

# Editorial Calendar

## Quilter's World

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*Quilter's World* is a full-color, 100-page magazine. It is published quarterly by Annie's Publishing LLC, a leader in the craft publishing industry. A digital format of the magazine is available worldwide.

*Quilter's World* represents the full spectrum of quilting styles, from traditional to contemporary, using a variety of techniques. The magazine targets the beginner to intermediate quilter and is largely project-based with full instructions and templates for quilts of all sizes and applications including—but not limited to—bed quilts from crib to king, throws, home decor 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 readers' quilt-related knowledge and skill. *Quilter's World* leads in current trends and fabrics. Below you will find a list of regular features to be considered in every issue. We also assign a theme to each issue to reflect the trends and current interests in quilting.

### DESIGNERS PLEASE NOTE:

Submissions are to be sent to [Carolyn\\_Vagts@Annies-Publishing.com](mailto:Carolyn_Vagts@Annies-Publishing.com) and [Barb\\_Sprunger@Annies-Publishing.com](mailto:Barb_Sprunger@Annies-Publishing.com) to arrive on or before the **Design Deadline**. **For accepted designs, designers will be notified within 15 days of the submissions deadline date.** Completed projects and instructions must be in our office before the specified design deadline date. Due to the high volume of submissions, we are not able to notify designers whose email submissions are not accepted for publication. If you have not heard from us about your submission(s) by 30 days from the design deadline date, you may feel free to submit your design(s) elsewhere.

### Project-based regular features

- **Around the House**—Items quilters make for the home such as wall hangings, table runners or place mats.
- **Quick & Easy**—Fast projects that can be made in an afternoon.
- **Stash Management**—Stash-friendly projects are always in style. This can be of any size or theme.
- **Just for Kids**—Anything specifically made for children.
- **Done in One**—Projects that can be completed in a day.
- **Little Packages**—Designs made with one yard or less of fabric. Perfect for gifting.
- **Precut Corner**—Projects designed mainly using precuts. This is an ever-growing trend and very popular.
- **Traditional With a Twist**—A classic quilt design freshened up with a twist to fit today's colors and trends.
- **Man-Cave Quilts**—Masculine quilts just perfect for the man in one's life.
- **Small Scrap Projects**— Small fun projects to clean up small amounts of scraps and stash.

### Text-based regular features

- **Teach Me Something**—How-to articles geared to teach a quilting technique or skill.
- **In the Quilting World**—Anything a quilter would find of interest about quilting.
- **Meet the Designer**—A profile on a designer in the quilting industry.

We are also interested in anything new and exciting in the quilting world, so if you have something you think would be of interest to our readers, please feel free to submit the idea for consideration.

## Spring 2017 Issue

*Design Deadline: June 8, 2016    Project/Instruction Deadline: August 11, 2016    On Sale: January 17, 2017*

Editorial Theme: **Quick & Easy Quilts of All Sizes**

Featured Article Ideas: How-to technique articles, scrap solutions

Colors Featured: All things fun and bright, spring colors and scrappy

Let's bring a breath of fresh air into the pages of the spring issue with lots of color and time-saving construction. Bright, fresh colors are preferred. Spring is the time for cleaning and purging the scraps and stash—so scrap projects are a must. Projects of all sizes and skill levels welcome. Think of the time element. This time of the year is a busy one. New and trendy techniques are always needed.

## Summer 2017 Issue

*Design Deadline: September 6, 2016    Project/Instruction Deadline: November 8, 2016    On Sale: April 18, 2017*

Editorial Theme: **Anything Goes: All Quilts, All Sizes**

Featured Article Ideas: Do you have a unique way of doing a certain technique? How about easy appliqué?

Colors Featured: All colors in all styles

We are looking for a wide range of styles and unique construction to save time. Quick and easy projects that can be made in an afternoon, weekend or a rainy day are perfect for this issue. Give our readers the inspiration they need to keep them inspired through the busy days of summer. Give them projects they can complete in a day or a free afternoon. A fun variety of quilts, toppers, runners, bags or fun quilted accents.

## Autumn 2017 Issues

*Design Deadline: December 7, 2016    Project/Instruction Deadline: February 13, 2017    On Sale: July 18, 2017*

Editorial Theme: **Cozy Quilts to Cuddle Under/Breast Cancer Awareness**

Featured Article Ideas: How to Store Quilts, Special Techniques and How-Tos

Colors Featured: Warm tones and, of course, pinks for Breast Cancer Awareness

This is the time of year when quilters get busy. It's the time when they're looking for inspiration for bed quilts, wall hangings, table toppers and all things quilted. With the holidays just around the corner, projects that can easily translate into gift ideas are preferable. The theme can be either holiday or not.

## Winter 2017 Issue

*Design Deadline: March 10, 2017    Project/Instruction Deadline: May 12, 2017    On Sale: October 17, 2017*

Editorial Theme: **Winter/Small Scrap Projects**

Featured Article Ideas: Tricks With Precuts, Last-Minute Gift Ideas

Colors Featured: Winter whites and blues, traditional Christmas fabrics, festive

The winter issue will feature last-minute gift ideas that can be made in a hurry, fun projects that can stay out through the winter season and inspirational quilt ideas. Projects of all sizes and skill levels are needed. Remember that after the holidays is the time quilters will start new projects.

**\*This calendar is subject to change.**