kind words:

**The Slow Living Guide**

<https://theslowlivingguide.co.uk/craftpod-seasonal-crafting-box/>

**The Inquisitive Bee**

<https://theinquisitivebee.co.uk/tag/craftpod/>

**Ophelia talks**

[https://www.youtube.com/watch?v=XnyY\\_ZWkMdI](https://www.youtube.com/watch?v=XnyY_ZWkMdI)

0 1 1 7 4 6 2 0 5 8 4

@craftpod\_  
info@craftpod.co.uk  
www.craftpod.co.uk  
www.craftpodextras.etsy.com

