

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

75,000

Circulation

187,500

Readership

325,000

Newsletter
Counts

465,000

Unique
Website
Users

2,235,000

Impressions

Demographics & Reader Profile*

61 median reader age

45 median Facebook follower age

\$58,300 median reader income

89% married

78% have visited a website from an advertisement in *Quilter's World*

63% have made a purchase as a result of seeing an advertisement

94% list magazines as their main source for project ideas

73% buy their products from independent/local retailers

73% spend as much as or more than the previous year on supplies

40% will spend \$500 or more on supplies this year

87% own 2 or more sewing machines

55% spend 3 or more hours with each copy of *Quilter's World*

97% prefer a print magazine

**Compiled from Reader Survey*

Creative Marketing Opportunities

- Solo email blasts
- 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



250,000



3,500



200,000



Reader Testimonials

"I love it! It is my favorite of all my quilting magazines. They have both easy and difficult patterns, which is why I like it."

"The variety of projects and sizes and the clear and easy to understand directions make *Quilter's World* a magazine I look forward to and enjoy."

"I like the variety of projects and the interviews with artists and designers."

"I love it and can't wait for it to come. I wish it came every month. I find something in every issue to make. Your illustrations and directions are excellent—very easy to follow. When I find myself bored I take out all my issues and go through them again."



Quilter's World Regular 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.
- New Techniques**—New trending techniques in quilt construction.

Articles

- 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.

Note: *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 2022 | 11/02/2021 | 11/09/2021 | 01/01/2022 | 01/11/2022 |
| Spring 2022 SIP | 12/14/2021 | 12/21/2021 | | 02/22/2022 |
| Summer 2022 | 01/25/2022 | 02/01/2022 | 04/02/2022 | 04/12/2022 |
| Autumn 2022 | 04/26/2022 | 05/03/2022 | 07/02/2022 | 07/12/2022 |
| Halloween 2022 | 06/07/2022 | 06/14/2022 | | 08/16/2022 |
| Christmas 2022 | 07/05/2022 | 07/12/2022 | | 09/13/2022 |
| Winter 2022 | 07/26/2022 | 08/02/2022 | 10/01/2022 | 10/11/2022 |
| Spring 2023 | 10/25/2022 | 11/01/2022 | 12/31/2022 | 01/10/2023 |

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



Editorial Calendar*

Spring 2022

Submissions due date: 5/21/2021

On-sale date: 1/11/2022

Editorial Theme: Log Cabin Quilts

Colors Featured: Anything goes

The Log Cabin block is one of the most versatile quilt blocks. Not only are there multiple ways to arrange the basic block, but there are so many variations, from piecing the logs to piecing the center and more. We're looking for creative ways to use the Log Cabin block. Spring is also a time for cleaning and organizing, so we're looking for scrap quilts to give our readers ways to use their stash

Summer 2022

Submissions due date: 8/23/2021

On-sale date: 4/12/2022

Editorial Theme: Precut Strips & Squares

Colors Featured: Bright summer colors, scrappy

Readers are always looking for new and creative ways to use precuts. In this issue, we'll focus on precut strips along with 5" charm squares and 10" squares. Quilts can be any size. Summers are busy with lots of activities and trips, so projects that can be made in a short amount of time are also welcome.

Autumn 2022

Submissions due date: 11/24/2021

On-sale date: 7/12/2022

Editorial Theme: Warm & Cozy Quilts to Cuddle

Colors Featured: Warm colors

When cooler weather settles in, nothing is better than cuddling under a quilt. Quilts can be flannel or cotton and any design or size from lap to bed. With the holidays approaching, gift ideas are also welcome.

Winter 2022

Submissions due date: 2/23/2022

On-sale date: 10/11/2022

Editorial Theme: Stars

Colors Featured: Winter/seasonal colors

Stars come in many different shapes and sizes and are a versatile design tool for quilters. They can also be used for seasonal quilts. Set by themselves or mixed with other blocks, we invite you to explore creative ways to use stars. String-pieced or traditionally pieced, large or small, surrounding other blocks or set alone—let your imagination and creativity guide you. Gift ideas are also welcome.

Spring 2023

Submissions due date: 5/20/2022

On-sale date: 1/10/2023

Editorial Theme: Opposites Attract

Colors Featured: Bright spring colors, scrappy

The concept of opposites opens up lots of doors for creativity and fun! Opposites can be switching the values between blocks where one block has a light background and one has a dark background; using complementary colors such as blue and orange; or even using large and small blocks in a design. These are a few ideas—what other ideas can you come up with?



**Editorial content is subject to change.*

Send all editorial submissions to:

Carolyn_Beam@Annies-Publishing.com
and Palmer_Bixler@Annies-Publishing.com



Specifications

Full Page

Trim 8½" x 10¾"
Bleed 8¾" x 11"
Live 8" x 10¼"

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

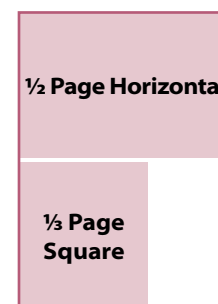
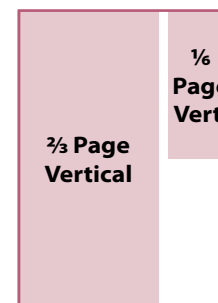
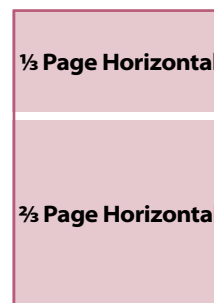
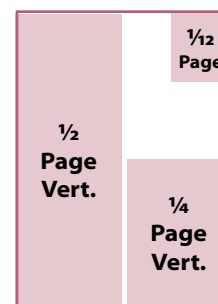
Vertical 3½" x 4⅝"

One-Sixth Page

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

One-Twelfth Page

Square 2¼" x 2¼"



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Online

Unit

Leaderboards
Wide Skyscraper
Medium Rectangle

Size (Pixels)

728 x 90
160 x 600
300 x 250

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.