

Editorial Calendar

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December 2012 Issue

Design Deadline: March 30, 2012 Project Deadline: May 20, 2012 On Sale: Oct. 30, 2012

Design Theme: Designs of Nines

Nine-Patch designs have endless possibilities. There have been complete books dedicated to nine-patch variations. Think of all the ways to use them. In this issue, we will explore unique and creative ways to use a classic nine. Also, consider your fabrics and how they can compliment your design. Sometimes the simplest block with just the right fabrics makes a fabulous quilt. Really give the process and the design elements a great deal of thought. Consider the time of year and coordinate your design with appropriate choices for the seasons. Projects can be large or small, beginner, intermediate or advanced. What I would like to see is well thought out creative designs that will make the reader **want** to make them. You as a designer, must inspire your audience. It either has that "Wow" factor or not. This is our Holiday issue so that maybe a factor in your design. Small gift items are highly in demand this time of year along with projects that can be made with scraps and stash.

February 2013 Issue

Design Deadline: May 1, 2012 Project Deadline: July 1, 2012 On Sale: Dec. 11, 2012

Design Theme: What's Your Inspiration?

This is the time of year when quilters are ready to start new and exciting quilt projects. The holidays are over and it's time to get back to the business of quilting. This is a great time to introduce how-to articles or creative options. It's also a great time to start thinking of spring and ways to clean out the stash. Colors predicted to be hot for the coming year are yellows, oranges, and limes. Organizing is a great theme for this issue. Maybe a rope bowl or storage basket is in order. Think of ways to make the quilter's space more user friendly. We have several upcoming reasons to make a gift, such as Valentine's Day, St. Patrick's and Easter. This issue should meet the needs of the readers and inspire them to get busy. What does spring mean to you? Chances are it means the same to other quilters. We have many special features that can be filled with your ideas.

April 2013 Issue

Design Deadline: July 19, 2012 Project Deadline: Sept. 28, 2012 On Sale: March 5, 2013

Design Theme: Spring Kick-Off

Spring is full of color. Look around you. This is the time to create a fresh color palette. Bring a touch of beauty from nature into your home. Pinks, oranges yellows, purples and greens are everywhere. Use new current fabric lines to bring a breath of spring into your projects. Bags, wall hangings, bed runners or pillows can add a bit of color to any room in a hurry. Think ahead to days on the porch or days at the beach. This is the time to kick-off for the coming season. Maybe, our quilters would like a redwork project that could be portable and easily taken on vacation, or a new and exciting technique article to inspire our readers to stay quilting through the coming months. Gardening is always an inspiration for quilts. How about cultivating a quilted garden? A traditional pattern is the perfect way to blend the old and the new and a great way to use florals. A fun tote, a table runner, a fun child's quilt or a new fresh quilt would all fit in this theme. What would you want to quilt at this time of the year? Remember, our readers look to you for their ideas.

Text-based Features (1-2 per issue):

Quilter's World is looking for good creative articles on technique. Do you have a new and interesting way to make a classic block or an unconventional use of a traditional ruler? Quilters love to discover and share new and exciting ways to do their craft. How about doing an article on fabric stamping, hand dyeing, machine invisible appliqué or maybe Hawaiian appliqué? Have you found a new way to recycle fabric into usable items or a great way to use up scraps? If you have a special technique we would love to know about it and share it with our readers. Think of what inspires you. Share your expertise and enthusiasm.

New! Teach Me Something New: This How-to article feature focuses on quilting fundamentals, largely "tools of the trade", used in new ways to make quilting more efficient and more enjoyable. Submittals for this feature should be geared specifically toward the quilter, not just people who sew. While this feature is particularly important for educating our beginning and intermediate audience, topics should also be relevant to more experienced quilters. If you do something that you feel other quilters would benefit from submit the idea. (2-page feature, approx. 900 words + photographs)

In the Quilting World: Find out what's going on in the quilting world. This article could be about a museum, a spectacular quilting event, a quilting retreat or a topic of historical importance to name a few ideas. Topics related to the theme are desirable. (2-page feature, approx. 900 words + photographs)

Meet the Designer: Quilters are fascinated with information about their favorite designers, either fabric designers or book/pattern designers. Readers are inundated with projects; sometimes they just want to "relax" and read a human interest story about designers they admire. This article does just that. I'd like for this to become a regular feature of the magazine.

New! Inspiration Corner: This is a single page dedicated to a quilt made by a special and inspiring quilter. It will contain a photo of the exceptional quilt, the quilter, a paragraph about the quilt and the source of inspiration behind its creation. This page is intended to showcase exceptional work and cutting edge techniques. It will only be a show place. The pattern will not be given for this feature.

Project-based Features (5-9 per issue):

Around the House: So many items quilters make are for their homes. Wall hangings are popular at all times of the year, as are table runners and placemats. Think of new ways to use quilts from functional to fabulous, even as art. Design and decorating magazines can serve as a launch pad for inspiration.

In the Bag: This feature focuses on the popularity of designer purses. Projects should merge fashion with traditional quilting techniques. Numerous manufacturers are carrying purse handles made of interesting materials such as wood, colored plastics, leather, and bamboo. Totes would fit into this feature and are extremely popular.

Stash Management: Designs that are stash friendly. Every quilter has the dilemma of what to do with the stash. This project should easily be adapted to stash. Fabric requirements of ½ yard cuts and under would be preferable. Projects such as lap quilts, baby quilts, bed runners, or table toppers would be easy stash projects.

Just for Kids: Let's face it, with so many great novelty fabrics to choose from, quilts for children (young and old) are fun to make! Crib-, youth- and twin-sized quilts fit perfectly in this feature. For a new twist, think of quilt patterns that a young quilter (with help from an adult) can create. Baby quilts are always popular.

New! Done in One: Quilters often find they're short on time. Projects for this feature should be quick and easy. A quilter should be able to complete at least the top in one day. Projects for this topic can include table runners, small wall quilts, quilted bags and more. Bed or throw quilts are even possible with the right design. A pre-printed panel can be a great starting point in these quilts.

Little Packages: Designs that use one yard or less of fabric. Projects in this feature could be pot holders, wall hangings, table runners; anything that uses up smaller pieces of fabric and could be used as a gift. A quilter would find value and satisfaction in the fact they could use up stash and created a usable item or gift. (1 yard fabric + imagination = great project)

Pre-cut Corner: Precut fabrics save time and remove some of the pressure involved with selecting fabrics for a quilt. Start with any precut pack, or two (2.5" strips, triangles, five- and ten-inch squares, etc.), add a bit of yardage if it's necessary and create a unique quilt. Projects can be any size. Creativity is the key here! Note: this would be a great feature combined with Just Add Fabric where the design used some of the newest rulers made for working with precuts.

Traditional with a Twist: Take a classic quilt design and freshen it up! There are many ways to approach this topic — use a contemporary color scheme, set your blocks in a non-traditional way, or supersize a single block, just to name a few. This feature proves that some quilt designs never go out of style.

Man Cave Quilts: Let's face it; there is very little attention to masculine quilt designs. Men want a quilt that they can relate to; woodland, sports, earthy colors, just to name a few. What do the men you know like? Many quilters struggle with what to make for men.

Editorial Details

Quilter's World is a full-color, 100-page magazine. It is published bimonthly by DRG, a leader in the craft publishing industry. Quilter's World distributes in the U.S. and Canada. A digital format of the magazine is available world-wide.

Quilter's World represents the full spectrum of quilting styles from traditional to contemporary, using a variety of techniques. The magazine targets the beginning to intermediate quilter.

Quilter's World is largely project-based and includes full instructions and templates for quilts of all sizes and applications including but not limited to bed quilts from crib to king, throws, home décor pieces, and functional quilted accessories and gifts. In addition, Quilter's World emphasizes new and continuing education for all quilters. Quilt history, general education, and how-to articles are designed to improve our reader's quilt-related knowledge and skill.

DESIGNERS:

Please note the design and project deadlines. Project proposals must be received by the design deadline; completed projects and instructions must be received by the project deadline to allow for editing. Each issue has its own theme, determined by the editor. The theme is not intended to be limiting rather it serves as a starting point to guide your creativity.

Projects must display quality craftsmanship and be evenly quilted. Creative quilting designs (either by hand or machine) that compliment the piece are encouraged. The magazine format places emphasis on a project's quilting through close-up photography of quilting details and an accompanying "The Quilting" tip box.

All design submittals must be accompanied by the Quilter's World Project Submittal Form and should include either a drawing and/or color photograph(s). Design proposals submitted electronically to the editor are preferred. After acceptance, finished projects must have, all files submitted electronically, instructions, a submittal form and checklist, for each project and project(s) mailed to arrive on or before due date.

All written proposals should be addressed to: Carolyn S. Vagts, editor, Quilter's World, DRG, 306 E. Parr Rd., Berne, IN 46711. If you wish to have mailed materials returned, please include a SASE. **Issues of Quilter's World contain several sections to inspire our readers with either theme-based or seasonally appropriate projects as well as text- and project-based Features. Each issue includes 12-15 projects/articles (1-2 text-based features, 5-9 project-based features, and the remaining as Creative pieces).**

PROJECT SUBMITTAL FORM

MAGAZINE ISSUE(QW, MONTH,
YEAR) _____ DESIGNER'S NAME _____
_____ ADDRESS _____
—

PHONE NUMBER(_____) _____ EMAIL _____
ADDRESS _____ YOUR SOCIAL MEDIA
SITES(blogs, websites, Twitter) _____

PROJECT

TITLE _____ DIMENSIONS(L)
_____ (W) _____ DESCRIPTION _____

PROPOSED COLORS&/OR FABRICS

TECHNIQUES USED _____

SKILL LEVEL _____

ADDITIONAL COMMENTS _____