**Weekend DIY Book**

By Claudette Halkes and Annemarieke Piers

**Book information**

**Price**: 14,95 (euro)

**Publication date**: March 2014

**Number of pages**: 144

**Trim size**: 13,9 x 16,2 cm

**Format**: full colour interior

**Design:** Roel Vaessen

**Photography**: several bloggers

**Book description**

52 Diy projects in one book. For every weekend one new project. The techniques of how to stitch, crochet, fold and knit.

Made by the Snor-directors themselves with a lot of help from their international blogger friends like Yvestown and designers. No more excuses to be lazy during the weekend! Knit, crochet, fold, stitch and make your own stuff!

**Key selling points**

\*worldwide trend

\*great quirky artwork

\*fun to read...and inspirational stuff to make

\*inspiration

\*great photography

**Market**

Creative women all over the world. Followers of the blogs mentioned in the book.

Bloggers in the book will blog about the book and that will create more involved readers.

**Sales and Marketing Ideas**

DIY is a worldwide trend, a lot of bloggers inspire readers with their DIY-stuff. This book will give you the best ideas of worldwide bloggers and will teach you how to make things yourself. Easy does it! Along with this we can offer a fully equipped presskit. It contains:

-booktrailers

-interviews with the author

-free features at international blog network

-free pictures

**Table of content**

Preface

Introduction

Getting ready for DIY

How to: Stitching

12 projects

How to: Crocheting

13 projects

How to: Folding

13 projects

How to: Knitting

14 projects

**Printer specs (like Weekend Breakfast book)**

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| inside 144 pages |
| cover 4 pages |
| 170 x 225 mm |
| inside: 140 gsm wf offset |
| cover; 135 gsm glossy art paper |
| inside: 4/4 |
| ends: 4/0 |
| cover: 4/0 + 1/0 matt lamination |
| Hardbounded, square back, H+T bands,  |
| ends, cover on 2,5 mm board |