## QULTER'S WORLD

THE M A G A Z I NE FOR Q U I L T LOVERS

## Quilter's World

Quilters are like no others in their dedication, skill and love of the art. Quilter's World magazine unites these crafters and the world of quality quilts by sharing creative patterns for dazzling quilts, quilt techniques that make it oh-sew-easy, profiles of interesting quilters, great gift ideas and more.
With full-color pages, easy-to-read type and expert photographs throughout the magazine, Quilter's World explains new techniques 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!

2010 PRINT RATES
Circulation 115,000

| 4-Color Unit | $\mathbf{1 x}$ | $\mathbf{3 x}$ | $\mathbf{6 x}$ |
| :--- | ---: | ---: | ---: |
| Cover | $\$ 4,477$ | - | $\mathbf{-}$ |
| Page | $\$ 4,210$ | $\$ 3,926$ | $\$ 3,669$ |
| $2 / 3$ page | $\$ 3,284$ | $\$ 3,063$ | $\$ 2,862$ |
| $1 / 2$ page | $\$ 2,610$ | $\$ 2,434$ | $\$ 2,275$ |
| $1 / 3$ page | $\$ 1,895$ | $\$ 1,767$ | $\$ 1,651$ |
| $1 / 4$ page | $\$ 1,390$ | $\$ 1,296$ | $\$ 1,210$ |
| $1 / 6$ page | $\$ 926$ | $\$ 864$ | $\$ 807$ |

For more information about advertising with DRG, please contact the account manager in your area:
EASTERN U.S.: Leslie Palmer
(248) 530-0300, ext. 1402
e-mail: leslie_palmer@drgnetwork.com
CENTRAL U.S.: Paula Kapacinskas
(312) 236-4900, ext. 1103
e-mail: paula_kapacinskas@drgnetwork.com
WESTERN U.S.: Craig Miller
(213) 596-7228
e-mail: craig_miller@drgnetwork.com



## PRODUCTION SCHEDULE \& ADVERTISING SPECIFICATIONS

## Print Production Schedule

| ISSUE | Ad Closing <br> Date | Materials <br> Due Date | Mail Date | Newsstand <br> Date |
| :--- | :---: | :---: | :---: | :---: |
| Jun 2010 | $02 / 23 / 10$ | $03 / 02 / 10$ | $04 / 06 / 10$ | $04 / 27 / 10$ |
| Aug 2010 | $04 / 27 / 10$ | $05 / 04 / 10$ | $06 / 08 / 10$ | $06 / 29 / 10$ |
| Oct 2010 | $06 / 29 / 10$ | $07 / 06 / 10$ | $08 / 10 / 10$ | $08 / 31 / 10$ |
| Dec 2010 | $08 / 31 / 10$ | $09 / 07 / 10$ | $10 / 12 / 10$ | $11 / 02 / 10$ |
| Feb 2011 | $10 / 26 / 10$ | $11 / 02 / 10$ | $12 / 07 / 10$ | $12 / 28 / 10$ |

GENERAL INFORMATION: Advertising is subject to publisher's approval. All contracts and insertion orders are accepted subject to terms and regulations of rate card.
Cancellations must be in writing and requested 2 weeks prior to published closing date. Space is billed as reserved.
Publisher reserves the right to run a previous advertisement if new materials are not received by the materials due date. The word "Advertisement" will be placed with ad copy which, in the publisher's view, resembles editorial matter.


Publisher assumes no responsibility for errors or omissions in customer-provided materials and information, or for failure to publish due to late or missing materials.
Signature on insertion order acknowledges acceptance of the terms listed herein.


ELECTRONIC MEDIA: DRG operates on a Mac platform. PDF/X-1a or Press Quality PDFs are accepted for placement. Working files must include ALL: original files, images (linked, placed or supporting EPS files), collected fonts and PDF of finished ad.
FONTS: All fonts used are to be supplied or converted to outlines.
IMAGES: Supply high-resolution images ( 300 dpi or better). Photoshop files, PSDs, PDFs, .tif, .jpg, or EPS files (DRG 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. (DRG does not accept responsibility for color shifting during converting.) Any black elements (text, line art, etc.) should be 100\% black, not rich or 4-color black.
SUBMITTING MATERIALS: Materials can be submitted through our webbased FTP site, or by e-mail if files are reasonable size (under 5MB). For information on our FTP site, contact your DRG Account Manager.

Ad Dimensions

| Full Page | Inches Wide | Inches High |
| :---: | :---: | :---: |
| Full Page Trim | 8 | $103 / 4$ |
| Full Page Bleed | 8 1/2 | $111 / 4$ |
| 2/3 Page |  |  |
| Vertical | 4 5/8 | $91 / 2$ |
| Horizontal | 7 | 6 1/4 |
| 1/2 Page |  |  |
| Vertical | $31 / 2$ | $91 / 2$ |
| Horizontal | 7 | $45 / 8$ |
| 1/3 Page |  |  |
| Vertical | $21 / 4$ | $91 / 2$ |
| Horizontal | 7 | $31 / 8$ |
| Square | $45 / 8$ | $45 / 8$ |
| $1 / 4$ Page |  |  |
| Vertical | $31 / 2$ | 4 5/8 |
| Horizontal | 4 5/8 | $31 / 2$ |
| $1 / 6$ Page |  |  |
| Vertical | $21 / 4$ | 4 5/8 |
| Horizontal | 4 5/8 | $21 / 4$ |
| 1/12 Page |  |  |
| Square | $21 / 4$ | $21 / 4$ |
| Pattern Gallery |  |  |
| Vertical | $21 / 2$ | 3 |

## MAILING INFORMATION:

Proofs and CDs may be mailed to:
DRG - Ad Sales
306 East Parr Road
Berne, IN 46711

## ASSISTANCE:

If you need assistance or have any questions, do not hesitate to contact us:

Traci Garner
Advertising Traffic Coordinator
(877) 282-4724, ext. 352
traci_garner@drgnetwork.com

