

QUILTER'S  
WORLD®

2023  
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 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®



## 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%**

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

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



\*Compiled from reader survey

# MAGAZINE CIRCULATION & STATS

**75,000**  
Circulation

**187,500**  
Readership

**475,000**  
Email Counts



## TESTIMONIALS

I love the magazine, especially this issue. I love the variety of options in each issue and would love to see more stash busters.  
—Gloria H.

I love this magazine! It is the only one I subscribe to. It has so many projects to choose from, and I always am learning about new products and ways to quilt. Thanks.  
—Subscriber

I love the magazine. It is always inspiring and has great photos. There's always something new to learn or a new trick/method.  
—LeeMary H.

I love your magazine! I am especially intrigued with Log Cabin patterns. Also, I enjoy patches made out of scrap materials. Thanks for a great magazine! Keep up the good work!  
—Anna


I used to have subscriptions to MANY magazines. Now I only have two and *Quilter's World* is one of them.  
—Sheila T.

I look forward to *Quilter's World* editions because there is always something in them that I want to make or something that inspires me or something that I learn that makes my sewing projects better. From the photography to the layout, writing and the variety of projects, it is by far the best quilting magazine on the newsstand. I also like the variety of projects that include quilt designs that entice us to grow our sewing/quilting skills to whimsical takes on small projects like all things by Chris Malone—my favorite! I have made many and look forward to making many more. The Posy Pincushion is next. It might just inspire me to try my hand at a Log Cabin quilt. Thank you!  
—Deborah M.

Love this magazine. I have removed a number of quilt magazine subscriptions but this is on my keep list.  
—Subscriber

I like the fact that there are multiple projects in each issue that I am interested in doing.  
—Vicki C.

## SOCIAL MEDIA USERS

 260,000

 4,500



# 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 one 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.





# PRINT SCHEDULE\*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2023	10/25/2022	11/01/2022	12/31/2022	01/10/2023
FUN FAT QUARTER QUILTS SIP	12/06/2022	12/13/2022		02/21/2023
SUMMER 2023	01/24/2023	01/31/2023	04/01/2023	04/11/2023
AUTUMN 2023	04/25/2023	05/02/2023	07/01/2023	07/11/2023
FALL SIP 2023	05/30/2023	06/06/2023		08/15/2023
CHRISTMAS SIP 2023	06/27/2023	07/04/2023		09/12/2023
WINTER 2023	07/25/2023	08/01/2023	09/30/2023	10/10/2023
SPRING 2024	10/24/2023	10/31/2023	12/30/2023	01/09/2024



# 2023 EDITORIAL CALENDAR

## SPRING 2023

**SUBMISSIONS DUE DATE: 5/21/2023**  
**ON-SALE DATE: 1/10/2023**

- **Editorial Theme:** Opposites attract
- **Colors Featured:** Bright spring colors, scrappy
- **Seasonal Inspiration:** Flowers, pinwheels, rebirth, new leaves
- The concept of opposites attract 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? Spring is also a time when quilters like to organize and use their stashes—scrap projects are also welcome.

## SUMMER 2023

**SUBMISSIONS DUE DATE: 8/22/2023**  
**ON-SALE DATE: 4/11/2023**

- **Editorial Theme:** Precut strips and squares
- **Colors Featured:** Bright summer colors, scrappy
- **Seasonal Inspiration:** Sunshine, the beach, picnics, playing outside, sports
- Precut packs of strips and squares are fun and easy for readers to collect. They're always looking for new and creative ways to use these pretty packs. 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.

## WINTER 2023

**SUBMISSIONS DUE DATE: 2/26/2023**  
**ON-SALE DATE: 10/10/2023**

- **Editorial Theme:** Winter wonderland and quick gift ideas
- **Colors Featured:** Winter blues and whites, Christmas colors
- **Seasonal Inspiration:** Holidays, snow, hot chocolate, warm fire, cozy quilts to snuggle under
- This issue will feature last-minute gifts as well as projects that can stay out during the winter season. This issue is open to any and all creative ideas and can include stash projects, precut projects, projects from collections—any fun design in any size.

## AUTUMN 2023

**SUBMISSIONS DUE DATE: 11/26/2023**  
**ON-SALE DATE: 7/11/2023**

- **Editorial Theme:** Two-block designs
- **Colors Featured:** Warm colors
- **Seasonal Inspiration:** Pumpkins, harvest, falling leaves, cool weather, football
- Combining two different blocks in a quilt is a fun way to create interesting secondary designs. There are thousands of quilt blocks to choose from and combinations are endless. They can be blocks set next to each other or separated by sashing, which creates another interesting variation.

## SPRING 2024

**SUBMISSIONS DUE DATE: 5/20/2023**  
**ON-SALE DATE: 1/10/2024**

- **Editorial Theme:** Classic blocks with a twist
- **Colors Featured:** Bright spring colors, scrappy
- **Seasonal Inspiration:** Flowers, pinwheels, rebirth, new leaves
- Take a classic block and add a creative twist. What does this look like? It could be a new or original setting, a change in shape of one or more of the patches, adding a new element to the design or creative coloring. These are just a few examples. Put your creativity to work and let's see what you can come up with.



*Editorial content subject to change.*





## 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"
HORIZONTAL	4⅝" x 2¼"

### ONE-TWELFTH PAGE

SQUARE	2¼" x 2¼"
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### 2 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 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, 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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