

# AMERICAN QUILT RETAILER

HELPING THE CREATIVE TEXTILE RETAILER IMPROVE BUSINESS PIECE BY PIECE

**DISTRIBUTION**  
1,500  
**FREQUENCY**  
6x per year  
**MAILED**  
to Independent  
Quilt Shops

## American Quilt Retailer is the premier trade magazine serving the quilting industry.

Each issue contains basic retailing concepts, industry trends, product information, business profiles, display ideas and a Free-to-Use pattern. For the past 20 years, thousands of independent quilt shop owners have looked to American Quilt Retailer to help them keep improving their businesses — educating themselves to ensure that their customers are satisfied and engaged. By advertising in our publication, you are reaching your target audience in a very dynamic and reliable way up to six times each year.



## PUBLISHING CALENDAR

ISSUE		AD MATERIALS DEADLINE	MAIL DATE
February 2018	Issue 139	Jan. 15, 2018	Feb. 9, 2018
April 2018	Issue 140 <i>Spring Quilt Market</i>	Mar. 26, 2018	Apr. 20, 2018
June 2018	Issue 141	May 21, 2018	June 15, 2018
August 2018	Issue 142	July 17, 2018	August 11, 2018
October 2018	Issue 143 <i>Fall Quilt Market</i>	September 11, 2018	October 6, 2018
December 2018	Issue 144	November 6, 2018	December 1, 2018

★Artwork Deadline variances will be granted for each Market Issue to vendors awaiting booth numbers from Quilts Inc.  
**Note:** Dates are subject to change but we will give timely notification if we make any adjustments to this schedule.  
 Last update: Oct. 2017.

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 Physical address for UPS and FedEx deliveries: 101 N. Main St., Conrad, IA 50621

## ADDED VALUE! American Quilt Retailer offers a free website e-ad for frequent advertisers

- Three- and six-time advertisers (1/12 and larger sizes) will receive free vendor e-ads on each page of our website.

These 145 pixels by 225 pixels ads run on the top of each web page. Your free e-ad links directly to your website.

E-ads will correspond with the issues in which you advertise.

- Blue Bags: We distribute our "Blue Bags" at both Fall Quilt Market to independent quilt shop owners. You have the opportunity to insert samples or marketing materials in these 400 bags. American Quilt Retailer does three school houses at Quilt Market where we hand out the "Blue Bag" to each participant and then hand out the remaining bags at our booth during the show.

The Blue Bags and their goodies are promoted with a 2 page spread in the October issue. Materials are due for Fall Quilt Market by 10/5, with a sample for photography by 9/10.

## AMERICAN QUILT RETAILER FOUR-COLOR PRINT ADVERTISING RATES

AD SIZE	1 ISSUE	3 ISSUES/YEAR	6 ISSUES/YEAR
1 full page	\$1,630	\$1,495	\$1,335
1/2 page vertical	\$1045	\$940	\$850
1/2 page horizontal	\$940	\$850	\$760
1/3 page vertical	\$815	\$730	\$665
1/3 page horizontal	\$730	\$655	\$615
1/4 page	\$605	\$520	\$483
1/6 page	\$415	\$375	\$340
1/12 page	\$245	\$225	\$215
Designer Marketplace	—	—	\$75

*Premium Positions—add 10% (include inside front cover, inside back cover, pages 3, 5, 7, center spread and back cover.*

*American Quilt Retailer is pleased to offer additional advertising opportunities including digital spread ads, belly wraps, card inserts, and blow-ins. Inquire about pricing.*

## AD ARTWORK DIMENSIONS

1 full page .....	8.5" x 11" (trimmed size*)
1/2 page vertical.....	3.625" x 10"
1/2 page horizontal.....	7.5" x 4.875"
1/3 page vertical.....	2.33" x 10"
1/3 page horizontal.....	5" x 4.875"
1/4 page.....	3.625" x 4.875"
1/6 page.....	2.33" x 4.875"
1/12 page .....	2.33" x 2.33"
Designer Marketplace.....	1" x 3.5"

★ Full page bleed add .125" on top, right and bottom;  
.0625" on left to allow for trim

**Send all artwork as PDF files.** Turn all text into outlines. Embed all art. Color ads must be CMYK colors with 300 dpi final output on color images. Save PDF files for maximum compatibility; press optimized. Send a hard copy of your ad for proofing.

**Email art files to:**  
ads@americanquiltretailer.com  
**or send via DropBox to**  
heidi@americanquiltretailer.com

## DESIGNER MARKETPLACE

### **Designer Marketplace Ad Specifications:**

Company Name, Web Address, Mailing Address,  
E-Mail, Phone Number, Company Tag Line:  
50 Characters max, Logo or one piece of artwork

Send all text in Word document and all images must be CMYK colors with 300 dpi final output on color.

**Email files to:** ads@americanquiltretailer.com  
**or via Dropbox to** heidi@americanquiltretailer.com.

**Actual ad layout is done by American Quilt Retailer art staff and proof will be provided to designer for approval prior to publication.**



**Snuggles Quilts Pattern Company**  
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snugglesquilts@hotmail.com  
641-732-4951  
Scrappy, pieced and appliqué quilt patterns

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