

2011 DESIGNER GUIDELINES

General information for DRG Quilting Publications:

Quilter's World: The Magazine for Today's Quilter

Editor: Carolyn Vagts; Email: Editor@QuiltersWorld.com

Editorial Assistant: Carol Listenberger

Quilter's World is a full-color, 100-page magazine published bimonthly.

Quilter's World represents the full spectrum of quilting styles from traditional to contemporary, using a variety of techniques. The magazine targets the beginning to intermediate quilter. *Quilter's World* is largely project-based and includes full instructions and templates for quilts of all sizes and applications including but not limited to bed quilts from crib to king, throws, home décor pieces, and functional quilted accessories and gifts. In addition, *Quilter's World* emphasizes new and continuing education for all quilters. Quilt history, general education, and how-to articles are designed to improve our reader's quilt-related knowledge and skill.

Each issue of the magazine is designed around a central theme as detailed in the editorial calendar. An editorial calendar is available upon electronic request (Editor@QuiltersWorld.com). Projects are selected for individual issues at bimonthly reviews.

All design submittals must be accompanied by the *Quilter's World* Project Submittal Form

(found appended to the end of these Guidelines) and should include either a drawing and/or color photograph(s). Design proposals submitted electronically to the editor are preferred. All written proposals should be addressed to: Jeanne Stauffer, *Quilter's World*, 306 E. Parr Rd., Berne, IN 46711. If you wish to have mailed materials returned, please include a SASE.

House of White Birches hardcover quilting books

Editor: Jeanne Stauffer

House of White Birches publishes two hardcover quilting books per year. These books feature the work of many talented designers, including numerous well-known and leading names in the field of quilting design. Reviews are held periodically, and letters requesting specific designs are sent out for each book. We are always looking for talented new designers. Please contact us to receive notification of design requests for hardcover books.

House of White Birches softcover quilting books

Editor: Jeanne Stauffer

House of White Birches publishes 10-12 quilting pattern books each year. These books generally feature the work of a single quilt designer; however they may also be comprised of works from several designers around a central, pre-determined theme. The content of the quilting softcover books is highly variable. They are 50-96 pages in length, and generally contain 9-15 projects. Design proposals are always welcome for our consideration. Please submit design proposals to the editor. Electronic submittals are preferred, however mailed proposals can be sent to address stated above.

Contracts and Payment

Projects are accepted or rejected at the discretion of the editor. Notification of acceptance is made by the editor via email correspondence. A notification will include the accepted dimensions of the project, any modification made by the editor to the size or color way, the dollar amount to be paid for the project, and the project and instructions due date. The contract amount will be determined by accuracy, creativity, workmanship, skill level, overall quality and instruction format. Fees range from \$100 to \$500.

HWB purchases all rights to designs unless otherwise arranged. Designers should not sell the purchased design or one very similar to it to another publisher. Arrangements for other rights should be agreed upon with the editor and are made on a case by case basis.

When we receive the completed project, instructions and all related materials, we will send you an agreement and a business-reply envelope. Sign the agreement and return it in the postage-paid envelope. Keep the photocopy of the agreement for your records and return the original to us. If this is the first time we've worked with you or if it has been a while since we've accepted a project, you will also receive a W-9 (or a W-8 if you live outside the United States) which must be completed and returned before payments can be issued.

Payment will be made within 45 days of the time we receive your signed contract.

Return of Published Projects

We will keep your project until the magazine issue or book is published. Your project will be returned after publication. All manuscripts, diagrams, etc., remain our property. Your projects will be returned to you approximately six weeks after publication. You will receive one complimentary copy of the issue or book in which it appears.

FINALLY ...

We appreciate your interest in our magazine and books! These guidelines are meant to be just that—guidelines. If you have questions, special circumstances, etc., feel free to contact the editors at *Editor@QuiltersWorld.com*.

We look forward to working with you in the future.



PROJECT SUBMITTAL FORM

DESIGNER'S NAME _____

ADDRESS _____

PHONE NUMBER (____) _____

EMAIL ADDRESS _____

PROJECT

TITLE _____

DIMENSIONS (L) _____ (W) _____

DESCRIPTION _____

PROPOSED COLORS &/OR FABRICS

TECHNIQUES USED _____

SKILL LEVEL _____

ADDITIONAL COMMENTS _____
