

2022 Media Kit

American Quilt Retailer—
The premier trade magazine serving
the quilting industry

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Since 1994, independent shop owners have trusted American Quilt Retailer for information and resources to improve their businesses, educating themselves to ensure that their customers are satisfied and engaged.

Heidi Kaisand, Publisher
Heidi@americanquiltretailer.com



About Us

American Quilt Retailer, along with a network of respected advertising partners, delivers accurate and unbiased editorial content on up-to-date product information. Each issue contains vital content on basic retailing concepts, industry trends, product information, business profiles, and display ideas that readers have been relying on for more than 27 years!

2022 Publishing Calendar

American Quilt Retailer is published bi-monthly with additional virtual learning opportunities throughout the year. By advertising in our publication, you are reaching your target audience in a dynamic and reliable way up to six times each year in print with additional email and digital opportunities available.



ISSUE	SPACE CLOSES	AD MATERIALS DUE	MAIL DATE
February 2022 (Issue 163)	January 7, 2022	January 14, 2022	February 7, 2022
April 2022 (Issue 164)	March 1, 2022	March 15, 2022	April 7, 2022
June 2022 (Issue 165)	May 5, 2022	May 12, 2022	June 7, 2022
August 2022 (Issue 166)	July 8, 2022	July 15, 2022	August 8, 2022
October 2022 (Issue 167)	September 8, 2022	September 15, 2022	October 7, 2022
December 2022 (Issue 168)	November 8, 2022	November 15, 2022	December 7, 2022

Dates are subject to change; timely notification will be given if adjustments to the schedule are made.

2022 Print Display Ad Rates

Ad Size	1x	3x	6x
Full Page	\$1,630	\$1,495	\$1,335
1/2 Page	\$1,045	\$940	\$850
1/3 Page	\$815	\$730	\$665
1/4 Page	\$605	\$520	\$483
1/6 Page	\$415	\$375	\$340
1/12 Page	\$245	\$225	\$215

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

Email art files to:
ads@americanquiltretailer.com



Ad Specs

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"

**Full page bleed add .125" on top, right and bottom; add .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.

Digital Opportunities

	1x	3x	6x
Dedicated Email Blast	\$1,630	\$1,495	\$1,335
eNewsletter Ad*	\$300	\$275	\$250

*Image (600 pixels wide x 400 pixels high), linking URL.

Custom Opportunities

Blow-In Card	\$750/Issue	Printing available for additional cost.
Fabric Insert	\$3,000/Issue	Based on bundle of 5" squares, 10-12 fabrics. Final cost based on weight of bundle.
False Cover	\$3,000/Issue	Custom cover plus full-page ad on opposite side.

Additional custom advertising opportunities are available; including belly bands, gatefolds and any other ideas that come to mind. Pricing determined based on specifics.

AQR welcomes your new product submissions for a chance to be featured in the **Hot Picks** and **Materials Matter** sections of each issue.

Send to: Jill Mead: jill@americanquiltretailer.com

Include: Manufacturer/Designer Name, Product/Fabric Collection Name and Information, Date Available, Pieces in Collection (Fabric Only), URL.

