

CREATE FANTASTIC QUILTS FROM **FABRIC COLLECTIONS**

QUILTER'S WORLD®

THE MAGAZINE FOR TODAY'S QUILTER

Summer 2013
QuiltersWorld.com

NOT YOUR *Guanxi's* SQUARE

A Blast From
The Past

DAHLIA'S STARS & TULIPS

Try Paper Piecing

WHIMSICAL SNAP POP GARDEN

Stitch Two With
One Panel

20+
Projects



2014 Media Kit

An Annie's Publication

QUILTER'S WORLD®

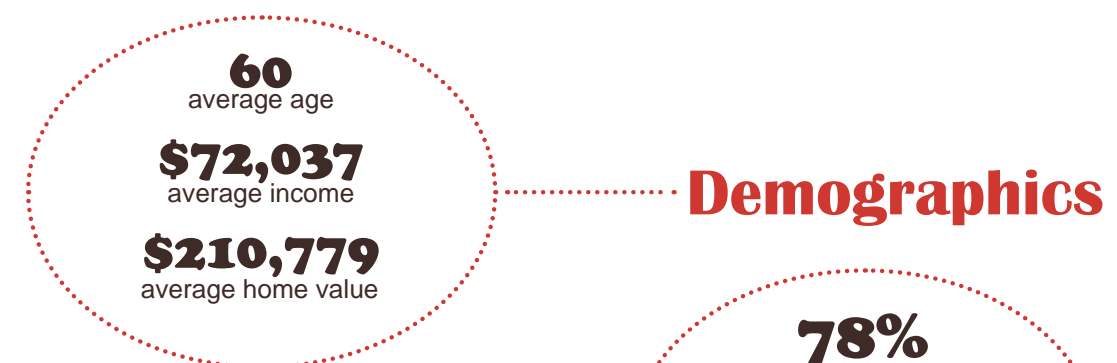
Quilters are a one-of-a-kind group, with an intense dedication, level of skill and love for their art. *Quilter's World* magazine unites this group of crafters by sharing patterns designed to create dazzling quilts in all sizes, with quilt techniques and easy-to-understand instructions that make the 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 through 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 you build your business and promote your brand and products. Let us customize a marketing solution for you.

Circulation: 100,000

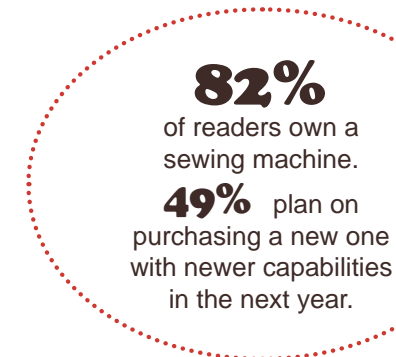
The Quilter's World Reader Profile



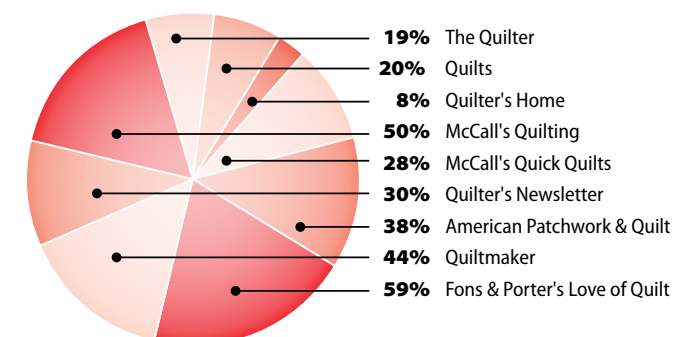
Responsive



Passionate



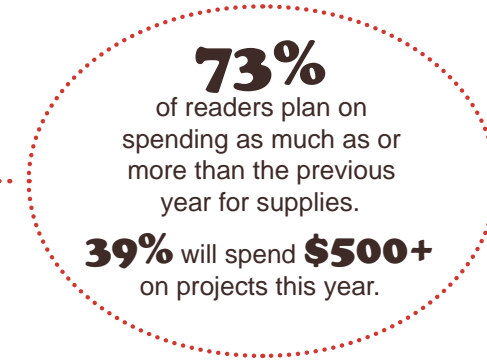
Percentage of Overlap



Engaged



Progressive





2014 Quilter's World Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	News- stand Date
Spring 2014	11/12/13	11/19/13	12/31/13	01/21/14
March 2014 SIP	12/24/13	12/31/13	NA	03/04/14
Summer 2014	02/11/14	02/18/14	04/01/14	04/22/14
Autumn 2014	05/13/14	05/20/14	07/01/14	07/22/14
November 2014 SIP	06/10/14	06/17/14	NA	08/19/14
Winter 2014	08/05/14	08/12/14	09/30/14	10/21/14
Spring 2015	11/11/14	11/18/14	12/30/14	01/20/15

2014 Quilter's World Editorial Calendar*

Spring 2014 Issue

Editorial Theme: Renew Old Ideas

Featured Article: Useful Household Projects, How-to Articles, Scrappy

Colors Featured: Spring Palette/Hot Tropics

Summer 2014 Issue

Editorial Theme: Lazy Days of Summer/Quick & Easy Projects

Featured Article: T-Shirt Quilts, Quick Projects &Time-Saving Techniques, Quilt History

Colors Featured: Greens, Yellows, Blues, the Color of Summer Sunsets & Afternoons at the Beach

Autumn 2014 Issue

Editorial Theme: Quilting Making a Difference/Make Your Stash Count

Featured Article Ideas: Early Holiday Gifts & Projects, Charity Projects, Bountiful Harvest

Colors Featured: Warmth Tones, Holiday, Scrappy

Winter 2014 Issue

Editorial Theme: Quick Gifts/Backgrounds & Borders

Featured Article Ideas: Last-Minute Gifts, How-tos & Techniques, Unique Borders & Finishes

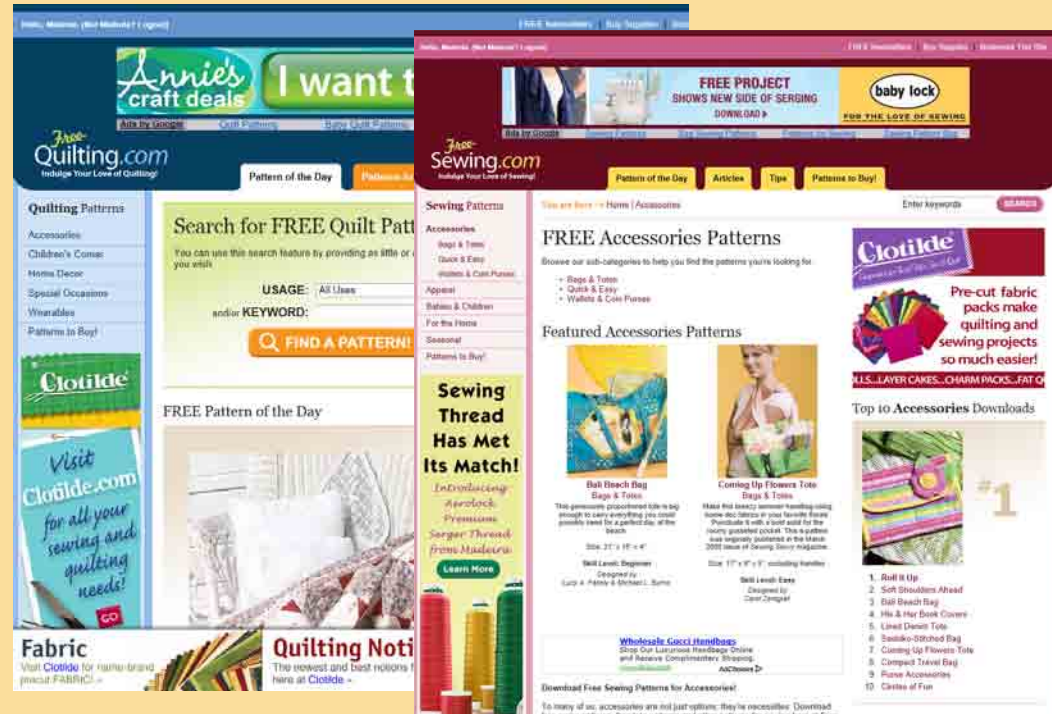
Colors Featured: Holiday Last Minute, Winter Whites & Trendy

*Editorial calendar subject to change.



QuiltersWorld.com

- 150,000 monthly page views
- Video highlights of projects found in each issue
- Home to our online community where quilters find quilting tools such as a Quilting Basics guide



Free-Quilting.com; Free-Sewing.com

- 745,000 monthly page views on Free-Quilting.com
- 70,000 monthly page views on Free-Sewing.com
- Thousands of free sewing and quilting patterns live on this robust site

Quilter's World & Sewing Savvy Newsletters

- 86,000 Quilter's World subscribers
- 76,000 Sewing Savvy subscribers
- Delivered twice monthly
- Reach quilters and sewers with skyscraper and leaderboard ad units



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- Get response by sending your marketing message to our numerous subscribers



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Beach Ball Blanket
Placement Diagram
60" x 60"

To make Nine-Patch in the Middle blocks, cut five dark and four light blue print strips 2 1/2" by fabric width. Sew dark blue print strip between two light blue print strips with right sides together along length. Press seams toward dark blue print strip.

Figure 1
Lay out 9 pieces on a square of light blue print to make a circular design.

Figure 2
Cut strip set into 2 1/2" segments.

Cut strip set into 2 1/2" segments as shown in figure 2; you will need 12 light/dark/light segments.

Sew a light blue print strip between two dark blue print strips with right sides together along length; repeat for two strip sets. Press seams toward dark blue print strips.

Figure 3
Cut strip sets into 2 1/2" segments.

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Full-page ad placement within our free pattern downloads

- 106,000 monthly sewing and quilt downloads
- Advertisers receive first full page before pattern
- 66% of *Quilter's World* readers look for project ideas via single-pattern purchases



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Print

Full Page	1/3 Page Horizontal	2/3 Page Vertical	1/6 Page Vert
Full Page Trim 8 5/8" x 10 3/4" Bleed 8 7/8" x 11 1/4" Live 7 5/8" x 9 3/4"	2/3 Page Horizontal	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"
Two-Thirds Page Vertical 4 5/8" x 9 1/2" Horizontal 7" x 6 1/4"	1/2 Page Vert	1/4 Page Horizontal	1/2 Page Horizontal
1/12 Page	1/3 Page Vert	1/6 Page Horizontal	1/3 Page Square
1/4 Page Vert			

Online

Unit	Size (Pixels)
Leaderboard	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). Proofs and CDs can be mailed to:

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

Contact us with questions
Stephanie Goebbert
Ad Traffic Coordinator
(260) 849-4860
Stephanie_Goebbert@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.

An Annie's Publication

QUILTER'S WORLD®

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and the creative spirit

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