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: 75,000*
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
SPRING 2018 ISSUE

Design Deadline: June 8, 2017
Project/Instruction Deadline: August 11, 2017
Editorial Theme: Fresh Blooms/Floral or Flowers
Featured Article Ideas: Appliqué Techniques or Scrap-Buster Tips
Colors Featured: Bright and Refreshing

Spring brings fresh color and fresh blooms. Let’s bring a breath of fresh air into the pages of the spring issue. 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. Trending are simple yet colorful projects that appeal to both the young and seasoned quilter.

SUMMER 2018 ISSUE

Design Deadline: September 5, 2017
Project/Instruction Deadline: November 7, 2017
Editorial Theme: Quick & Easy Quilt Projects, All Sizes
Featured Article Ideas: Time-saving tips and tricks for the busy quilter
Colors Featured: Greens, Yellows and Blues

Think of the time element in making a project. This is the time of the year where quilters are otherwise occupied with family obligations and chores, so quilting time is precious. Design projects that will inspire quilters to spend a day or afternoon quilting. A fun variety of quick quilts, toppers, runners, bags or fun quilted accents are just what we are looking for to captivate quilters to spend a creative afternoon with their machine.

AUTUMN 2018 ISSUE

Design Deadline: December 6, 2017
Project/Instruction Deadline: February 12, 2018
Editorial Theme: Traditional Blocks Revisited
Featured Article Ideas: Quilting for Charities, Quilting for the Holidays
Colors Featured: Warm Tones and Traditional Christmas

The theme for this issue is traditional blocks and how many ways they can be used in a quilt. With the holidays just around the corner, projects that can easily translate into gift ideas are preferable. The projects can be themed either autumn or holiday, but creative is always welcome. All sizes and all skill levels will be accepted.

SPRING 2019 ISSUE

Design Deadline: June 8, 2018
Project/Instruction Deadline: August 11, 2018
Editorial Theme: Options for Precuts
Featured Article Ideas: Scrap-Buster Tips for making and using precuts
Colors Featured: Bright, Bold, Scrappy or precuts

Spring is a time for color. Bright, bold colors are preferred. Think spring cleaning or maybe staring fresh with glorious prepackaged precuts. Projects of all sizes and skill levels welcome. This issue comes early in the years so there’s plenty of time to accomplish a stunning quilt before the flowers bloom. Also think of what young quilters are looking for. Quilting needs creative young quilters in its ranks to keep it alive.

Send project submissions, questions and fabric cards to:
Carolyn S Vagts
306 East Parr Road, Berne, IN 46711
Carolyn_Vagts@Annies-Publishing.com

WINTER 2018 ISSUE

Design Deadline: March 8, 2018
Project/Instruction Deadline: May 10, 2018
Editorial Theme: Step “Out of the Box” Quilts
Featured Article Ideas: Challenging Your Quilting Skills, Curved Piecing, Last Minute Gift Items
Colors Featured: Winter Blues, Grays and Neutrals

With the holidays soon behind us and more cold months ahead, learning and challenging quilters with new techniques and interesting yet trendy settings is a must. This is the time of year quilters will try to improve their quilting skills and start new and exciting projects, so let’s give them what they want.

PRINT SCHEDULE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close Date</th>
<th>Materials Due Date</th>
<th>Mail Date</th>
<th>Newsstand Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2018</td>
<td>11/07/17</td>
<td>11/14/17</td>
<td>12/26/17</td>
<td>01/16/18</td>
</tr>
<tr>
<td>Spring 2018 SIP</td>
<td>12/19/17</td>
<td>12/26/17</td>
<td>02/06/18</td>
<td>02/27/18</td>
</tr>
<tr>
<td>Summer 2018</td>
<td>02/06/18</td>
<td>02/13/18</td>
<td>03/27/18</td>
<td>04/17/18</td>
</tr>
<tr>
<td>Autumn 2018</td>
<td>05/08/18</td>
<td>05/15/18</td>
<td>06/26/18</td>
<td>07/17/18</td>
</tr>
<tr>
<td>Autumn 2018 SIP</td>
<td>06/12/18</td>
<td>06/19/18</td>
<td>07/31/18</td>
<td>08/21/18</td>
</tr>
<tr>
<td>Winter 2018 SIP</td>
<td>07/10/18</td>
<td>07/17/18</td>
<td>08/28/18</td>
<td>09/18/18</td>
</tr>
<tr>
<td>Winter 2018</td>
<td>08/07/18</td>
<td>08/14/18</td>
<td>09/25/18</td>
<td>10/16/18</td>
</tr>
<tr>
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<td>11/06/18</td>
<td>11/13/18</td>
<td>12/25/18</td>
<td>01/15/19</td>
</tr>
</tbody>
</table>

*Editorial calendar is subject to change without notice.
DIGITAL PRESENCE

WEBSITES

QuiltersWorld.com
• 96,000+ 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
• 320,000+ monthly page views
• Hundreds of free sewing and quilting patterns
• 31,000+ monthly downloads

Free-Sewing.com
• 60,000+ monthly page views
• Hundreds of free sewing patterns
• 2,500+ monthly downloads

NEWSLETTERS

Quilter’s World Update
• 155,000 subscribers
• Delivered every three weeks

Simply Sewing Update
• 259,000 subscribers
• Delivered every three weeks

DEDICATED EMAIL BLASTS

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

SOCIAL MEDIA

• Facebook: 264,000+ fans and growing!
• Pinterest: 61,000+ followers
ONLINE

**Unit**  
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:

Adriana Wagner  
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(260) 849-4860  
Adriana_Wagner@Annies-Publishing.com

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**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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