



EXPLORE LUSH ABUNDANT LATE SUMMER COLOR

# QUILTER'S WORLD

August 2012  
QuiltersWorld.com

THE MAGAZINE FOR TODAY'S QUILTER

18  
Projects

## ECHOES

A Contemporary Table Setting  
You'll Use Over & Over Again

**SUN &  
SHADE**  
Romance Is  
In the Air

**TRY A NEW  
TECHNIQUE**  
Machine Appliqué

2013 Media Kit



An Annie's Publication

# QUILTER'S WORLD<sup>®</sup>

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: 110,000



## The Quilter's World Reader Profile

### Responsive

**78%** of readers have visited an advertiser's website;

**53%** have made a purchase because of that advertisement.

**95%** of readers use magazines as their go-to source for projects;

**59%** use websites;  
**67%** use books.

### Engaged

**73%** of readers plan on spending as much as or more than the previous year for supplies.  
**39%** will spend **\$500+** on projects this year.

### Passionate

**82%** of readers own a sewing machine.  
**49%** plan on purchasing a new one with newer capabilities in the next year.

### Progressive







## 2013 Quilter's World Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	News-stand Date
April 2013	12/25/12	01/01/13	02/12/13	03/05/13
Summer 2013	02/12/13	02/19/13	03/29/13	04/23/13
Fall 2013	05/14/13	05/21/13	06/28/13	07/23/13
Nov 2013 SIP	06/25/13	07/02/13	NA	09/03/13
Winter 2013	08/13/13	08/20/13	09/27/13	10/22/13
Spring 2014	11/12/13	11/19/13	12/27/13	01/21/14

## 2013 Quilter's World Editorial Calendar\*

February 2013

Ad Close: 10/02/12 · Materials Due: 10/09/12 · On Sale: 12/11/12

Editorial Theme: What's Your Inspiration?

Featured Article: Sewing Machine Buyers Guide, technique article TBD

Colors Featured: All

April 2013 Issue

Ad Close: 12/25/12 · Materials Due: 01/01/13 · On Sale: 03/05/13

Editorial Theme: Not My Grandmother's Quilt

Featured Article: Sewing Cabinets and Organizational Products, technique article TBD

Colors featured: 1930s and 1940s with solids

Summer 2013 Issue

Ad Close: 02/12/13 · Materials Due: 02/19/13 · On Sale: 04/23/13

Editorial Theme: Working within Collections

Featured Article Ideas: Batting Options or Techniques articles

Colors Featured: Current collections only (Scrap & Stash features excluded)

Fall 2013 Issue

Ad Close: 05/14/13 · Materials Due: 05/21/13 · On Sale: 07/23/13

Editorial Theme: Back to School/ Holidays

Featured Article Ideas: Easy Cut Precut Projects or Time Saving Techniques

Colors Featured: Warm Palette/Autumn/Christmas

Winter 2013 Issue

Ad Close: 08/13/13 · Materials Due: 08/20/13 · On Sale: 10/22/13

Editorial Theme: Looking to the Future/ Fresh New Beginnings.

Featured Article Ideas: Making Bowls, Technique Articles, Free-form Piecing

Colors Featured: All things current, fresh and cheerful

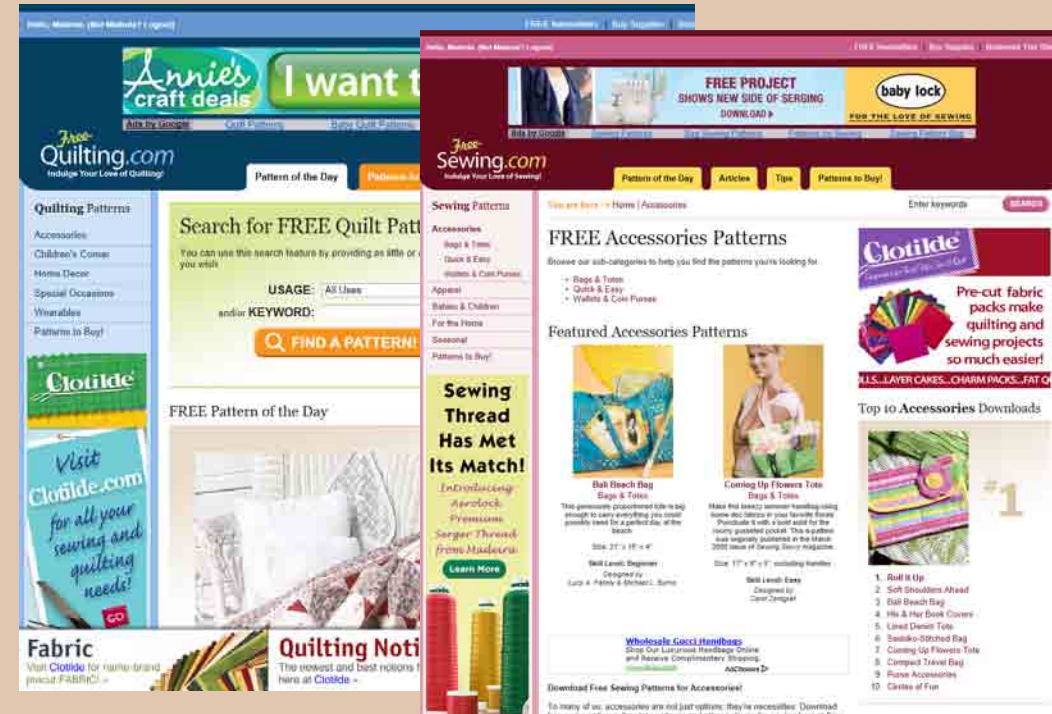
\*\*Editorial calendar subject to change.





## www.QuiltersWorld.com

- 185,000 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



## www.Free-Quilting.com; www.Free-Sewing.com

- 700,000 monthly page views on Free-Quilting.com
- 195,000 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

- 80,000 Quilter's World subscribers
- 70,000 Sewing Savvy subscribers
- Delivered twice monthly
- Reach quilters and sewers with skyscraper and leaderboard ad units



## Dedicated Email Blasts

- Get response by sending your marketing message to our 191,000 subscribers



### Full-page ad placement within our free pattern downloads

- 32,000 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



- Follow us on Facebook!
- 14,000 Facebook fans and growing!
- [www.facebook.com/QuiltersWorldMag](http://www.facebook.com/QuiltersWorldMag)

### Print

### 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](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
Malinda Webster  
Ad Sales  
306 East Parr Road  
Berne, IN 46711

Contact us with questions:  
Malinda Webster  
Ad Traffic Coordinator  
(877) 282-4724, ext. 309  
[Malinda\\_Webster@Annies-Publishing.com](mailto:Malinda_Webster@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.

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# QUILTER'S WORLD®

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