



## 2024 Media Kit

American Quilter's Society



AQSONLINE



AQSONLINE



QUILTTV

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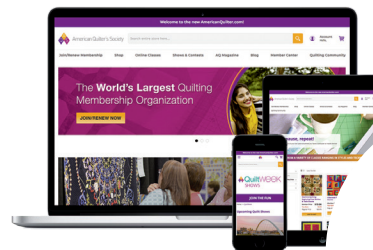
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# INTRODUCTION

Bill Schroeder and James Mitchell are the third generation of the Schroeder family to join the American Quilter's Society, bringing the art form of quilting into tomorrow.

Dedicated to inspiring and nurturing quiltmakers, artists, and collectors around the world, the American Quilter's Society provides a platform to connect with the most dedicated and engaged quilting community in the industry.

## Industry Impacts

The American Quilter's Society Quilt Contest was the industry's first contest to award a cash prize of \$10,000, upending the entire industry's perception of quilting's value. To date, the American Quilter's Society has awarded over \$6.9 million in prize money.



Headquartered in Paducah, Kentucky, the American Quilter's Society began hosting quilt shows 39 years ago. Today, AQS QuiltWeek Shows have created a more than \$500 million economic impact for Paducah, along with the endearing nickname of Quilt City USA®.



By providing training, certification, and referral services, the AQS Quilt Appraisal Program aims to uphold the standards of quilt appraisal and promote a greater understanding of the historical, artistic, and financial value of quilts.



To house the growing American Quilter's Society Quilt Collection and to preserve the art of quilting, the Schroeders founded the American Quilter's Society Museum, now The National Quilt Museum of the United States.



# AQS FAMILY OF BRANDS

The American Quilter's Society reaches hundreds of thousands of quilters each year through digital and print media, social communities, and live events. The largest quilting membership organization in the world, AQS inspires and cultivates brand loyalty throughout the quilting population. AQS and its family of brands reach quilters of all skill levels, styles, and interests through engaging content and opportunities for your brand to connect and grow.

## CONNECT WITH OUR AUDIENCE OF ENGAGED QUILTERS

- *American Quilter Magazine*
- AQS QuiltWeek Shows & Show Books
- AQS Blog
- QuiltTV
- iquilt Online Classes
- Member Newsletter & Exclusive Content
- Member Benefits Program
- OnPoint Weekly Newsletter
- Social Media



## Audience Profile

### THE DEDICATED QUILTER

The American Quilter's Society is comprised of dedicated quilters, a market segment that is highly affluent, equally impassioned, and that is part of the \$4.2 billion U.S. quilting industry. The American Quilter's Society family of brands is designed to connect advertisers and sponsors with engaged, dedicated quilters eager to learn about the latest quilting products and techniques.

- 98% Female
- 64 years old
- 70% are college educated
- Has quilted for 10+ years
- 68% shop online for quilting supplies
- 88% have a room dedicated to sewing/quilting
- Owns an average of 3.1 sewing machines
- 92% visit advertiser websites
- Primary motivation for quilting is to be creative
- 71% have attended a quilt show in the past 12 months
- 66% attend 2 or more quilt shows a year
- 73% attend quilt shows to see quilt exhibits
- 71% attend quilt shows to shop with vendors
- Household income of \$95,900
- Spends \$3,363 per year on quilting supplies
- Owns \$5,939 worth of fabric
- Owns \$12,861 worth of quilting supplies, tools, and machines

Sources: 2020 Premier Needle Arts Survey, 2018 AQS Member Survey





# AMERICAN QUILTER MAGAZINE

## EMPOWERING AND INSPIRING

Published six times a year, *American Quilter* magazine provides *inspiration* with quilt designs from award-winning makers, *education* through tips, techniques, and pattern instruction, and *motivation* from the stories shared by other quilters and the quilting industry.

## DIGITAL LINKING

*American Quilter* subscribers also have access to digital issues of the magazine, conveniently linked to advertiser websites via the americanquilter.com website. Current and past issues are just a click away. In addition, digital issues can be purchased individually through our website.

## IN EVERY ISSUE

American Quilter strives to sustain a community of quilters in every issue with interesting and informative content. We welcome submissions from industry professionals and company ambassadors.

### Quilt Designs

AQ readers see quilts from traditional to contemporary, modern, pieced, appliqué, and/or embellished. They are inspired by quilters like them and makers of phenomenal show quilts. Quilters of all skill levels learn innovative techniques and guidance for mastering traditional quilting methods.

### Articles

AQ actively searches for subjects trending in the quilting community. We want to also introduce topics that encourage readers to seek additional discovery. They learn from the exploration of our quilting industry, an author's personal quilting experience, and industry news.

### Quilting Products

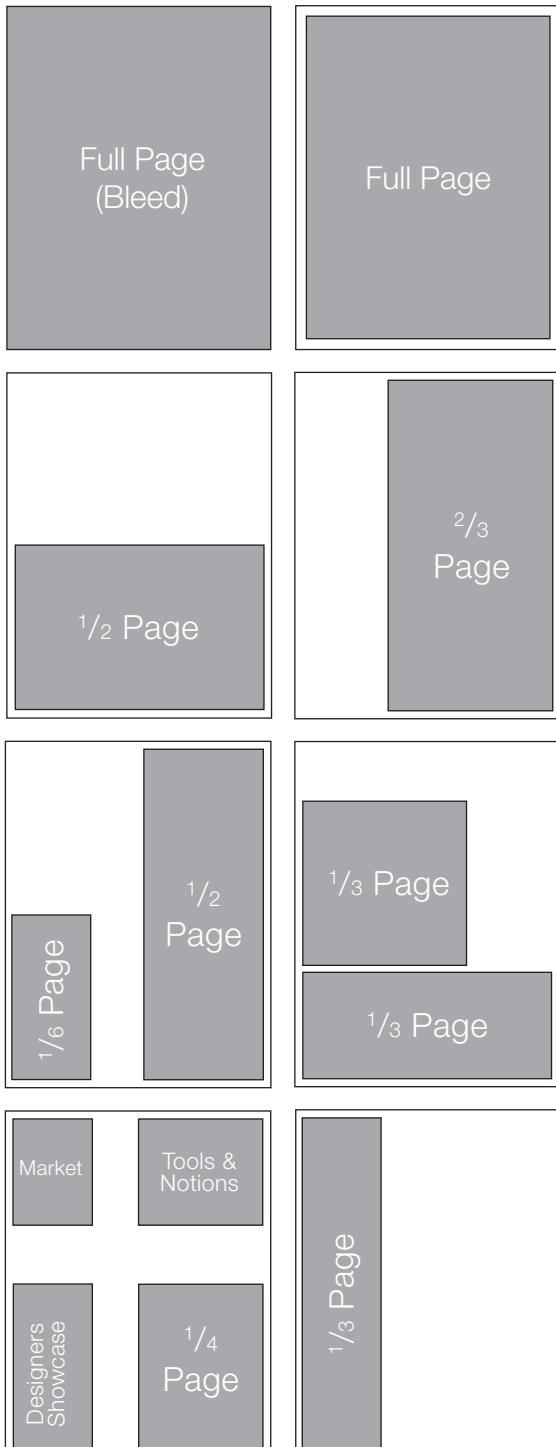
AQ introduces books, tools and materials, and other resources to support quilt making and the quiltmaker. We get excited about reviewing unique products to share with our readers.



# Print Advertising

## AQ MAGAZINE

### Advertising Opportunities



### AQ MAGAZINE ADVERTISEMENT RATES

SIZE	1X	3X	6X
Full Page	\$2795	\$2375	\$2000
• Upgrade digital version to include a video, \$200 per edition			
2/3 Page	\$2325	\$1975	\$1600
1/2 Page	\$1725	\$1475	\$1200
1/3 Page	\$1295	\$1175	\$900
1/4 Page	\$1065	\$975	\$700
1/6 Page	\$895	\$775	\$600
Designers Showcase*	N/A	N/A	\$400
Tools & Notions*	N/A	N/A	\$400
Market Square*	N/A	N/A	\$250
2 <sup>nd</sup> Cover	\$3250	\$2375	\$2300
3 <sup>rd</sup> Cover	\$3000	\$2675	\$2100
4 <sup>th</sup> Cover	\$3450	\$2975	\$2500

\* Denotes special placement

### AQ MAGAZINE AD SIZES

AD	SIZE	AD	SIZE
Full Page (bleed*)	8 1/4" x 10 3/4"*	1/3 Horizontal*	7 1/4" x 3"
Full Page	7 1/4" x 9 3/4"	1/4 Page	3 1/2" x 4 3/4"
2/3 Vertical	4 3/4" x 9 5/8"	1/6 Vertical	2 1/4" x 4 3/4"
1/2 Vertical	3 1/2" x 9 5/8"	Designers Showcase	2 3/8" x 4 5/8"
1/2 Horizontal	7 1/4" x 4 3/4"	Tools & Notions	3 1/2" x 3"
1/3 Vertical	2 1/4" x 9 5/8"	Market Square	2 1/4" x 3"
1/3 Square	4 3/4" x 4 3/4"		

\* 1/8" bleed, trim size 8 1/4" x 10 3/4". Live matter 1/4" or more from all sides

### AQ MAGAZINE AD PROJECTED SCHEDULE

ISSUE	AD SALES CLOSE	AD MATERIALS DUE	MAILING DATE
Jan. 2024	9/28/23	10/12/23	12/1/23
Mar. 2024	11/30/23	12/14/23	2/1/24
May 2024	1/25/24	2/15/24	4/1/24
Jul. 2024	3/28/24	4/11/24	6/1/24
Sept. 2024	5/30/24	6/13/24	8/1/24
Nov. 2024	7/25/24	8/15/24	10/1/24





# AQS QUILT WEEK

## THOUSANDS OF QUILTERS COMING TOGETHER

American Quilter's Society QuiltWeek Shows are multi-day events jam-packed with educational programming, including lectures and live demonstrations, quilt exhibitions, contests, and huge merchant malls. Showcase your brand and products through custom sponsorships, brand activations, and unique marketing campaigns developed to reach engaged quilters at AQS QuiltWeek Shows.

## QUILT WEEK ATTENDEE STATS

- 76% say their top reason for attending is to buy quilting supplies
- 80% of quilters will attend a quilt show this year
- 26% of quilters travel over 200 miles to attend a quilt show
- 91% of dedicated quilters have attended a quilt show

## 2024 SHOW DATES



Source: From the Quilting in America 2017™ Survey presented by Quilting Company, a F+W Media Company; AQS Post-Show Registrant Survey 2017

## SPONSORSHIP OPPORTUNITIES

### National Brand Partner

- **Classroom Sponsor Benefits**
- **Non-Attending Sponsor Benefits**
- **Attending Sponsor Benefits**
- National, Regional & Local Print Advertising
- Regional & Local TV Advertising
- QuiltWeek Pre-Show Poster
- Pre-Show Social Media Promotion
- QuiltWeek Inclusive Logo Placement
- Opportunity for daily exposure during AQS QuiltWeek events
- Product Spotlight
- Sponsor Interview
- Social Media Promotion during QuiltWeek
- Winner Interviews Video Promotion
- Post-Show Email
- Logo on AQS Post Show Survey
- Inclusion in Local Direct Mailer for each QuiltWeek event
- Ten complementary tickets to all AQS QuiltWeek events for promotional use
- Editorial Content in *American Quilter* (AQ) Magazine
- Exclusive promotions developed for high visibility
- QuiltWeek Bus Route (Paducah Only)

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### Attending Sponsor

- **Classroom Sponsor Benefits**
- **Non-Attending Sponsor Benefits**
- QuiltWeek Preview Night (Paducah Only)
- Joint Show Promotions
- Linked Logo on Event Registration Page
- Premium QuiltWeek Booth Location
- Number of QuiltWeek Booths Available\*
- Two-Night Hotel Stay in Host City\*
- Priority Load In/Out at QuiltWeek
- Sponsor Logo on QuiltWeek Show Map
- Tips & Tricks Feature on *QuiltTV*

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### Non-Attending Sponsor

- **Classroom Sponsor Benefits**
- Linked Logo on Event Page
- Full-Page Ad in QuiltWeek Show Book

#### **Category Sponsors in Paducah also receive:**

- Attending Winner(s) Video on *QuiltTV*
- Logo on Floor Mats, Signage & Awards
- Recognition at Awards Ceremony
- Follow up coverage of winning quilts in AQ Magazine

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### Classroom Sponsor

- Logo on QuiltWeek Entrance Sign
- Sponsor Thank You in Show Book (SB)
- Discounted Rates for AQ Advertising

#### **Exclusive to Classroom Sponsors:**

- Logo on Individual Class Information Page(s)
- Email Introduction of Provided Products, which may include a video, to All Registered Students in Your Sponsored Classroom(s)
- Logo on Signage at Classroom
- Protected Brand Representation
- First Right of Refusal on Future Classrooms
- Linked Logo on Education Registration Page

\*Excludes Paducah

# QuiltWeek Show Book

## ADVERTISING OPPORTUNITIES

- Distributed to all QuiltWeek attendees
- Full-color, high-gloss pages
- 8½" x 11"



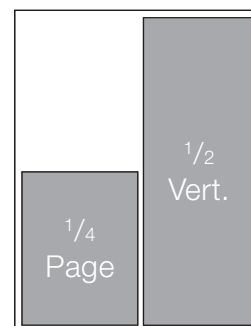
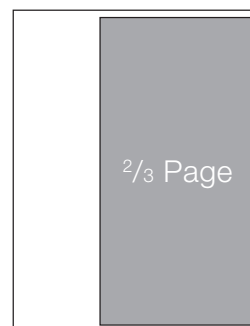
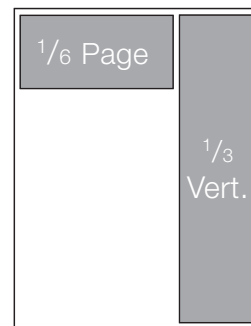
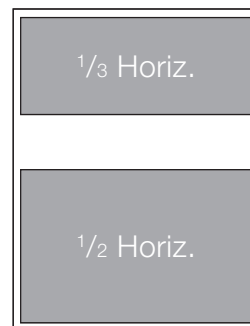
### SHOW BOOK RATES

ADVERTISEMENT	RATE
Inside Front	\$675
Inside Back	\$675
Back	\$675
Full Page	\$550
2/3 Page	\$450
1/2 Page Vert.	\$350
1/2 Page Horiz.	\$350
1/3 Page Vert.	\$250
1/3 Page Horiz.	\$250
1/4 Page	\$200

### PADUCAH SHOW BOOK RATES

ADVERTISEMENT	RATE
Inside Front	\$725
Inside Back	\$725
Back	\$725
Full Page	\$575
2/3 Page	\$475
1/2 Page Vert.	\$375
1/2 Page Horiz.	\$375
1/3 Page Vert.	\$250
1/3 Page Horiz.	\$250
1/4 Page	\$225
1/6 Page*	\$175*

\* Local Paducah Businesses only



### SHOW BOOK SIZES

AD	SIZE
Full Page (bleed)	8⅝" x 11⅝" ( Includes ⅛" bleed)
Full Page	7¾" x 10¼"
2/3 Page	5" x 10¼"
1/2 Page Vertical	3¾" x 10¼"
1/2 Page Horizontal	7¾" x 5"
1/3 Page Vertical	2⅜" x 10¼"
1/3 Page Horizontal	7¾" x 2⅜"
1/4 Page	3¾" x 5"
1/6 Page Horizontal*	3¾" x 2¾"

\* For New Vendors and Local Businesses only

### SHOW BOOK ADVERTISEMENT DEADLINES

QUILTWEED LOCATION	QUILTWEED DATE	RESERVATION DUE	ART DUE
Daytona Beach, FL	2/21/24 – 2/24/24	11/30/23	12/14/23
Branson, MO	3/13/24 – 3/16/24	12/21/23	1/4/24
Paducah, KY	4/24/24 – 4/27/24	2/1/24	2/15/24
Grand Rapids, MI	8/21/24 – 8/24/24	5/30/24	6/13/24
Lancaster, PA	9/11/24 – 9/14/24	6/20/24	7/3/24



# Vendor Special Offers

## AQS QUILTWEEK SHOWS' VENDOR SPECIAL OFFERS

### Advertising Program

Showcase your products and special offers to our engaged community of thousands of quilters! Our Vendor Special Offers provides the best value for your marketing dollar by utilizing multiple AQS platforms. Your special offer will be displayed on AmericanQuilter.com for four weeks, supported by multiple eblasts to our most active email addresses, and featured in two Facebook posts to our followers. New offers go live every week, keeping the promotions fresh. Join this proven performer!

For each AQS QuiltWeek Show Vendor Special Offer, please submit the following materials one week prior to the advertising start date:

- One Image .....
- Logo .....
- Offer Header .....
- Offer Description - Around 40 Words .....
- URL for Promotion .....

#### Observations About the Best Performing Promotions

- Change materials when running multiple times
- Keep headline and description clear and concise
- Make the promotion seem special
- Keep the checkout process simple



#### Spring Cleaning Sale

Annual Spring Cleaning Sale.  
Hundreds of bolts of fabric,  
\$6-\$7 per yard.

*1 yard minimum please.*

[SHOP NOW](#)

### Artwork Requirements

#### Image

- Minimum image size: 1080x1080px
- Keep images in a square (1:1) aspect ratio
- Images may be submitted as a JPEG and need to be saved at maximum quality without compression
- Keep the image as free of text as possible

#### Logo

- Vector files are preferred (AI, EPS, SVG)
- JPEG, GIF, and PNG files will be accepted but must be a minimum of 800px on the shortest side

#### Delivery

- Attach all materials to a single email and send to [tamara.hanes@americanquilter.com](mailto:tamara.hanes@americanquilter.com) one week prior to advertising start date

#### ADVERTISING FEE

**\$500 per offer**

# Quilters Grand Giveaway



## JOIN OUR LARGEST GIVEAWAYS!

This year we are celebrating each of our 2024 QuiltWeek events with an AQS Quilters Grand Giveaway. Each giveaway will feature three prize packages valued at or around \$1,000.

### BE A PART OF THE EXCITEMENT!

Sponsors receive exposure in all areas with their logo and prize package(s) including AQ Magazine, Show Books, AmericanQuilter.com, and social media.

GIVEAWAY TIMELINES				
SHOW	OPEN DATE	CLOSE DATE	WINNERS ANNOUNCED	MATERIALS DUE
Daytona Beach	10/17/23	2/25/24	3/6/24	ASAP
Branson	11/14/23	3/19/24	3/27/24	10/15/23
Paducah	12/26/23	4/30/24	5/8/24	11/29/23
Grand Rapids	4/16/24	8/27/24	9/4/24	2/15/24
Lancaster	5/6/24	9/17/24	9/25/24	4/11/24

### SPONSORSHIP FEE

**\$1000 per giveaway + prize package**

*If you would like to have a dedicated eBlast to the entries, this is an additional \$500*





## IQUILT CLASS SPONSORSHIP

iquilt is our online educational platform offering high quality education to quilters around the world. So far, quilters have enjoyed over 71,000 classes. All iquilt online classes are purchased and viewed at [iquilt.com](http://iquilt.com).

Quilters can select from a variety of topics and learn skills from handwork to longarm quilting. AQS Members enjoy a daily 20% discount on all iquilt classes.

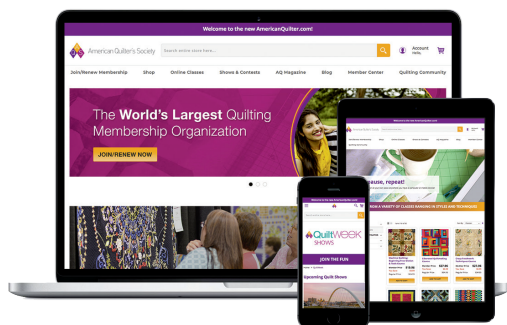
### Sponsor benefits include:

- Logo placement on splash screen
- Inclusion in Supply List for the class - to include a link on the downloadable pdf in the class handouts
- Instructor demonstration and use of your products throughout this hands-on process as it relates to the class
- :30 second commercial, supplied by your team to be featured at the end of the class
- Product Education Videos can be supplied to be uploaded to the class playlist on our iquilt YouTube channel
- Class will be on [iquilt.com](http://iquilt.com) indefinitely with the benefit of continued promotions from AQS; these may include all or any of the following: AQS websites, emails, eBlasts, OnPoint eNewsletter, AQ Magazine, and Show Books as well as the AQS booth at QuiltWeek events

Call for pricing and availability.



# Digital Advertising



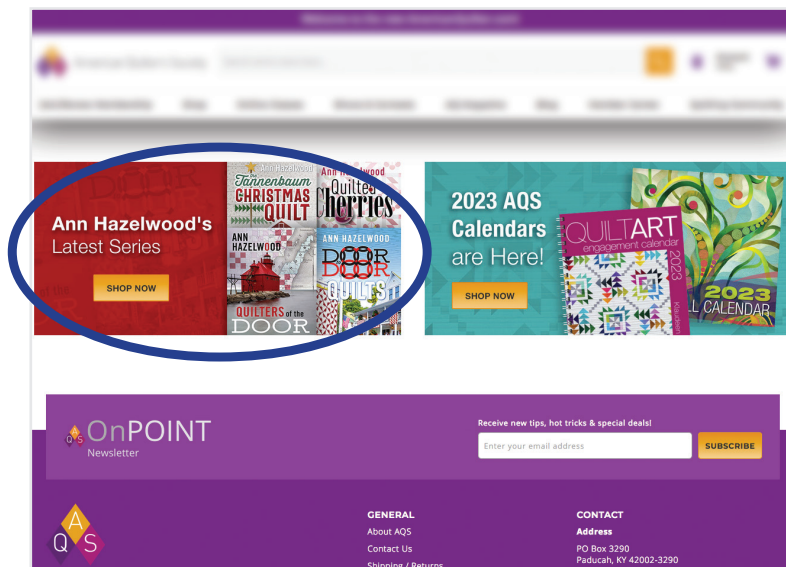
American Quilter's Society

americanquilter.com

- Average page views: 128,072 per month
- Average # of sessions: 56,127 per month
- Average # of users: 43,153 per month

## DIGITAL ADVERTISEMENTS

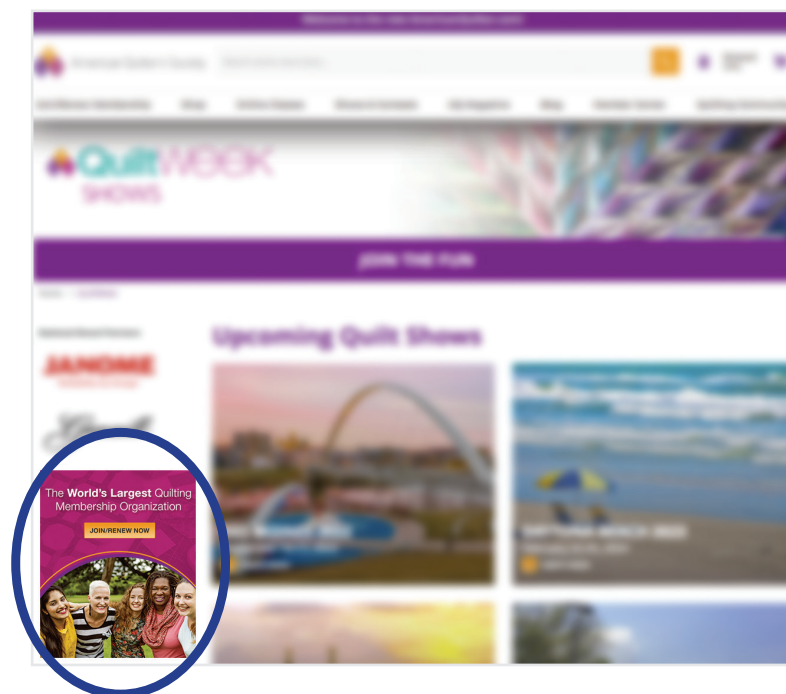
NAME	SIZE (PIXELS)	RATE
Horizontal Rectangle	856 x 405	\$750 per month



- Show Information
- Class Registrations
- Group Tour
- Online Tickets
- Trip Planning

## DIGITAL ADVERTISEMENTS

NAME	SIZE (PIXELS)	RATE
Vertical Rectangle	500x600	\$750 per month



## OnPoint eNewsletter



### ADVERTISING OPPORTUNITIES

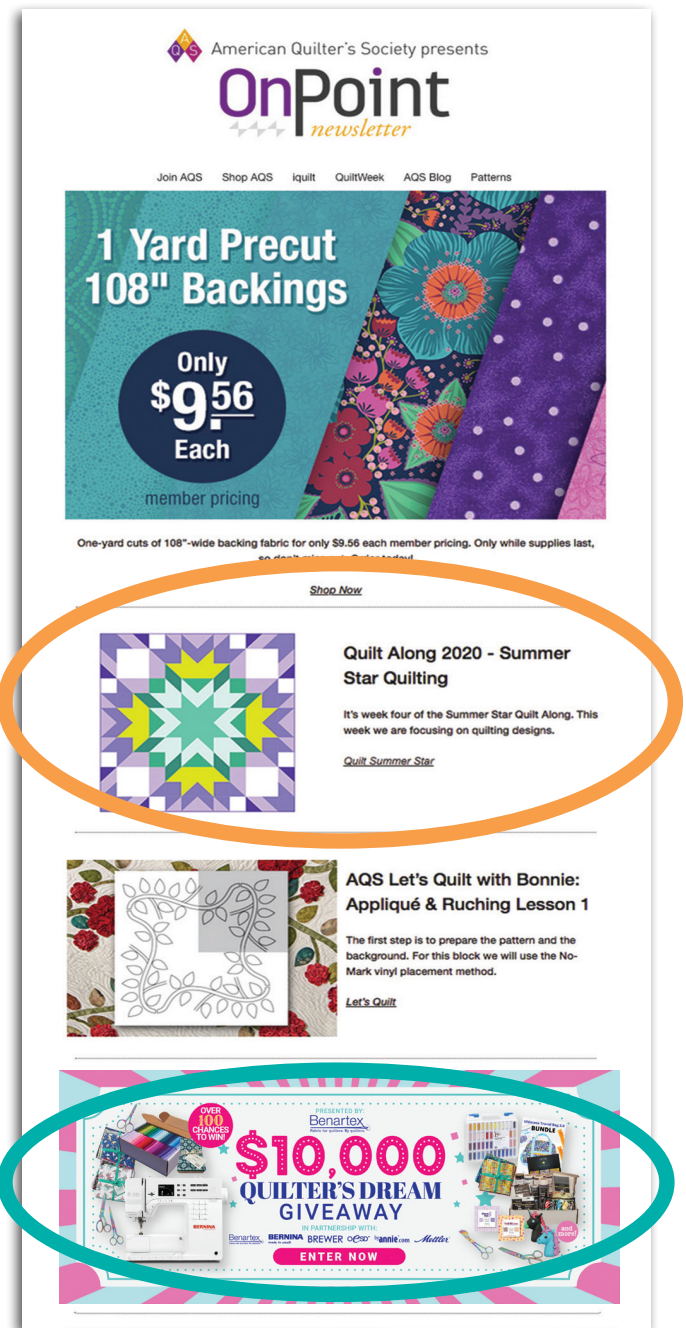
Reach dedicated quilters around the world with our weekly eNewsletter.

Deliver your message to our email subscribers.


#### OnPoint ADVERTISING

*Pictured right*

TYPE	SIZE (PIXELS) / PRICE
 Article + Feature Image	350 x 250 1-3X \$1000, 4X \$750
 Sponsored Banner	600 x 250 1-3X \$1200, 4X \$900






# Email Marketing


 American Quilter's Society

At the American Quilter's Society, we're dedicated to providing our readers with the information, tips, and tools needed to enjoy quilting. As a part of this commitment, we're pleased to present to our OnPoint readers this special offer from one of our marketing partners.

**JANOME**  
WHAT'S NEXT

 PRODUCTS  INSPIRE  LEARN  BLOG

Come see the Janome  
Horizon Memory Craft 9450 QCP!



AQS QuiltWeek - Daytona Beach, FL  
Visit  
Starting February 27th through March 2nd, 2019  
Citrus Sew & Vac  
Booth 1001

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**The Horizon  
Memory Craft 9450 QCP**

**Professional Features You'll Love:** The time spent behind your sewing machine is some of the most precious, and you deserve a machine that lets you get the most out of it. The HMC9450 QCP was created with easy, time-saving features and lots of space so that you can spread out and feel comfortable.

For more information [Click Here](#)



**AcuFeed Flex™**  
Janome's integrated system that flawlessly feeds your fabric from both the top and bottom, including the new **AcuFeed HP2 foot** for even more control.

## Dedicated Email Blast ADVERTISING OPPORTUNITIES

Send your custom email message to the full American Quilter's Society list or let us create a targeted list for your brand and message.

Deliver your message to our email subscribers

### DEDICATED EBLAST ADVERTISEMENTS

TYPE	SIZE
Dedicated Eblast	600 x Unlimited
PRICE	
CPM \$40.00	
Call for current list availability	

 American Quilter's Society

At the American Quilter's Society, we're committed to providing you with special offers and opportunities from our marketing partners. To subscribe to additional AQS newsletters or change your email settings, access your Preference Center using the [Manage Your Subscription](#) link at the bottom of this email.




**LONGARM QUILTING  
SUMMIT**

July 21-25, 2022

Register Now

*Gammill*


 American Quilter's Society

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**baby lock**  
FOR THE LOVE OF SEWING

**NATIONAL QUILTING MONTH**

Purchase a Baby Lock Crescendo and  
Receive a Deluxe Quilting Bundle



**LEARN MORE**

**FIND YOUR  
SEW MATE**

**baby lock**  
FOR THE LOVE OF SEWING

 American Quilter's Society

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Koala Studios Floor Model

**SALE**

Save up to  
**30%**  
off retail

Don't miss the biggest savings event of the year with savings up to 30% you can hardly make your sewing room complete. Only at participating retailers. Limited time only while supplies last.

Sale Ends August 31, 2019

[KoalaCabinets.com](#)

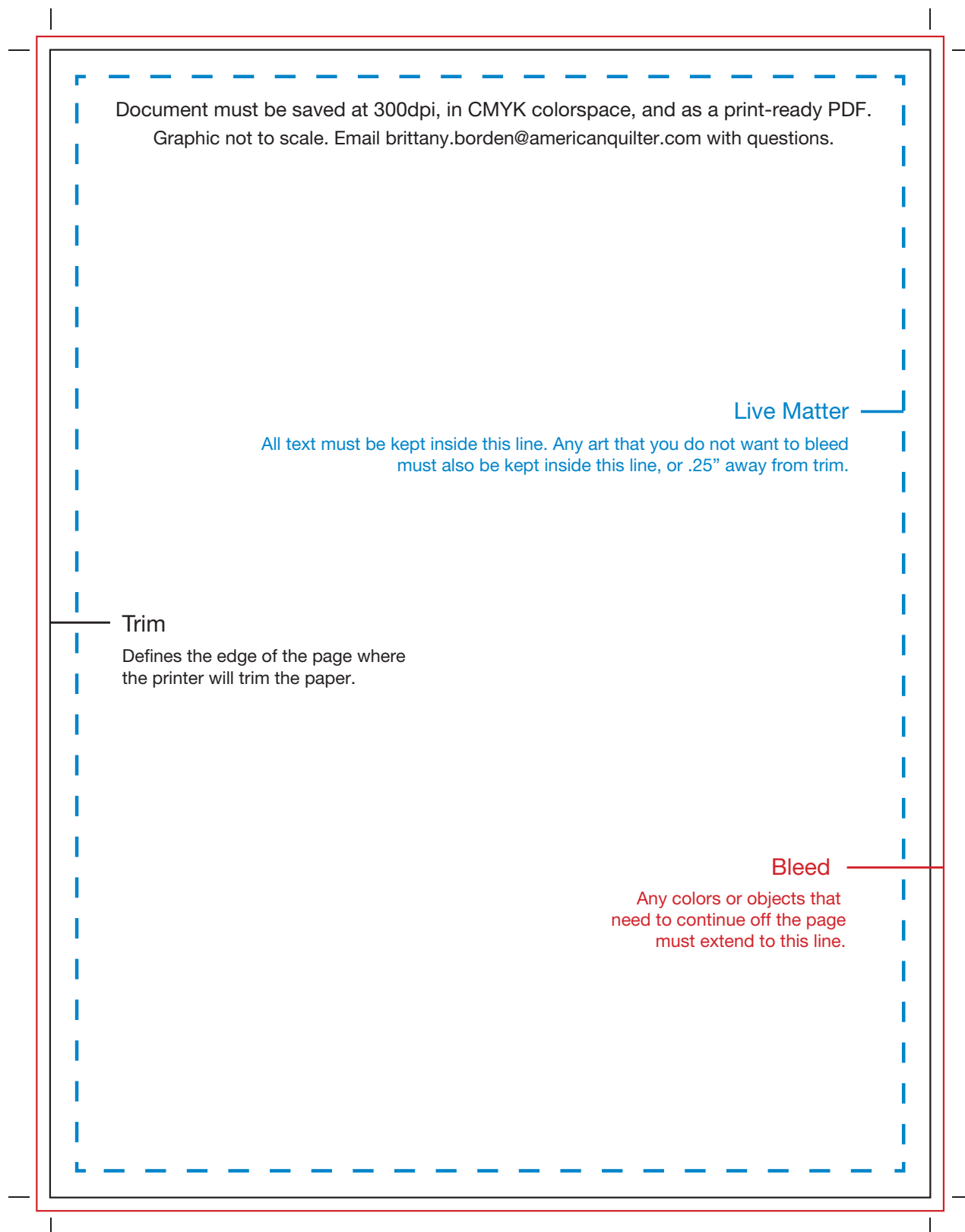
**Koala**  
STUDIOS



# QuiltWeek Show Book

## Full Page with Bleed Ad Template

Starting document size: 8.375" x 10.875" **ADD** .125" bleed on all sides. Final document size: 8.625" x 11.125"



# Submission Guidelines

## AQ MAGAZINE, SHOW BOOK, & MERCHANT MAILER PRINTING GUIDELINES

**File Submission:** Advertiser is to furnish materials electronically. If other forms of submission are necessary, please call Tamara Hanes at (270) 898-7903, ext. 214.

**File Formats:** American Quilter's Society cannot accept your ad using Microsoft Word. We accept electronic files created on the Macintosh or PC platform with the following software programs:

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe PDF

**Color:** Files must be saved in CMYK format. Please delete all unused colors from the file prior to saving.

**Images:** Digital images should be saved as 300 DPI in CMYK and in TIFF, JPG, or PDF format. Files created in Adobe Illustrator may be saved as AI or EPS. (Please create outlines for all fonts.) Images must be placed in your document at 100%, then flattened. If your files are not flattened, please attach all fonts used.

## AQ MAGAZINE, SHOW BOOK, & MERCHANT MAILER SUBMISSION GUIDELINES

**Email:** Artwork may be sent in PDF format to [tamara.hanes@americanquilter.com](mailto:tamara.hanes@americanquilter.com).

### Mail Ads:

American Quilter's Society  
Attn: Art Department  
5801 Kentucky Dam Road  
Paducah, KY 42003

**File Naming Rules for AQ:** Please name your file as follows: name of company, dash (-), month of AQ issue, and year. For example, if your company is Quilt World and you're advertising in January 2024, your filename would be: quiltworld-jan24.

### File Naming Rules for Show Book and Merchant Mailer:

Name of company, dash (-), city of the QuiltWeek event, and year. For example, if your company is Quilt World and you're advertising in Paducah in 2024, your filename would be: quiltworld-spada24.

## WEB AD SUBMISSION GUIDELINES

- Files may be JPG, GIF, or PNG
- Individual graphic elements may not exceed 200k
- Ads must be delivered with the desired landing page link
- URL where users will be directed upon clicking the ad
- All creative content is subject to approval by AQS
- Limit of 3 animation loops and 15 seconds total animation time
- Ad must be clearly defined on the page and include a border if necessary
- Online ad spaces must be reserved 30 days prior to deployment
- Web files must be delivered 10 business days before scheduled broadcast date. Late submissions are subject to rescheduling by AQS

## ONPOINT NEWSLETTER SUBMISSIONS

- Files may be JPG or PNG
- Individual graphics may not exceed 200k
- Ads must be delivered with the desired landing page link
- URL where users will be directed upon clicking the ad
- All creative content is subject to approval by AQS
- Online ad spaces must be reserved 30 days prior to deployment
- Web files must be delivered 10 business days before scheduled broadcast date. Late submissions are subject to rescheduling by AQS

## DEDICATED EBLAST SUBMISSIONS

- Must provide HTML and text-only versions
- Images may be JPG or PNG
- All nested tables need to contain their own <font> tags
- Email clients will use the browser default font attributes if a tag is not present
- No background images
- No animation
- Individual graphic elements may not exceed 200k
- All creative content is subject to approval by AQS
- Online ad spaces must be reserved 30 days prior to deployment
- Web files must be delivered 10 business days before scheduled broadcast date. Late submissions are subject to rescheduling by AQS







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**TAMARA HANES**  
National Account Manager

American Quilter's Society  
5801 Kentucky Dam Road  
Paducah, Kentucky 42003

[tamara.hanes@americanquilter.com](mailto:tamara.hanes@americanquilter.com)

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C: (816) 916-5347