

CREATE FANTASTIC QUILTS FROM **FABRIC COLLECTIONS**

Summer 2013  
QuiltersWorld.com

# QUILTER'S WORLD®

THE MAGAZINE FOR TODAY'S QUILTER

## NOT YOUR *Granny's* SQUARE

A Blast From  
The Past

## DAHLIA'S STARS & TULIPS

Try Paper Piecing

## WHIMSICAL SNAP POP GARDEN

Stitch Two With  
One Panel

20+  
Projects



2014 Media Kit

An Annie's Publication

# QUILTER'S WORLD®

Quilters are a one-of-a-kind group, with an intense dedication, level of skill and love for their art. *Quilter's World* magazine unites this group of crafters by sharing patterns designed to create dazzling quilts in all sizes, with quilt techniques and easy-to-understand instructions that make the process trouble free. It also provides profiles of interesting quilters, great gift ideas and more.

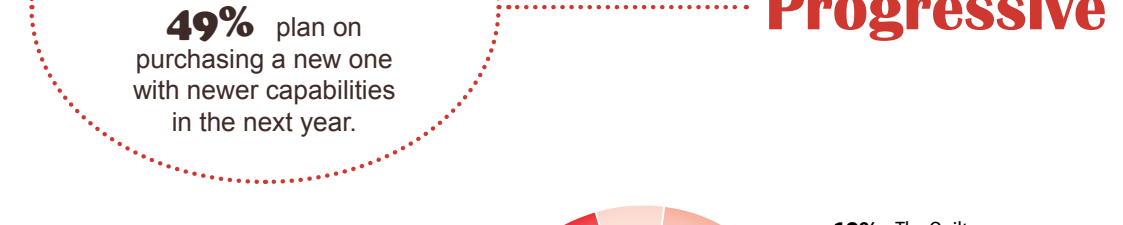
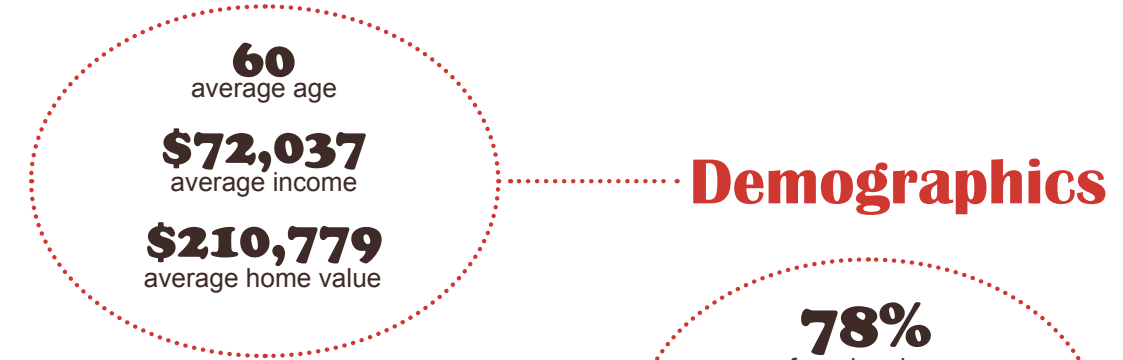
*Quilter's World* includes full-color pages, easy-to-read type and expert photographs throughout, with demonstrations of new techniques provided through projects and articles. It also showcases an eclectic variety of designs, chosen to satisfy a wide range of interests—from quilt history and past techniques to the intricacies of computer-aided quilting. The result is a magazine unlike any other that makes readers feel at home from the first page to the last!

We deliver a qualified and engaged audience to help you build your business and promote your brand and products. Let us customize a marketing solution for you.

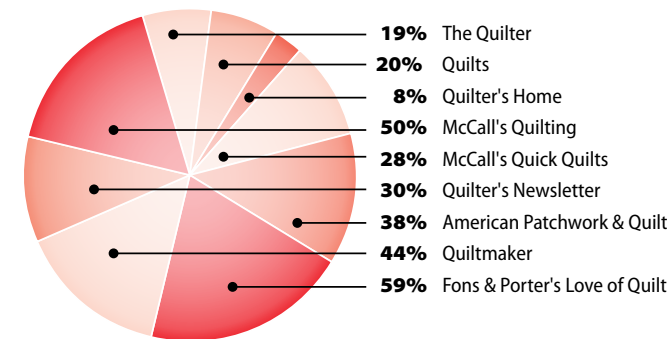
Circulation: 100,000



## The Quilter's World Reader Profile



## Percentage of Overlap





## 2014 Quilter's World Print Schedule

Issue	Ad Close Date	Materials Due Date	Mail Date	News-stand Date
Spring 2014	11/12/13	11/19/13	12/31/13	01/21/14
March 2014 SIP	12/24/13	12/31/13	NA	03/04/14
Summer 2014	02/11/14	02/18/14	04/01/14	04/22/14
Autumn 2014	05/13/14	05/20/14	07/01/14	07/22/14
November 2014 SIP	06/10/14	06/17/14	NA	08/19/14
Winter 2014	08/12/14	08/19/14	09/30/14	10/21/14
Spring 2015	11/11/14	11/18/14	12/30/14	01/20/15

## 2014 Quilter's World Editorial Calendar\*

### Spring 2014 Issue

Editorial Theme: Renew Old Ideas

Featured Article: Useful Household Projects, How-to Articles, Scrappy

Colors Featured: Spring Palette/Hot Tropics

### Summer 2014 Issue

Editorial Theme: Lazy Days of Summer/Quick & Easy Projects

Featured Article: T-Shirt Quilts, Quick Projects & Time-Saving Techniques, Quilt History

Colors Featured: Greens, Yellows, Blues, the Color of Summer Sunsets & Afternoons at the Beach

### Autumn 2014 Issue

Editorial Theme: Quilting Making a Difference/Make Your Stash Count

Featured Article Ideas: Early Holiday Gifts & Projects, Charity Projects, Bountiful Harvest

Colors Featured: Warmth Tones, Holiday, Scrappy

### Winter 2014 Issue

Editorial Theme: Quick Gifts/Backgrounds & Borders

Featured Article Ideas: Last-Minute Gifts, How-tos & Techniques, Unique Borders & Finishes

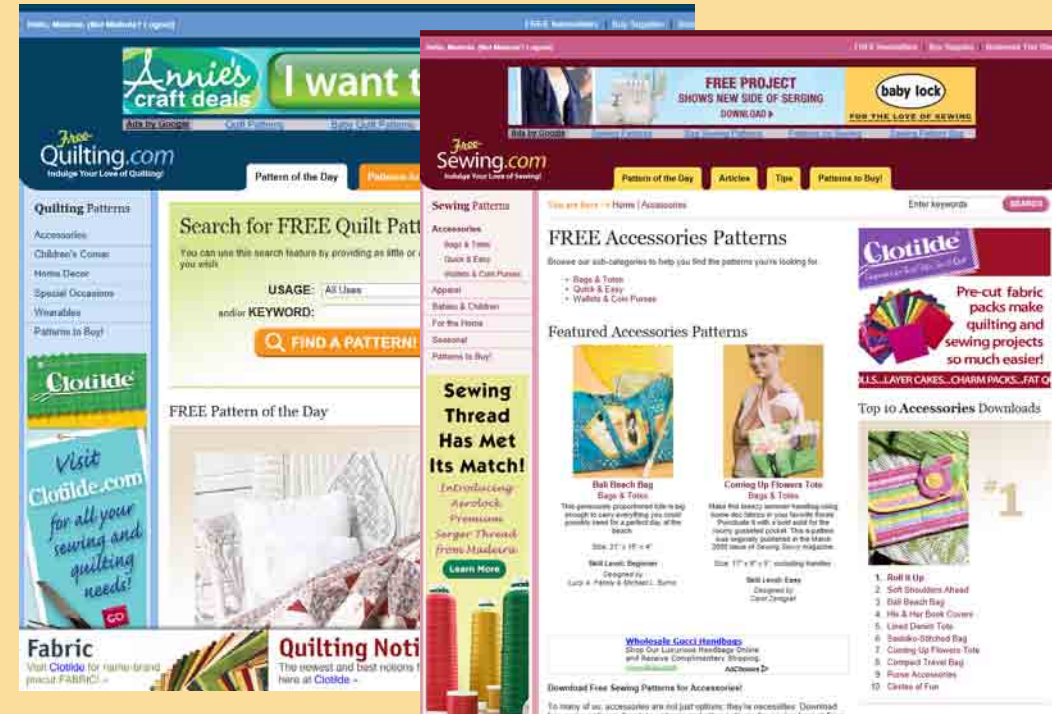
Colors Featured: Holiday Last Minute, Winter Whites & Trendy

\*Editorial calendar subject to change.



## QuiltersWorld.com

- 150,000 monthly page views
- Video highlights of projects found in each issue
- Home to our online community where quilters find quilting tools such as a Quilting Basics guide



## Free-Quilting.com; Free-Sewing.com

- 745,000 monthly page views on Free-Quilting.com
- 70,000 monthly page views on Free-Sewing.com
- Thousands of free sewing and quilting patterns live on this robust site

## Quilter's World & Sewing Savvy Newsletters

- 86,000 Quilter's World subscribers
- 76,000 Sewing Savvy subscribers
- Delivered twice monthly
- Reach quilters and sewers with skyscraper and leaderboard ad units



## Dedicated Email Blasts

- Get response by sending your marketing message to our numerous subscribers

### Full-page ad placement within our free pattern downloads

- 106,000 monthly sewing and quilt downloads
- Advertisers receive first full page before pattern
- 66% of *Quilter's World* readers look for project ideas via single-pattern purchases



- Follow us on Facebook!
- 26,000 Facebook fans and growing!
- [www.facebook.com/QuiltersWorldMag](http://www.facebook.com/QuiltersWorldMag)

### Print

### Online

Unit	Size (Pixels)
Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Medium Rectangle	300 x 250
Full Page PDF Download	8" x 10.5" (144-350 dpi)

### Submitting Materials

Materials can be submitted via SendMyAd ([www.Annies.SendMyAd.com](http://www.Annies.SendMyAd.com)). Proofs and CDs can be mailed to:

Annie's  
Malinda Webster  
Ad Sales  
306 East Parr Road  
Berne, IN 46711

Contact us with questions:  
Malinda Webster  
Ad Traffic Coordinator  
(877) 282-4724, ext. 309  
[Malinda\\_Webster@Annies-Publishing.com](mailto:Malinda_Webster@Annies-Publishing.com)

### 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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Annie's®

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and the creative spirit

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