

quilter's connection magazine

the magazine for canadian quilters



Media Kit
2012

What is Quilter's Connection Magazine?

Quilter's Connection Magazine is Canada's only quilting magazine. We provide quilters with a connection to the rest of the quilting community across Canada, four times a year. Written for quilters, by quilters, Quilter's Connection Magazine is the source for all things related to quilting in Canada. Quilter's Connection Magazine entertains and enlightens quilters with projects, informative articles, tips & techniques, and heartwarming stories to inspire every quilter.

OUR MISSION

Quilter's Connection Magazine is a national quarterly magazine dedicated to Canadians who love to quilt. Quilter's Connection provides quilters with the inspiration, information, and resources to fully enjoy the hobby and business of quilting, and connect with quilting communities locally and across the country.



Our readers are fearless baby boomers!

- Average age of 59 years
- Married empty nesters
- Post-graduate educated
- Affluent household (31% over \$80,000)
- Have been quilting for over 10 years
- Online and tech savvy
- Read our magazine cover to cover, including ads
- Other hobbies include gardening, cooking, fitness

Quilter's Connection Magazine - the facts

- Published four times per year (Spring, Summer, Fall, Winter)
- Reach - We're growing so fast it's hard to keep up! Our circulation is nearly 5000 per issue
- National Distribution - Specialty quilt shops, fabric stores and major book and magazine sellers across Canada
- Guaranteed paid circulation

Editorial Content

Our readers are quilters, but they are all unique. So we've created a magazine with a wide variety of appealing elements:

- Exciting projects and patterns by professional Canadian designers
- Inspiring articles about quilters and quilting
- Product Reviews
- Helpful quilting tips & techniques



What They're Saying About Us

How wonderful not just to have a Canadian quilting magazine, but one that holds its own with the best of what's out there.

Karen Neary (designer), Amherst NS

Wow - I just read the new issue front to back. Not only does it look terrific, the articles and topics are so rich. I'm so very impressed!

Monika Kinner-Whalen, Saskatoon SK

I love your magazine! There are so many interesting things to try, for all levels and interests.

Cathy Miller (The Singing Quilter), Victoria BC

Why advertise in Quilter's Connection Magazine?

- As the voice of quilting in Canada, our readers turn to us for trusted advice on and off the pages of the magazine
- As a paid circulation magazine with every copy accounted for, you know where your advertising dollars are going
- Direct exposure to a unique niche market - Canadian quilters, professionals, designers, and shops across Canada
- Reach your market more effectively and efficiently than through publications where the Canadian quilting market is secondary
- Know who your advertising dollars are reaching - your target audience
- A magazine of exceptional quality that readers keep and refer to time and again - your ad has staying power
- Unique advertising opportunities for any budget

Contact: advertising@quiltersconnection.ca

2012 Issue Deadlines

Spring 2012

Ad Booking Deadline – January 20

Advertising Material Deadline – January 27

Issue is Available to Consumers – March 1

Summer 2012

Ad Booking Deadline – April 20

Advertising Material Deadline – April 27

Issue is Available to Consumers – June 1

Fall 2012

Ad Booking Deadline – July 20

Advertising Material Deadline – July 27

Issue is Available to Consumers – September 1

Winter 2012/13

Ad Booking Deadline – October 19

Advertising Material Deadline – October 26

Issue is Available to Consumers – December 1

2012 Print Ad Rates and Sizes

Size and Location	1X	2X	4X	6X
Outer Back Cover	\$2300	\$2185	\$2070	\$1950
Inner Covers	\$1940	\$1840	\$1745	\$1645
Full Page	\$1550	\$1470	\$1395	\$1310
1/2 Page	\$890	\$845	\$800	\$750
1/3 Page	\$650	\$615	\$585	\$550
1/4 Page	\$420	\$395	\$375	\$350
Marketplace/ Business Card	\$95	\$90	\$85	\$80
Directory Ad & Teacher Listing (3 lines)	\$40	\$38	\$36	\$34

*Ask us about additional online advertising opportunities.

Contact

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*All files must be created in CMYK full colour with a resolution of 300dpi.

We prefer high resolution PDF or TIFF files.

