

ADVERTISING

MEDIA KIT



**MAGAZINE PROFILE**

Quilters are a one-of-a-kind group, with an intense dedication, skill level and love for their art. *Quilter's World* magazine unites this group of crafters by sharing patterns designed to create dazzling quilts in all sizes, with quilt techniques and easy-to-understand instructions that make the process trouble free. It also provides profiles of interesting quilters, great gift ideas and more.

*Quilter's World* includes full-color pages, easy-to-read type and expert photographs throughout, with demonstrations of new techniques provided in projects and articles. It also showcases an eclectic variety of designs, chosen to satisfy a wide range of interests, from quilt history and past techniques to the intricacies of computer-aided quilting. The result is a magazine unlike any other that makes readers feel at home from the first page to the last!

We deliver a qualified and engaged audience to help build your business and promote your brand and products. Let us customize a marketing solution for you.

Circulation: 90,000



# READER PROFILE\*



78%

of readers have visited an advertiser's website

53%

have made a purchase because of that advertisement

## Responsive

## Engaged

95%

of readers use magazines as their go-to source for projects

59% use websites

## Progressive

73%

of readers plan on spending as much as or more than the previous year for supplies.

39%

will spend \$500+ on projects this year

## Passionate

An average of

82%

of readers own a sewing machine

## Demographics

60

average age of subscribers

\$72,000

average household income

\*Statistics are compiled from our Reader Survey

ONLINE



Leaderboard (728 x 90 Pixels)

Already a print or digital subscriber? Log in with your email address  **LOGIN**

Not a subscriber? [Click here to find out more!](#)

An Annie's Publication

**QUILTER'S WORLD** THE MAGAZINE FOR TODAY'S QUILTER

Keyword search  **SEARCH**

CUSTOMER SERVICE | CURRENT ISSUE | FEATURED PATTERN | NEWSLETTER | SHOP ANNIE'S

**SUBSCRIPTION CENTER**

**SUBSCRIBE NOW**

**RENEW NOW**

**GIVE A GIFT** **RENEW A GIFT**

**Log-in Information**

- Subscriber Log-in
- Newsstand Log-in

**Quilt Essentials**

- From Our Readers
- Note From the Editor
- Featured Pattern
- Current Issue
- Favorite Finds
- Newsletter
- Mystery Quilt

**Shopping**

- Buy the New Issue
- Buy Back Issues
- New Special Issue
- Past Special Issues
- Buy Fabric
- Top 20 Patterns
- New Patterns
- Shop Annie's
- Give A Gift

**Stitch Guide**

**Quilting on the Web**

- Quilts & Clubs
- Charity Giving
- Sponsored Links
- Store Locator
- View More Resources
- Issue Highlights Video Archive
- Quilt Block of the Month

**Customer Service**

- Manage My Account
- Offers from Unauthorised Agencies

**More Information**

- Revisions & Updates
- Store Owner Information
- Advertising
- Designer Guidelines

**Follow Us On ...**

**Free Newsletter Sign Up**

Our FREE newsletter is sent to you once every three weeks, bringing you cutting information, patterns, deals, tips and the latest news.

Enter email address

**SIGN UP NOW**

Click for more information and to discover our other exciting newsletters.

**Our Summer Issue**

**COVER STORY: ALFRESCO TABLE SET**  
Creative Dining Tonight

**ALSO FEATURED:**

- COLLEGE BOUND**  
Dorm Room Quilt
- JELLY BEAN DREAMIN'**  
Quick & Easy Strip Piecing

[New Print Subscriptions](#) | [Print Gift Subscriptions](#) | [Renewals](#)

**BUY THE NEW ISSUE!**

**ENTER for your chance to WIN the Summer Quilt & Scrap Sweepstakes!**

**Summer 2014 Highlights**

Find inspiration for summertime quilting in the summer 2014 issue of Quilter's World. Watch this video for a preview of the quilting patterns – and a tutorial on curved piecing.

**Quilter's World Newsletter**

**Introduction**

The life of a quilter can be busy. It seems life and its responsibilities have a way of interfering with the quilting process. For most, quilting takes a backseat when daily duties creep up. A project started has to wait until later to be finished. Most quilters have experienced this. It's just the way it is. Good intentions are sometimes not enough to get the job done.

[Read more](#)

**Featured Pattern**

**Handy Crafty Tote**

Designed & Quilted By Carolyn S. Vega for The Village Pattern Company

Make this spacious tote in time for your next quilting class. The roomy inside pockets are perfect for rulers, markers or any supplies needed.

Visit [Carolinedesign.com](#) to find instructions to make an adorable card.

**FREE ISSUE** when you subscribe

**YES!** I want a full year of Quilter's World (plus one free issue); bill me later for ONLY \$21.97 a \$2.98 delivery. That's 5 issues for the price of 4! I can cancel, keep the free issue, and owe nothing.

VALID USA ONLY  
EXCLUDES PRE-PAY SUBSCRIPTIONS  
#QUIL2014Q2

Enter Your First Name

Last Name

Postal Address

Street Address

City

State  Zip

**SEND NOW!**

**Survey**

How much time to you dedicate to your quilting during the summer season per week?

1 – 2 hours

3 – 6 hours

6 – 12 hours

more than 12 hours

**VOTE**

[View Poll Results](#)

## Websites

### QuiltersWorld.com

- 177,000 monthly page views
- Video highlights of projects found in each issue
- Offers a Stitch Guide, Feature Patterns, and Favorite Finds
- Home to our online community where quilters find mystery quilts, block of the months, and quilting resources

### Free-Quilting.com

- 1,100,000 monthly page views
- Hundreds of free sewing and quilting patterns

### Free-Sewing.com

- 85,000 monthly page views
- Hundreds of free sewing and quilting patterns

## Newsletters

### Quilter's World and Sewing Savvy Newsletters

- 90,000 subscribers: Quilter's World
- Delivered every three weeks

### Dedicated Email Blasts

- Get response by sending your marketing message to our engaged database and subscribers

### Follow us on Facebook!

- 146,000 fans and growing!
- [www.facebook.com/QuiltersWorldMag](http://www.facebook.com/QuiltersWorldMag)

## EDITORIAL & PRINT CALENDARS\*



### Summer 2015 Issue

**Design Deadline: September 9, 2014**

**Project/Instruction Deadline: November 11, 2014**

Editorial Theme: Great American Novels & Quick & Easy Assembly

Featured Article Ideas: Applique techniques, easy template techniques

Colors Featured: All colors in all styles

Quilters are busy this time of the year. Quick and Easy projects that can be made in an afternoon, weekend or a rainy day are perfect for this issue. Give our readers the inspiration they need to keep them inspired through the busy days of summer. Give them projects they can complete in a free afternoon or when their gardening chores are caught up.

### Autumn 2015 Issues

**Design Deadline: December 10, 2014**

**Project/Instruction Deadline: February 16, 2015**

Editorial Theme: Warm & Cozy, Quilting for Causes, Halloween

Featured Article Ideas: How to store quilts, special techniques and how-tos

Colors Featured: Warm tones

This is the time of the year when quilters get busy. It's the time when they're looking for inspiration for bed quilts, wall hangings, table toppers and all things quilted. It's the time of year for heading back indoors and reconnecting with what they love—quilting. Give them the projects that will inspire them.

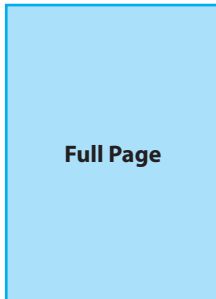
**Send Project Submissions or Questions to:**  
Carolyn\_Vagts@Annies-Publishing.com

**Send Fabric Cards to:** Carolyn S. Vagts  
306 East Parr Road  
Berne, IN 46711

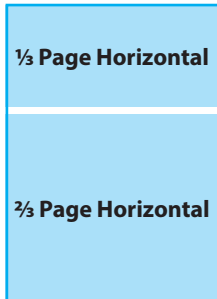
Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2015	11/11/14	11/18/14	12/30/14	01/20/15
Spring 2015 SIP	12/23/14	12/30/14	2/10/15	03/03/15
Summer 2015	02/10/15	02/17/15	03/31/15	04/21/15
Autumn 2015	05/12/15	05/19/15	06/30/15	07/21/15
Fall 2015 SIP	06/09/15	06/16/15	07/28/15	10/20/15
Winter 2015	08/04/15	08/11/15	09/29/15	10/20/15

\*Editorial calendar is subject to change without notice.

# SPECIFICATIONS

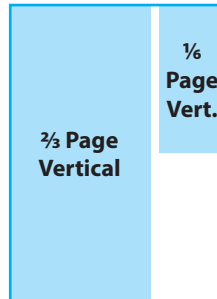


Full Page



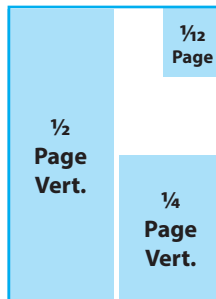
1/3 Page Horizontal

2/3 Page Horizontal



2/3 Page Vertical

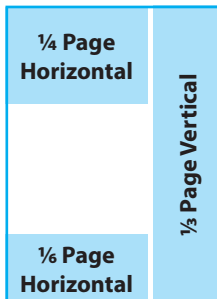
1/6 Page Vert.



1/2 Page Vert.

1/12 Page

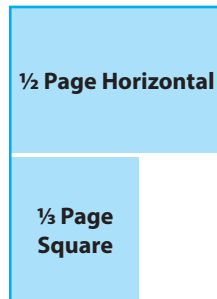
1/4 Page Vert.



1/4 Page Horizontal

1/6 Page Horizontal

1/3 Page Vertical



1/2 Page Horizontal

1/3 Page Square

## Full Page

Trim	8 1/2" x 10 3/4"
Bleed	8 3/4" x 11"
Live	7 5/8" x 9 3/4"

## One-Third Page

Vertical	2 1/4" x 9 1/2"
Horizontal	7" x 3 1/8"
Square	4 5/8" x 4 5/8"

## Two-Thirds Page

Vertical	4 5/8" x 9 1/2"
Horizontal	7" x 6 1/4"

## One-Half Page

Vertical	3 1/2" x 9 1/2"
Horizontal	7" x 4 5/8"

## One-Fourth Page

Vertical	3 1/2" x 4 5/8"
Horizontal	4 5/8" x 3 1/2"

## One-Sixth Page

Vertical	2 1/4" x 4 5/8"
Horizontal	4 5/8" x 2 1/4"

## One-Twelfth Page

Square	2 1/4" x 2 1/4"
--------	-----------------

## Online

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full Page PDF Download	8" x 10.5" (144–350 dpi)

## Submitting Materials

Materials can be submitted via SendMyAd ([www.Annies.SendMyAd.com](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
Stephanie Goebbert  
Ad Sales  
306 East Parr Road  
Berne, IN 46711

## Electronic Media

Annie's operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

## Fonts

All fonts used are to be supplied or converted to outlines.

## Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low-resolution files.)

## Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

**Questions? Contact:** Stephanie Goebbert  
Ad Traffic Coordinator  
(260) 849-4000, ext. 4860  
[Stephanie\\_Goebbert@Annies-Publishing.com](mailto:Stephanie_Goebbert@Annies-Publishing.com)

---

# CONTACT INFORMATION



## **Advertising Director**

Michelle Thorpe  
(260) 849-4508  
Michelle\_Thorpe@Annies-Publishing.com

## **Account Manager**

Molly Beals  
(260) 849-4509  
Michelle\_Thorpe@Annies-Publishing.com

## **Ad Traffic Coordinator**

Stephanie Goebbert  
(260) 849-4860  
Stephanie\_Goebbert@Annies-Publishing.com

## **Editor**

Carolyn Vagts  
(260) 849-4248  
Carolyn\_Vagts@Annies-Publishing.com

*Annie's*<sup>®</sup>

Celebrating home, family  
and the creative spirit

---

CardMaker<sup>®</sup> Creative Knitting<sup>®</sup> Crochet!<sup>®</sup> Crochet World<sup>®</sup>

*Just* CrossStitch<sup>®</sup> SAMPLER & ANTIQUE NEEDLEWORK Quarterly<sup>®</sup> **QUILTER'S WORLD<sup>®</sup>**