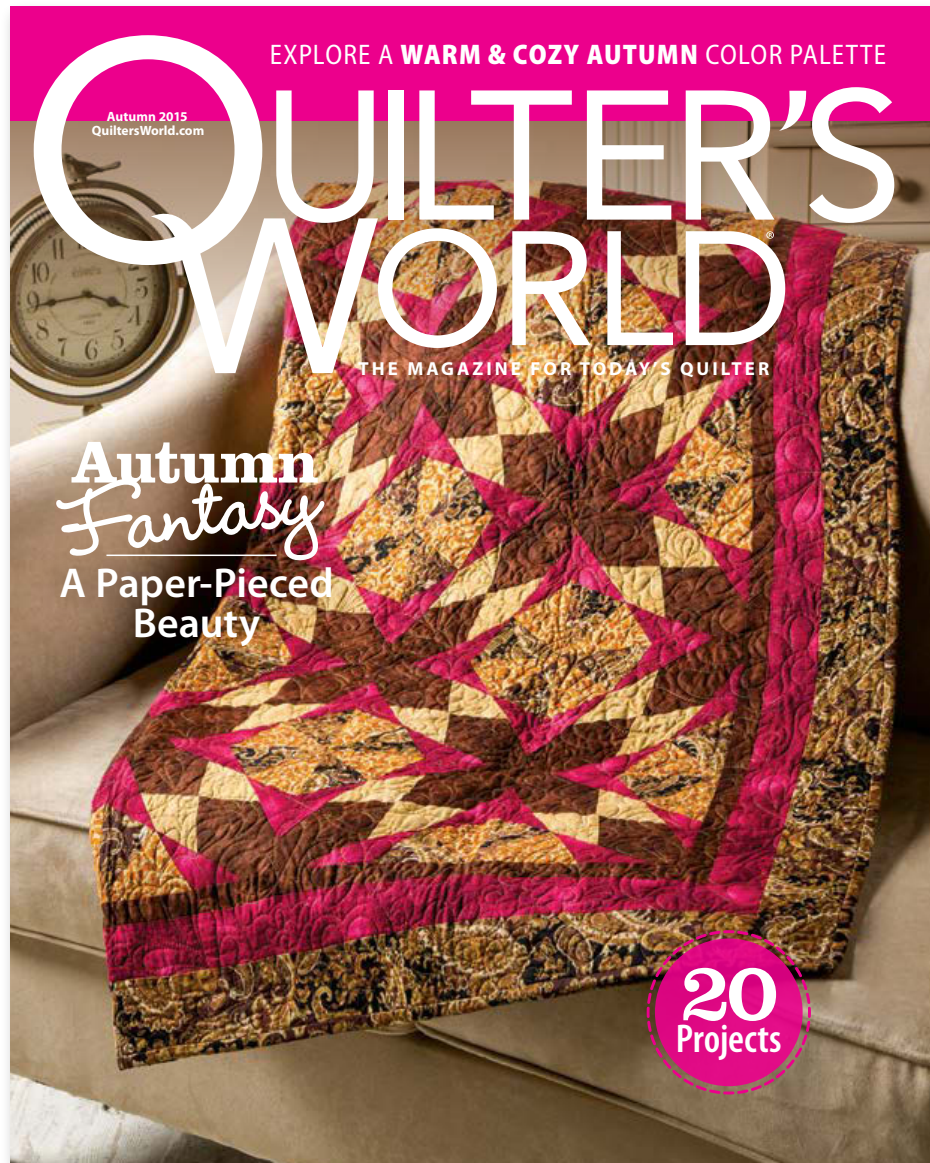


ADVERTISING



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: 80,000



READER PROFILE



78%

of readers have visited an advertiser's website

53%

have made a purchase because of that advertisement

Engaged

95%

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

59% use websites

Responsive

73%

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

39%

will spend \$500+ on supplies this year

Progressive

An average of

82%

of readers own 2 or more sewing machines

Passionate

Demographics

60

average age of subscribers

\$72,000

average household income

*Statistics are compiled from our Reader Survey

DIGITAL



Small Projects; Big Impact

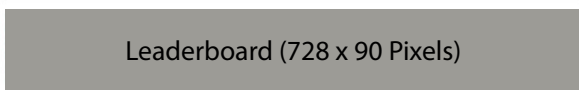
I like to keep a file of possible projects for the future. I have a binder where I keep the patterns along with my notes of possible changes or uses. Many times I see cute projects but there is something about them that bothers me. Sometimes it's an older project that simply needs an update but the original idea is a solid one.

[Read more](#)

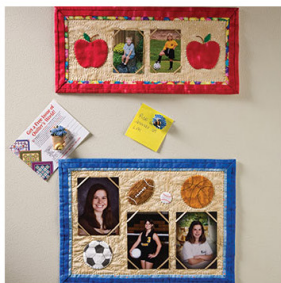
Letters From Our Readers

"Back in February you gave directions for a rag quilt. Since I'm new to quilting I thought it would be easy enough to make a baby quilt, which I did. I'm delighted with how it looks, but want to know if it will ever stop shedding. I've washed it twice, and it's still shedding. Is it safe to give to a baby? Is there any way to stop the shedding?"

[Read more](#)



Free Pattern



Quilted Fridge Frames

Quilted Fridge Frames are a couple of great quilting projects with lots of possibilities if you use your creative imagination. These timeless projects are perfect for the start of the new school season. Whether you have kids or grandkids in school, or maybe a special friend, this could be just what you're looking for. Click [here](#) to download now!

Let's Bind It

I've managed to make a lot of small projects this year with two things in mind. The first is to manage and use as much of my stash as possible, and the second is to make fun, personal gifts for special people. It's amazing what I've found in some of the older publications we have here at Annie's.

[Read more](#)



Websites

QuiltersWorld.com

- 114,000+ monthly page views
- Video highlights of projects found in each issue
- Offers Stitch Guide, Feature Patterns and Favorite Finds Section
- Home to our online community where quilters find mystery quilts, block of the months and quilting resources

Free-Quilting.com

- 575,000+ monthly page views
- Hundreds of free sewing and quilting patterns

Free-Sewing.com

- 87,000+ monthly page views
- Hundreds of free sewing and quilting patterns

Newsletters

Quilter's World and Simply Sewing

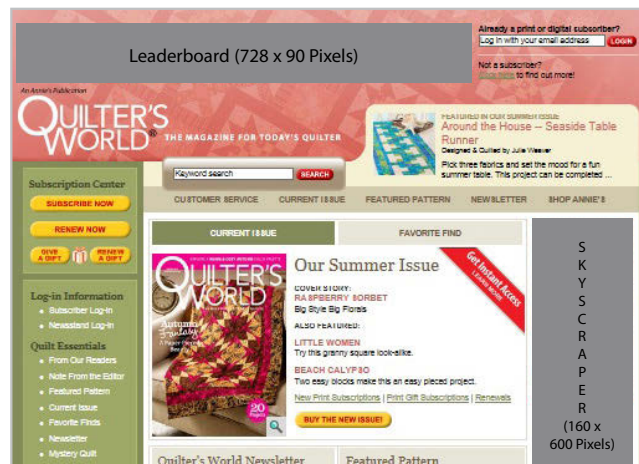
- 106,000+ subscribers: Quilter's World
- Delivered every three weeks
- 248,000+ subscribers: Simply Sewing

Dedicated Email Blasts

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

Follow us on Facebook!

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- www.facebook.com/QuiltersWorldMag



EDITORIAL & PRINT CALENDARS



Spring 2016 Issue

Editorial Theme: Kids, Kids, Kids

Featured Article Ideas: How-to technique articles, scrap solutions

Colors Featured: All things fun and bright, spring colors and scrappy

Let's bring a breath of fresh air into the pages of the spring issue with lots of color. Bright, fresh colors are preferred. Spring is the time for cleaning and purging the scraps and stash ... so scrap projects are a must. Projects of all sizes and skill levels welcome. New trendy techniques are always needed.

Summer 2016 Issue

Design Deadline: September 2, 2015

Project/Instruction Deadline: November 10, 2015

Editorial Theme: Give Me a Triangle and Quick & Easy Assembly

Featured Article Ideas: Do you have a unique way of doing a certain technique? How about appliqué?

Colors Featured: All colors in all styles

What can you do with a triangle that's different? 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 quilting through the busy days of summer. Give them projects they can complete in a day or an afternoon.

Autumn 2016 Issues

Design Deadline: December 9, 2015

Project/Instruction Deadline: February 15, 2016

Editorial Theme: Off-Broadway/Musicals

Featured Article Ideas: How to Store Quilts, Special Techniques & How-Tos

Colors Featured: Anything goes, all colors

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. With the holidays just around the corner, projects that can easily translate into gift ideas are preferable. The theme can be either holiday or not.

Winter 2016 Issue

Design Deadline: March 10, 2016

Project/Instruction Deadline: May 12, 2016

Editorial Theme: Make It With Precuts

Featured Article Ideas: Tricks With Precuts, Last-Minute Gift Ideas

Colors Featured: Winter whites and blues, traditional Christmas fabrics, festive

The winter issue will feature last-minute gift ideas that can be made in a hurry, fun projects that can stay out through the winter season, and inspirational quilt ideas. Projects of all sizes and skill levels are needed. Remember, after the holidays is the time quilters will start new projects.

Send Project Submissions or Questions to:

Carolyn_Vagts@Annie's-Publishing.com

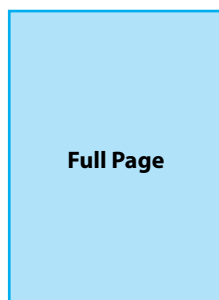
Send Fabric Cards to:

Carolyn S. Vagts
306 East Parr Road
Berne, IN 46711

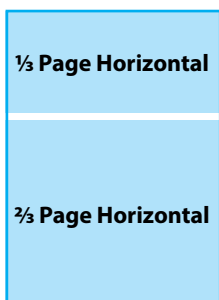
Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2016	11/10/15	11/17/15	12/29/15	01/19/16
Spring 2016 SIP	12/22/15	12/29/15	02/09/16	03/01/16
Summer 2016	02/09/16	02/16/16	03/29/16	04/19/16
Autumn 2016	05/10/16	05/17/16	06/28/16	07/19/16
Fall 2016 SIP	06/14/16	06/21/16	08/02/16	08/23/16
Winter 2016 SIP	07/12/16	07/19/16	08/30/16	09/20/16
Winter 2016	08/02/16	08/09/16	09/27/16	10/18/16
Spring 2017	11/08/16	11/15/16	12/27/16	01/17/17

*Editorial calendar is subject to change without notice.

SPECIFICATIONS

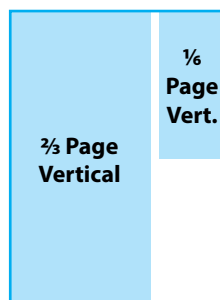


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



2/3 Page Vertical

1/6 Page Vert.

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"

One-Fourth Page

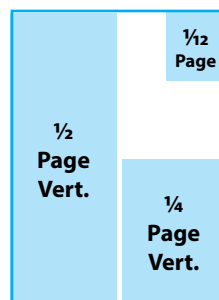
Vertical	3 1/2" x 4 5/8"
Horizontal	4 5/8" x 3 1/2"

One-Sixth Page

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

One-Twelfth Page

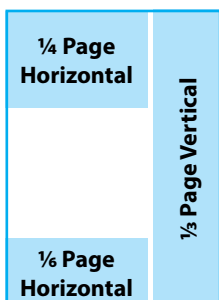
Square	2 1/4" x 2 1/4"
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1/2 Page Vert.

1/12 Page

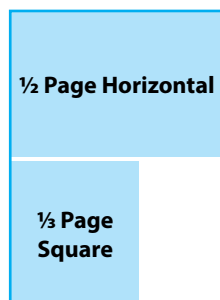
1/4 Page Vert.



1/4 Page Horizontal

1/6 Page Horizontal

1/3 Page Vertical



1/2 Page Horizontal

1/3 Page Square

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"

Digital

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)
Newsletter Content Block	500 x 400

Submitting Materials

Materials can be submitted via Mediabank, login information will be provided. Proofs and CDs can be mailed to:

Annie's
Alexia Fox
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: Alexia Fox
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(260) 849-4860
Alexia_Fox@Annies-Publishing.com

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