



SoHo Publishing/Vogue Knitting

161 Avenue of the Americas • New York NY

www.vogueknitting.com

Member of The National NeedleArts Association

Description of company's products and services:

Publisher. SoHo Publishing is an established leader in the craft magazine and book publishing arena. SoHo creates and publishes the most widely known and respected magazine titles in the knitting, crochet and handcraft industry. Our expertise also allows us to successfully partner with some of the most recognizable names in the craft and fashion industry to produce customized magazines and books.

Type of Applicant you will accept: PiPN Summer Scholar, Student Intern only

Time and duration of placement: Summer 2011 term

Specific dates: June — August

Are you providing housing?

No. Educational Housing Service (www.studenthousing.org) is a good source of information, and has been used by PiPN interns in the past.

Is transportation available? New York City Public Transportation (subway, bus)

Please note if a car is required and, if so, if parking is available. NO

Description of city and any features or attractions of interest.

Located in the heart of New York City near great restaurants, theaters, museums and other New York City tourist attractions.

Intern's/apprentice's roles, responsibilities and activities.

Two internships are being offered. Both interns will be expected to help in all facets of our business. Responsibilities include but are not limited to:

Editorial intern

- Sample knitting
- Conduct research, check facts, write, edit, assist at photo shoots . . . and more

Marketing intern

- Help organize trunk shows, track photos, plan events
- Write copy for blog posts, press releases, e-newsletters, etc.

Pay: None

Hours and days required: Minimum three days a week from 10 am – 5 pm.

Special preferences as to classes or experience: Business, Fashion Design, Graphic Design, Copywriting, Marketing, Merchandising, Textiles

Do you require a portfolio? No.

Other special preferences, skills, talents, experience preferred

Editorial intern

- Experienced knitter
- Interest, experience and/or coursework in fashion design or textiles

Marketing intern

- Interest, experience and/or coursework in marketing, public relations or publishing