

QUILTER'S WORLD®



Quilter's World magazine is the perfect balance of quilting styles, skill levels, project sizes and unique, creative designs. Each issue brings today's busy quilters inspiration for trendy or traditional quilts that are designed to fit into any busy schedule.

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*.

Annie's®
Celebrating home, family
and the creative spirit

Circulation & Stats

50,000	125,000	550,000	760,000	1,200,000
Circulation	Readership	Newsletter Counts	Unique Website Users	Impressions

Demographics & Reader Profile*

61 median reader age	73% buy their products from independent/local retailers
45 median Facebook follower age	73% spend as much as or more than the previous year on supplies
\$58,300 median reader income	40% will spend \$500 or more on supplies this year
89% married	87% own 2 or more sewing machines
78% have visited a website from an advertisement in <i>Quilter's World</i>	55% spend 3 or more hours with each copy of <i>Quilter's World</i>
63% have made a purchase as a result of seeing an advertisement	97% prefer a print magazine
94% list magazines as their main source for project ideas	

Creative Marketing Opportunities

- Solo email blasts
- Banners in newsletters
- Sponsored content
- Sponsored sweepstakes
- Banners on websites
- Affiliate programs
- Content submissions
- Sponsored posts on social media
- Facebook live content
- Unique print opportunities – gatefolds and inserts
- Polybag onsert program
- Custom solutions
- Partnership opportunities

Social Media Users



260,000



Newly Launched!



120,000

*Compiled from Reader Survey



Advertiser Testimonials

“Not only is *Quilter’s World* reliable and great to work with, it’s a publication for quilters, by quilters. We know that our brand is getting the best representation and our promotions are landing in the hands of current and potential customers. The Annie’s team is truly a valued partner for our marketing strategy.”
—Dawn Drazdys, AccuQuilt

“Quilters Dream Batting has advertised in *Quilter’s World* magazine for years. It is the ultimate magazine for quilting enthusiasts. Each issue features gorgeous photography, informative articles, fun patterns, and helpful tips and tricks. It’s the perfect magazine for new and experienced quilters alike!”
—Jane Kinzie, Quilters Dream Batting

“*Quilter’s World* magazine is a community that we’re proud to be part of as an advertiser and editorial supporter. We’ve made wonderful designer connections through our partnerships with Editor Carolyn Vagts and Advertising Account Manager Molly Beals, and we see such value in the range of quilt projects that are presented to readers. *Quilter’s World* is a home for every quilter, from beginner to experienced quilting veteran, and we’re able to reach all of them here. We’re always excited to see what’s next!”
—Dawn Gehring, Therm O Web, Inc.

Quilter’s World Features

- Around the House**—Items quilters make for the home, such as wall hangings, table runners or place mats.
- Stash Management**—Stash-friendly projects are always in style. These can be any size or theme.
- Just for Kids**—Anything specifically made for children.
- Done in One**—Projects that can be completed in a day.
- Little Packages**—Designs made with 1 yard or less of fabric. Perfect for gifting.
- Precut Corner**—Projects designed mainly using precuts. This is an ever-growing trend and very popular.
- Traditional With a Twist**—A classic quilt design freshened up with a twist to fit today’s colors and trends.
- Die-Cut Options**—Quilts that have the option to be made either by traditional cutting or from die cuts.
- Small Scrap Projects**—Small, fun projects to clean up small amounts of scraps and stash.
- New Techniques**—New trending techniques in quilt construction.
- Teaching Quilts**—Quilts with a story or purpose other than bed quilts. These can be for children or for life lessons.

Lifestyle

- In the Quilting World**—Anything a quilter would find of interest about quilting.
 - Meet the Designer**—A profile on a designer in the quilting industry.
- We are also interested in anything new and exciting in the quilting world, so if you have something you think would be of interest to our readers, please feel free to submit the idea for consideration.*

Print Schedule

Issue	Ad Close Date	Materials Due Date	In Home Date	On Sale Date
Spring 2020	11/05/19	11/12/19	12/31/2019	01/14/20
Spring 2020 SIP	12/17/19	12/24/19	02/11/2020	02/25/20
Summer 2020	02/04/20	02/11/20	03/31/2020	04/14/20
Autumn 2020	05/05/20	05/12/20	06/30/2020	07/14/20
Autumn 2020 SIP	06/09/20	06/16/20	08/04/2020	08/18/20
Winter 2020 SIP	07/07/20	07/14/20	09/01/2020	09/15/20
Winter 2020	08/04/20	08/11/20	09/29/2020	10/13/20
Spring 2021	11/04/20	11/11/20	12/30/2020	1/13/21

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



Editorial Calendar

Spring 2020 Issue

On Sale: Jan. 14, 2020

Editorial Theme: Pieced Blocks, such as animals, cups, flowers, etc.

Featured Article Ideas: How to Decorate Using Quilts in the Home

Colors Featured: Bright spring colors, scrappy

Springtime is all about fresh starts and brilliant color. Bring a breath of fresh air into your home with a quilt of many colors. Think about how you can use your scraps to create that special quilt. By using a multitude of scrap fabrics and a great block pattern, you can work on the project anytime. Simply make a block at a time and watch it come together while the scraps disappear. Make this project one that the readers will enjoy.

Summer 2020 Issue

Designs Due: Sept. 3, 2019

Projects Due: Nov. 5, 2019

On Sale: April 14, 2020

Editorial Theme: Gift-Giving Quilts Made With Precuts

Featured Article Ideas: Time-Saving Tips and Tricks for the Busy Quilter

Colors Featured: Anything goes

This is the right time to start thinking about graduation and wedding quilts as gifts. It's a great time to introduce easy quilts that can be done on a time budget. This is a very busy time of year for family, parties, picnics and vacations. The projects in the summer issue should be fun and easy to make, or projects that can easily be set aside until there is time to work on them. Article ideas are always welcome.

Autumn 2020 Issue

Designs Due: Dec. 4, 2019

Projects Due: Feb. 10, 2020

On Sale: July 14, 2020

Editorial Theme: Farmhouse Style, simple and easy quilting for today's quilter

Featured Article Ideas: Gifting Quilts, Planning a Retreat

Colors Featured: Warm tones and traditional Christmas colors

The theme for this issue is Farmhouse-Style Quilts. Bringing popular trending styles to quilting is the way to keep quilting alive and bring new quilters into the craft. Think of all the autumn and Christmas colors you see in the quilting world and blend them with the simplicity of farmhouse style to create quilts and projects for the home and for gifting. All sizes and skill levels will be considered.

Winter 2020 Issue

Designs Due: Feb. 24, 2020

Projects Due: April 27, 2020

On Sale: Oct. 13, 2020

Editorial Theme: Strip Quilts

Featured Article Ideas: Challenging Your Quilting Skills, Last-Minute Holiday Gift Items

Colors Featured: Bright and cheerful

Strip piecing and working with precut strips has become the norm for today's quilter. In this issue we are looking for quilts made with precut strips and/or quilts that are made with a combination of strips and other piecing. These projects can be any skill level. This is the time of year when quilters start to plan their projects for the months after the holidays and more challenging projects are considered, so keep that in mind as well.

Last-minute gift ideas (holiday and general) are also needed for the last-minute quilters. Easy yet useful projects that can be made from fat quarters are also welcome.

Spring 2021 Issue

Designs Due: June 5, 2020

Projects Due: Aug. 8, 2020

On Sale: Jan. 14, 2021

Editorial Theme: Floral Fabrics or Simple Appliqué

Featured Article Ideas: Decorating With Quilts

Colors Featured: Bright and cheerful

Springtime is the perfect time to freshen up your home, and what better way to do it than by making a few new quilts full of cheerful color? Think about the possibilities: wall hangings or pillows, or maybe even a throw for the family room to bring in the beauty of the outdoors. Projects should be original and time-friendly for this time of the year. Think of the quilted items you would like to make for your home. All things will be considered.



Send project submissions, questions and fabric cards to:

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Specifications

Full Page

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

Two-Thirds Page

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

One-Half Page

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

One-Third Page

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

One-Fourth Page

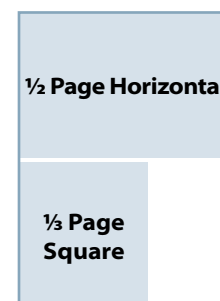
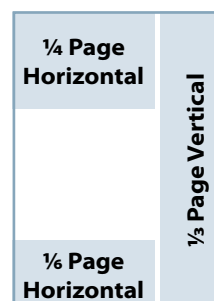
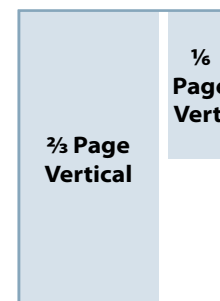
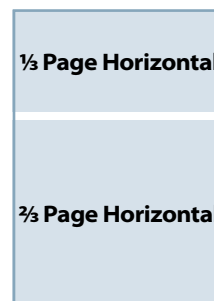
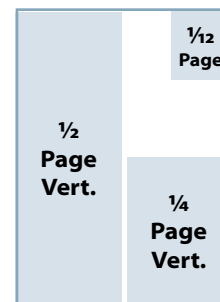
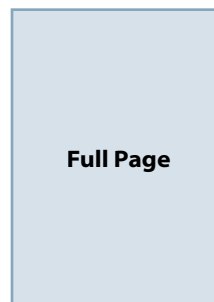
Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"

One-Sixth Page

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

One-Twelfth Page

Square 2¼" x 2¼"



Online

Unit

Leaderboards
Wide Skyscraper
Medium Rectangle
Newsletter Content Block

Size (Pixels)

728 x 90
160 x 600
300 x 250
500 x 400

Submitting Materials

Materials can be submitted via Mediabank.
Contact Adriana Wagner for login information.

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.