



QUILTER'S
WORLD®

2025
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

**Compiled from reader survey*

CREATIVE MARKETING OPPORTUNITIES

- Editorial Content Submissions
- Polybagged Onserts
- Custom Print Solutions
- Customized Partnerships



MAGAZINE CIRCULATION & STATS

50,000
Circulation

125,000
Readership



SOCIAL MEDIA FOLLOWERS



250,000



5,800

TESTIMONIALS

"Just wanted to tell you how much I appreciate the how-to info throughout the magazine and the quilting basics in the back. Magazines I have subscribed to in the past did away with the basics. I especially like the tips on four-at-a-time flying geese, Y-seams and many more. Keep up the good work." —**Sharon M.**

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

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

"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 am always learning about new products and ways to quilt. Thanks." —**Subscriber**

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

"I love your magazine." —**Vivian G.**

"I look forward to *Quilter's World* issues 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. Thank you!" —**Deborah M.**

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

"I love the magazine." —**Rachel T.**

"I really like *Quilter's World* ... just wish it came every month!" —**Subscriber**

"I love seeing the quilts and love the inspiration. I would like to see a few more quilts in different colorways. A pattern can look drastically different with a different set of colors." —**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

Anything 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. 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.

IN THE QUILTING WORLD

Anything a quilter would find of interest about quilting.

MEET THE DESIGNER

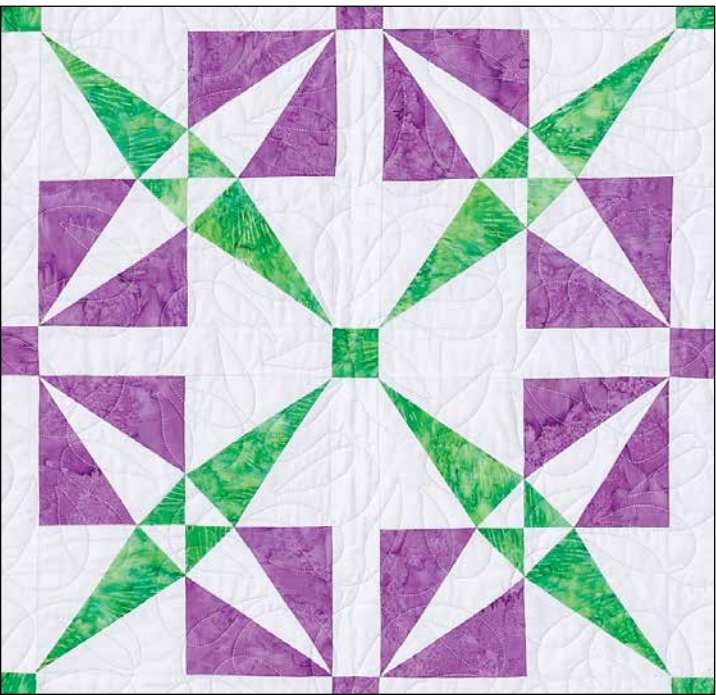
A profile on a designer in the quilting industry.



PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2025	10/22/2024	10/29/2024	12/28/2024	1/7/2025
LATE SPRING SIP 2025	12/3/2024	12/10/2024		2/18/2025
SUMMER 2025	1/21/2025	1/28/2025	3/29/2025	4/8/2025
AUTUMN 2025	4/22/2025	4/29/2025	6/28/2025	7/8/2025
LATE AUTUMN SIP 2025	5/27/2025	6/3/2025		8/12/2025
CHRISTMAS SIP 2025	6/24/2025	7/1/2025		9/9/2025
WINTER 2025	7/22/2025	7/29/2025	9/27/2025	10/7/2025
SPRING 2026	10/21/2025	10/28/2025	12/27/2025	1/6/2026



2025 EDITORIAL CALENDAR*

SPRING 2025

SUBMISSIONS DUE DATE: 5/20/2024

ON-SALE DATE: 1/7/2025

- **Editorial Theme:** Color combos
- **Colors Featured:** Bright spring colors
- **Seasonal Inspiration:** Spring rain, new growth, budding trees, spring flowers
- **All About Color:** What's your favorite color combination? Patterns in this issue will combine two or three different colors—complementary, analogous, warm and cool, etc.—in beautiful quilts in varying sizes and designs. Also featured will be projects that use up fabric stashes and projects using solid fabrics. Quilts can be any size and should be suitable to be left out all season.

SUMMER 2025

SUBMISSIONS DUE DATE: 8/20/2024

ON-SALE DATE: 4/8/2025

- **Editorial Theme:** Garden/flowers, precut strips and squares
- **Colors Featured:** Bright summer colors
- **Seasonal Inspiration:** Garden, flowers, sunny days, picnics, beach, kids, vacations
- **Quilt Gardens:** This issue will spotlight a driving tour of the Indiana Heritage Trail quilt gardens. Featured along with this story will be quilts showcasing garden or flower themes, as well as new and creative ways to use precut strips and squares. Summers are busy with lots of activities and trips, so the issue will also include projects that can be made in a short amount of time. Quilts can be any size and should be suitable to be left out all season.

AUTUMN 2025

SUBMISSIONS DUE DATE: 11/25/2024

ON-SALE DATE: 7/8/2025

- **Editorial Theme:** Creative Log Cabin quilts
- **Colors Featured:** Warm colors
- **Seasonal Inspiration:** Harvest, falling leaves, night skies, pumpkins, cool weather, football, cozy quilts to snuggle under
- **The Log Cabin Block, a Perennial Favorite:** The Log Cabin block speaks of autumn and cozy cabins. This versatile block lends itself to many design variations—creative block arrangements, different sizes, added blocks to the Log Cabin centers and more. Featured in this issue will be creative variations of the Log Cabin block, in various designs and sizes and in flannel or cotton fabrics. Also included are gift ideas and small projects for the upcoming holidays. Quilts can be any size and should be suitable to be left out all season.

WINTER 2025

SUBMISSIONS DUE DATE: 2/25/2025

ON-SALE DATE: 10/7/2025

- **Editorial Theme:** Christmas and holiday projects
- **Colors Featured:** Winter/seasonal colors
- **Seasonal Inspiration:** Holidays, stars, snow/snowmen, sledding/skating, hot chocolate, warm fire, presents, trees, ornaments, holiday decorations
- **Wonderful Winter:** So many things remind us of the holidays and winter. This issue will feature holiday and winter projects of all sizes that can span the winter months. Plus, great ideas for last-


minute gifts and quilt projects that spark favorite memories. Quilts can be any size and should be suitable to be left out all season.

SPRING 2026

SUBMISSIONS DUE DATE: 5/20/2025

ON-SALE DATE: 1/10/2026

- **Editorial Theme:** Creative triangles
- **Colors Featured:** Bright spring colors
- **Seasonal Inspiration:** Spring flowers, seasonal holidays, new growth
- **Fun With Triangles:** The popular three-sided shape can be found in so many different quilt blocks—half-square triangles, quarter-square triangles, Flying Geese—the list goes on and on. Quilts designed with creative use of triangles will be showcased in this issue. We are also looking for projects for which readers can use their stash and projects that call for solid fabrics. Quilts can be any size and should be suitable to be left out all season.



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.

**Editorial content is subject to change.*

Send all editorial submissions to Carolyn_Beam@Annies-Publishing.com and Lisa_Morlan@Annies-Publishing.com.

LATE SPRING 2025 SPECIAL ISSUE

SUBMISSIONS DUE DATE: 6/24/2024

ON-SALE DATE: 2/18/2025

- Editorial Theme: Precuts
- Colors Featured: Colorful spring tones, sunny colors

LATE AUTUMN 2025 SPECIAL ISSUE

SUBMISSIONS DUE DATE: 11/15/2024

ON-SALE DATE: 8/12/2025

- Editorial Theme: TBD
- Colors Featured: TBD

CHRISTMAS 2025 SPECIAL ISSUE

SUBMISSIONS DUE DATE: 12/18/2024

ON-SALE DATE: 9/9/2025

- Editorial Theme: Christmas and other seasonal holidays
- Colors Featured: Traditional reds and greens, trending holiday colors
- Seasonal Inspiration: Christmas trees, wreaths, stockings, presents, bows, snowmen, reindeer, Santas

**Editorial content is subject to change.*



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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"

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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