

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

| | | | | |
|---------------|----------------|-------------------|----------------------|----------------|
| 70,000 | 175,000 | 450,000 | 600,000 | 800,000 |
| 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



2,500



120,000

*Compiled from Reader Survey



Advertiser Testimonials

"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.

Reader Testimonials

"Love it. Read it cover to cover when received. Really like the Favorite Finds pages so you not only receive wonderful patterns but updates on the newest notions and ideas to make our quilting life easier."

—Gail

"Best magazine out there. I love this one and I end up sharing with a friend and begging to get my copy back."

—Jean

"I look forward to getting every issue. The projects are beautiful, the magazine has wonderful instructions and pictures."

—Betsy

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 2021 | 11/03/2020 | 11/10/2020 | 12/30/2020 | 01/12/2021 |
| Spring 2010 SIP | 12/15/2020 | 12/22/2020 | 02/10/2021 | 02/23/2021 |
| Summer 2021 | 02/02/2021 | 02/09/2021 | 03/31/2021 | 04/13/2021 |
| Autumn 2021 | 05/04/2021 | 05/11/2021 | 06/30/2021 | 07/13/2021 |
| Autumn 2021 SIP | 06/08/2021 | 06/15/2021 | 08/04/2021 | 08/17/2021 |
| Winter 2021 SIP | 07/06/2021 | 07/13/2021 | 09/01/2021 | 09/14/2021 |
| Winter 2021 | 08/03/2021 | 08/10/2021 | 09/29/2021 | 10/12/2021 |
| Spring 2022 | 11/02/2021 | 11/09/2021 | 12/29/2021 | 01/11/2022 |

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



Editorial Calendar

Spring 2021 Issue

Submission Deadline: 6/5/2020

Editorial Theme: Quilts with Flowers

Featured Article Ideas: Needle-Turn Appliqué Tips

Colors Featured: Bright spring colors, scrappy

Springtime is a time for color. The leaves and blooms are fresh and new. It's a wonderful time to look to nature for inspiration. Brilliant pinks, reds and purples—not to mention all the shades of green—make this the perfect time to incorporate floral fabrics or floral appliques in your quilt designs. Everyone is looking for a break from the winter days. Think spring. Think bright.

Summer 2021 Issue

Submission Deadline: 9/3/2020

Editorial Theme: Two-Block Quilts with Secondary Designs

Featured Article Ideas: Multigenerational Quilting (mother/daughter, grandmother/granddaughter)

Colors Featured: Anything goes

Sharing our love of quilting with a child or grandchild is a great gift. We want to pass the tradition to future generations. In this issue, we are looking for quilts that you've designed or made with a family member. Did one of you sew the top of a project and the other quilt it? Did you both make the same quilt in different fabrics? We are also looking for two-block quilts that form a secondary design. These don't have to be made with a family member.

Autumn 2021 Issue

Submission Deadline: 12/4/2020

Editorial Theme: It Takes a Village

Featured Article Ideas: Hosting a Block Exchange

Colors Featured: Warm tones and traditional Christmas colors

Going through the coronavirus pandemic has reinforced the community aspect of quilting. In this issue we're looking for creative ways to use buildings—houses, stores, apartments—in quilts. They can include trees, flowers, stars and other blocks—let your imagination run wild.

Winter 2021 Issue

Submission Deadline: 2/24/2021

Editorial Theme: Red and White Quilts

Featured Article Ideas: Last-Minute Holiday Gift Ideas

Colors Featured: Bright and cheerful colors for last-minute holiday items, plus red and white.

Red and white quilts are always popular. The winter issue starts before the holidays and lasts until early February, so quilts for Christmas through Valentine's Day are popular. Quilts don't have to be solid red and white but should only have red and white in them. We're also looking for quilts that can be last-minute gifts and projects.

Spring 2022 Issue

Submission Deadline: 6/5/2021

Editorial Theme: Log Cabin Quilts

Featured Article Ideas: Historical Quilts or How to Resize Blocks

Colors Featured: Bright, springy.

The Log Cabin block is one of the most versatile quilt blocks with so many variations. There are variations in block arrangements, shapes, piecing the logs and block centers, combining blocks and more. Here is a chance to get creative and explore new ideas!



***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

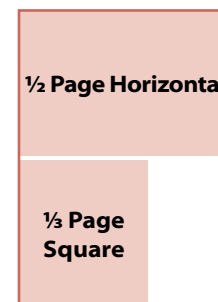
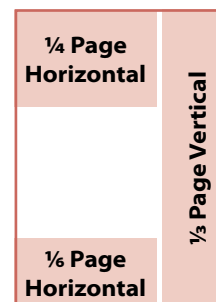
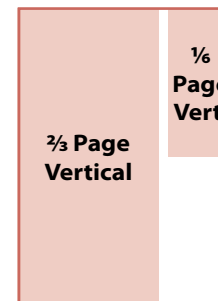
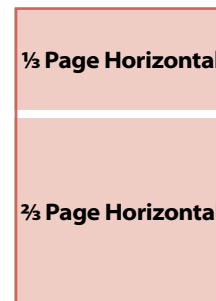
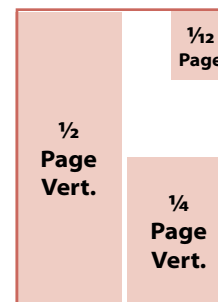
Vertical 3½" x 4⅝"
Horizontal 4⅝" x 3½"

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 Courtney Shoda 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.