

QUILTER'S
WORLD®

2026
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 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*.

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

Quilter's World isn't just a magazine—it's a creative companion. Every issue fuels passion, sparks new ideas and deepens enthusiasm for quilting!



*Compiled from reader survey

MAGAZINE CIRCULATION & STATS

40,000

Circulation

100,000

Readership

TESTIMONIALS

"I am new to quilting with only about 1.5 years of experience being taught by my mother. As a male quilter, I like to see projects by other males and the showcase section on projects completed by other quilters at times." —**Daniel C., Michigan**

"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., San Diego, California**

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

"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**



SOCIAL MEDIA FOLLOWERS



250,000



6,500

REGULAR FEATURES

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.

PRECUT PERFECT

Projects designed mainly using precuts. This is an ever-growing trend and very popular.

STASH MANAGEMENT

Stash-friendly projects of any size or theme.

NEW TECHNIQUES

Innovative approaches to quilt construction.

DONE IN ONE

Projects that can be completed in a day.

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.



PRINT SCHEDULE*

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

ISSUE	AD CLOSE	MATERIALS DUE	IN HOME	ON SALE
SPRING 2026	10/21/2025	10/28/2025	12/27/2025	1/6/2026
LATE SPRING SIP 2026	12/2/2025	12/9/2025		2/17/2026
SUMMER 2026	1/20/2026	1/27/2026	3/28/2026	4/7/2026
AUTUMN 2026	4/21/2026	4/28/2026	6/27/2026	7/7/2026
LATE AUTUMN SIP 2026	5/26/2026	6/2/2026		8/11/2026
CHRISTMAS SIP 2026	6/23/2026	6/30/2026		9/8/2026
WINTER 2026	7/21/2026	7/28/2026	9/26/2026	10/6/2026
SPRING 2027	10/20/2026	10/27/2026	12/26/2026	1/5/2027



2026 EDITORIAL CALENDAR*

SPRING 2026

SUBMISSIONS DUE DATE: 5/24/2025
ON-SALE DATE: 1/6/2026

- **Editorial Theme:** Tradition Goes Modern
- **Colors Featured:** Bright spring colors, scrappy, solids
- **Seasonal Inspiration:** Spring rain, new growth, budding trees, spring flowers
- **Modern:** With the growing popularity of modern quilts, we want to show a collection of modern designs that are based on traditional blocks or creative interpretations of them. We're also looking for spring-themed quilts of all sizes from table runners to throw quilts.

SUMMER 2026

SUBMISSIONS DUE DATE: 8/15/2025
ON-SALE DATE: 4/7/2026

- **Editorial Theme:** Quick & Easy/Precuts
- **Colors Featured:** Bright colors
- **Seasonal Inspiration:** Summer fun, seashore, picnics, family
- **Summer Sensations:** Summer is a busy time for everyone, so we're looking for projects that can be made quickly or ones that use precuts. All sizes are welcome.

AUTUMN 2026

SUBMISSIONS DUE DATE: 11/15/2025
ON-SALE DATE: 7/7/2026

- **Editorial Theme:** Creative Triangles/ Designer Triangle Challenge
- **Colors Featured:** Warm colors
- **Seasonal Inspiration:** Harvest, falling leaves, night skies, pumpkins, cool weather, football, cozy quilts to snuggle under
- **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 designs that creatively incorporate 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.

WINTER 2026

SUBMISSIONS DUE DATE: 2/17/2026
ON-SALE DATE: 10/6/2026

- **Editorial Theme:** Quick Quilts for Charity & Gift-Giving
- **Colors Featured:** Winter/seasonal colors

- **Seasonal Inspiration:** Holidays, stars, snow/ snowmen, sledding/skating, hot chocolate, warm fire, presents, trees, ornaments, holiday decorations
- **Giving From the Heart:** Quilters are generous people. What better time to share their talents than during the holiday season with the gift of a quilt? We're looking for patterns that are suitable for either charity or gift-giving. So many things remind us of the holidays and winter. Plus, we'll include 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 2027

SUBMISSIONS DUE DATE: 5/23/2026
ON-SALE DATE: 1/5/2027

- **Editorial Theme:** Creative Borders
- **Colors Featured:** Bright spring colors, scrappy
- **Seasonal Inspiration:** Budding trees, blooming flowers
- **Creative Borders:** Any quilt can be enhanced by the addition of borders, whether they are simple or more intricate. Borders can be extensions of blocks in the quilt or stand alone.

**Editorial content is subject to change.*

Send all editorial submissions to Shari_Lohner@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"

SUBMITTING AD MATERIALS

Materials can be submitted via MediaBank.

Contact the advertising coordinator for login information.



ELECTRONIC MEDIA

Annie's Attic 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 Attic 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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