

QUILTER'S  
WORLD®



2024  
MEDIA KIT



**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 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®

## READER PROFILE\*

**61**

median reader age

**45**

median Facebook follower age

**\$58,300**

median reader income

**78%**

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

**63%**

have made a purchase as a result of seeing an advertisement

**76%**

complete four or more projects a year

**89%**

believe that brand is somewhat or very important when making a purchase

**73%**

buy their products from independent/local retailers

**89%**

are married

**73%**

spent as much as or more on supplies than the previous year

**40%**

plan to spend \$500 or more on supplies this year

**87%**

own two or more sewing machines

**55%**

spend three or more hours with each copy of *Quilter's World*

**94%**

list magazines as their main source for project ideas

## CREATIVE MARKETING OPPORTUNITIES

- Editorial Content Submissions
- Sponsored Social Media Posts
- Polybagged Onserts
- Custom Print Solutions
- Website Banners
- Sponsored Sweepstakes
- Customized Partnerships



\*Compiled from reader survey

## MAGAZINE CIRCULATION & STATS

**65,000**  
Circulation

**162,500**  
Readership



## SOCIAL MEDIA FOLLOWERS



260,000



5,300

## TESTIMONIALS

"Great magazine!" —**Subscriber**

"As a new quilter, I find the magazine helpful and easy to comprehend. Love it!" —**Lisa P.**

"I truly love *Quilter's World* magazine. The pattern photos are so vivid and beautiful; I want to try them all." —**Subscriber**

"I continue to renew this magazine subscription because I love all the options it gives in patterns, different-size projects and traditional versus modern." —**Subscriber**

"Thank you for publishing a great magazine! I enjoy every issue." —**Subscriber**

"I look forward to receiving this magazine every time it comes to the door." —**Subscriber**

"I enjoy receiving this magazine. Love Wendy Sheppard designs. I only wish I had time to make them all!" —**Subscriber**

"I like *Quilter's World*. I like that you show more than just quilt projects." —**Tracy W.**

"I love the patterns that make me happy, so when I make them for someone else I hope they are happy to receive them." —**Subscriber**

"I love the magazine. I love doing table runners, hot pads and mug rugs. They make lovely gifts. I have done lots of the quilt patterns." —**Wendy M.**

"Love it! Look forward to it every month. Keep up the good work!" —**Subscriber**

"I love *Quilter's World* magazine. It excites me when my issue comes. I like seeing the progress photos and love that it's in color." —**Diane L.**

"I look forward to getting the magazine. Photos are great, patterns are wonderful and holiday gift ideas and smaller projects are appreciated." —**Subscriber**

"I love your magazine, and have been subscribed to it for years. At my age I don't do much anymore but I love to read it and learn new things." —**Subscriber**

"I like the different quilts that show various color options." —**Betty Y.**

"I am new to quilting, and I just love that you have some beginner projects in your magazine. I am getting better, but still have a lot to learn. Any hints and tricks would be greatly appreciated." —**Dorothy N.**

"I really like the combination of quilting and crafting in your issues. I always find something that I tag for a project. I also like the multi-part (sampler) quilts. Keep up the good work." —**Subscriber**

# 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 of any size or theme.

## JUST FOR KIDS

Designs 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 that are perfect for gifting.

## PRECUT CORNER

Projects designed mainly using precuts.

## 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.

## IN THE QUILTING WORLD

Various articles a quilter would find of interest about the craft.

## MEET THE DESIGNER

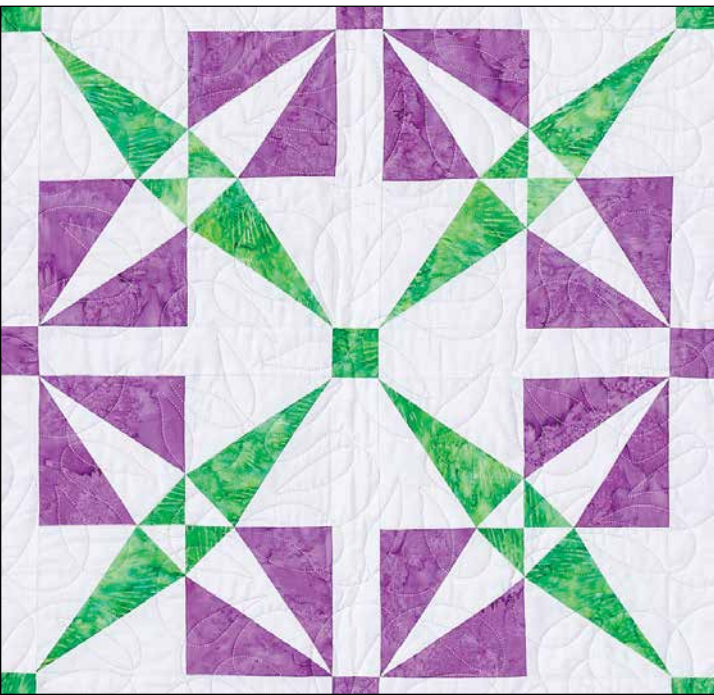
A profile on a designer in the quilting industry.



# PRINT SCHEDULE\*

*\*Print schedule is subject to change without notice.*

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2024	10/24/2023	10/31/2023	12/30/2023	01/09/2024
LATE SPRING SIP 2024	12/05/2023	12/12/2023		02/20/2024
SUMMER 2024	01/23/2024	01/30/2024	03/30/2024	04/09/2024
AUTUMN 2024	04/23/2024	04/30/2024	06/29/2024	07/09/2024
LATE AUTUMN SIP 2024	05/28/2024	06/04/2024		08/13/2024
CHRISTMAS SIP 2024	06/25/2024	07/02/2024		09/10/2024
WINTER 2024	07/23/2024	07/30/2024	09/28/2024	10/08/2024
SPRING 2025	10/22/2024	10/29/2024	12/28/2024	01/07/2025



# 2024 EDITORIAL CALENDAR\*

## SPRING 2024

**SUBMISSIONS DUE DATE: 5/20/2023**  
**ON-SALE DATE: 1/9/2024**

- **Editorial Theme:** Scrap quilts and fat quarter-friendly quilts.
- **Colors Featured:** Bright spring colors, various scrappy pieces
- **Seasonal Inspiration:** Flowers, kites, rebirth, new leaves

*Spring is a great time to organize and clean, and we'll show our readers what they can do with their stash. Every quilter has fat quarters in their fabric inventory—whether ones they've bought from a quilt store or have in curated collections—and this issue will feature projects that can use them up, like table runners, pillows, throws or bed-size quilts.*

**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.

## SUMMER 2024

**SUBMISSIONS DUE DATE: 8/20/2023**  
**ON-SALE DATE: 4/9/2024**

- **Editorial Theme:** Precut strips and squares
  - **Colors Featured:** Bright summer colors
  - **Seasonal Inspiration:** Sunshine, the beach, picnics, sports, playing outside
- 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. Projects will include quilts of various sizes. Summers are busy with lots of activities and trips, so projects that can be made in a short amount of time will also be highlighted.*

## AUTUMN 2024

**SUBMISSIONS DUE DATE: 11/25/2023**  
**ON-SALE DATE: 7/9/2024**

- **Editorial Theme:** Fall favorites
  - **Colors Featured:** Warm colors
  - **Seasonal Inspiration:** Harvest, falling leaves, night skies, pumpkins, cool weather, football, cozy quilts
- When cooler weather settles in, nothing is better than cuddling under a quilt. What is your favorite block? What reminds you of autumn? Quilts in this issue will be flannel or cotton and will include any type or size from table runners to lap or bed quilts. It will feature projects that can be left out all season. With the holidays approaching, gift ideas and small projects will also be included.*

## WINTER 2024

**SUBMISSIONS DUE DATE: 2/25/2024**  
**ON-SALE DATE: 10/8/2024**

- **Editorial Theme:** Winter wonderland/Christmas
  - **Colors Featured:** Winter and seasonal colors
  - **Seasonal Inspiration:** Holidays, stars, snow/snowmen, sledding/skating, hot chocolate, warm fire, presents, trees, ornaments, holiday decorations
- So many things remind us of the holidays and winter—including our cherished memories, family traditions and much more. This issue will feature quilts that bring to mind all those treasures, as well as last-minute gifts and holiday or winter projects that can stay out all season.*

## SPRING 2025

**SUBMISSIONS DUE DATE: 5/18/2024**  
**ON-SALE DATE: 1/7/2025**

- **Editorial Theme:** Color combos
  - **Colors Featured:** Bright spring colors
  - **Seasonal Inspiration:** Flowers, rain boots, umbrellas, springtime activities
- What's your favorite color combination? The designs in this issue will feature various color combinations with at least two different colors—complementary, analogous, warm and cool, etc. This issue will include quilts of various sizes and designs that are suitable to be left out all season. Also included will be projects where readers can use their stash, and projects using solid fabrics.*

\*Editorial content subject to change.

**Send all editorial submissions to [Carolyn\\_Beam@Annies-Publishing.com](mailto:Carolyn_Beam@Annies-Publishing.com) and [Lisa\\_Morlan@Annies-Publishing.com](mailto:Lisa_Morlan@Annies-Publishing.com).**



## AD 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"
SQUARE	4⅝" x 4⅝"

### ONE-FOURTH PAGE

VERTICAL	3½" x 4⅝"
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### ONE-SIXTH PAGE

VERTICAL	2¼" x 4⅝"
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### ONE-TWELFTH PAGE

SQUARE	2¼" x 2¼"
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### TWO-PAGE SPREAD

TRIM	17" x 10¾"
BLEED	17¼" x 11"

### DIGITAL

LEADERBOARDS	728px x 90px
WIDE SKYSCRAPER	160px x 600px
MEDIUM RECTANGLE	300px x 250px





# SUBMITTING AD MATERIALS

*Materials can be submitted via MediaBank.*

*Contact the advertising coordinator 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, TIFFs, JPEGs 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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