

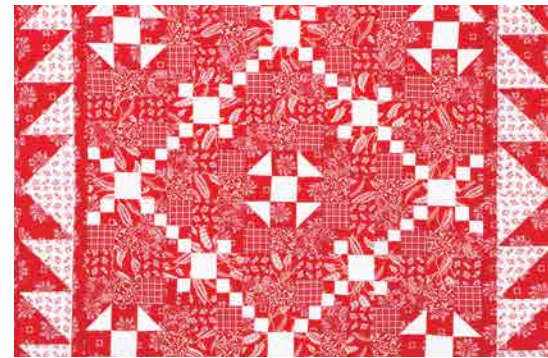


QUILTER'S
WORLD®



2017

MEDIA KIT



MAGAZINE PROFILE

Quilters are a one-of-a-kind group, with an intense dedication and love for their craft. *Quilter's World* magazine unites this unique group of crafters by sharing patterns designed by some of the best designers in quilting today, creating a source of endless inspiration for trendy and gorgeous quilt patterns for all skill levels in all sizes. *Quilter's World* is the magazine for today's busy quilter. Great detail is given to instructions, diagrams, techniques and tutorials to make the quilting experience a successful one for all quilters. If it's happening in the quilting community you'll find it in *Quilter's World*.

Circulation: 85,000



READER PROFILE

RESPONSIVE

- 78%** have visited an advertiser's website as a result of their advertisement
- 63%** have made a purchase as a result of seeing an advertisement
- 94%** list magazines as their main source for project ideas

PROGRESSIVE

- 87%** of readers own 2 or more sewing machines
- 55%** spend 3 or more hours with each copy of *Quilter's World*

PASSIONATE

- 73%** buy their products from independent/local retailers
- 73%** of readers plan on spending as much as or more than the previous year on supplies
- 40%** will spend \$500 or more on supplies this year

EDITORIAL CALENDAR*

SPRING 2017 ISSUE

Design Deadline: June 8, 2016
Project/Instruction Deadline: August 11, 2016

Editorial Theme: Quick & Easy Quilts of All Sizes

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 and time-saving construction. 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. Think of the time element. This time of the year is a busy one. New and trendy techniques are always needed.

AUTUMN 2017 ISSUE

Design Deadline: December 7, 2016
Project/Instruction Deadline: February 13, 2017

Editorial Theme: Cozy Quilts to Cuddle Under/Breast Cancer Awareness

Featured Article Ideas: How to Store Quilts, Special Techniques and How-tos.

Colors Featured: Warm tones and, of course, pinks for Breast Cancer Awareness.

This is the time of 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.

SUMMER 2017 ISSUE

Design Deadline: June 8, 2016
Project/Instruction Deadline: August 11, 2016

Editorial Theme: Anything Goes: All Quilts, All Sizes

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

Colors Featured: All colors in all styles.

We are looking for a wide range of styles and unique construction to save time. 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 day or a free afternoon. A fun variety of quilts, toppers, runners, bags or fun quilted accents.

WINTER 2017 ISSUE

Design Deadline: March 10, 2017
Project/Instruction Deadline: May 12, 2017

Editorial Theme: Winter/Small Scrap Projects

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 that after the holidays is the time quilters will start new projects.

Send project submissions, questions and fabric cards to:

Carolyn S Vagts
306 East Parr Road, Berne, IN 46711
Carolyn_Vagts@Annie's-Publishing.com

PRINT SCHEDULE

Issue	Ad Close Date	Materials Due Date	Mail Date	Newsstand Date
Spring 2017	11/08/16	11/15/16	12/27/16	01/17/17
Spring 2017 SIP	12/20/16	12/27/16	02/07/17	02/28/17
Summer 2017	02/07/17	02/14/17	03/28/17	04/18/17
Autumn 2017	05/09/17	05/16/17	06/27/17	07/18/17
Autumn 2017 SIP	06/13/17	06/20/17	08/01/17	08/22/17
Winter 2017 SIP	07/11/17	07/18/17	08/29/17	09/19/17
Winter 2017	08/08/17	08/15/17	09/26/17	10/17/17
Spring 2018	11/07/17	11/14/17	12/26/17	01/16/18

*Editorial calendar is subject to change without notice.



DIGITAL PRESENCE

WEBSITES

QuiltersWorld.com

- 145,000+ monthly page views
- Offers Quilting Basics, Feature Patterns and Favorite Finds Section
- Home to our online community where quilters find mystery quilts, block of the months and quilting stitch guides

Free-Quilting.com

- 450,000+ monthly page views
- Hundreds of free sewing and quilting patterns
- 45,000+ monthly downloads

Free-Sewing.com

- 35,000+ monthly page views
- Hundreds of free sewing patterns
- 2,300+ monthly downloads

NEWSLETTERS

Quilter's World Update

- 125,000 subscribers
- Delivered every three weeks

Simply Sewing Update

- 250,000 subscribers
- Delivered every three weeks

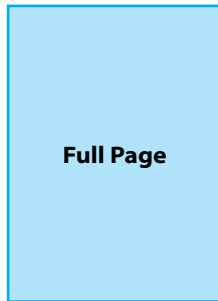
DEDICATED EMAIL BLASTS

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

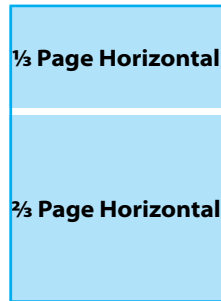
SOCIAL MEDIA

- Facebook: 265,000+ fans and growing!
- Pinterest: 43,000+ followers

SPECIFICATIONS

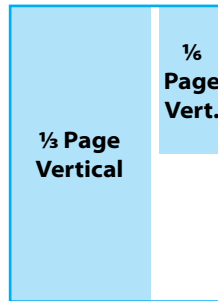


Full Page



1/3 Page Horizontal

2/3 Page Horizontal



1/3 Page Vertical

1/6 Page Vert.

Full Page

Trim	8½" x 10¾"
Bleed	8¾" x 11"
Live	7⅝" x 9¾"

One-Fourth Page

Vertical	3½" x 4⅝"
Horizontal	4⅝" x 3½"

One-Third Page

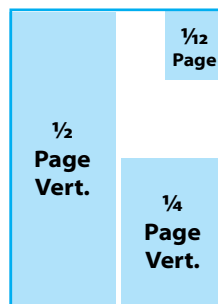
Vertical	2¼" x 9½"
Horizontal	7" x 3⅝"
Square	4⅝" x 4⅝"

One-Sixth Page

Vertical	2¼" x 4⅝"
Horizontal	4⅝" x 2¼"

One-Twelfth Page

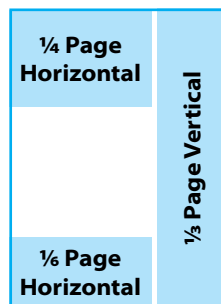
Square	2¼" x 2¼"
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1/2 Page Vert.

1/4 Page Vert.

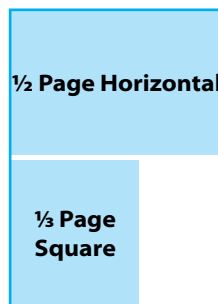
1/12 Page



1/4 Page Horizontal

1/3 Page Vertical

1/6 Page Horizontal



1/2 Page Horizontal

1/3 Page Square

Two-Thirds Page

Vertical	4⅝" x 9½"
Horizontal	7" x 6¼"

One-Half Page

Vertical	3½" x 9½"
Horizontal	7" x 4⅝"

ONLINE

Unit	Size (Pixels)
Leaderboards	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Newsletter Content Block	500 x 400

Submitting Materials

Materials can be submitted via Mediabank.

For login information, contact:

Alexia Fox
 Advertising Coordinator
 (260) 849-4860
 Alexia_Fox@Annies-Publishing.com

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.

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