

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 25 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 dynamic and reliable way up to six times each year.



PUBLISHING CALENDAR

ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE	MAIL DATE
February 2020 Issue 151	12/6/2019	1/15/2020	February 14, 2020
April 2020 Issue 152 <i>Market</i>	3/6/2020	3/26/2020	April 20, 2020
June 2020 Issue 153	5/1/2020	5/21/2020	June 22, 2020
August 2020 Issue 154	6/25/2020	7/16/2020	August 14, 2020
October 2020 Issue 155 <i>Market</i>	8/20/2020	9/10/2020	October 5, 2020
December 2020 Issue 156	10/29/2020	11/12/2020	Dec 7, 2020

★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: January 31, 2020.

Heidi Kaisand · Publisher · heidi@americanquiltretailer.com · 641-751-3395
 PO Box 205 · Conrad, IA 50621 · americanquiltretailer.com
 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 specific pages of our website. These 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.
- Ask us about other advertising opportunities!

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,
Email, Phone Number, Company Tag Line:
50 Characters max, Logo or one piece of artwork

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

Email files to: ads@americanquiltretailer.com
or send 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.



New Leaf Stitches

Kari Carr
Kari@NewLeafStitches.com
Introducing Clearly Perfect
Slotted Trimmers

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