

Better Homes & Gardens

# AMERICAN PATCHWORK & quilting®



## MEDIA KIT 2019

Subscription magazine | Newsstand magazines | Digital magazine editions | Websites  
Weekly podcast | Video | Research | Social media | Database and e-mail marketing

AMERICAN  
PATCHWORK &  
quilting

Quilt Sampler

Quilts  
and more  
simple  
fresh  
& fun

allpeoplequilt.com™



## OUR MISSION

The Better Homes and Gardens Crafts Group® is dedicated to bringing joy to the quilting and crafting experience for those who interact with our brand, building loyalty by ensuring success, and offering fresh ideas and perspectives. By providing high-quality content in engaging ways, sharing the enjoyment of learning new skills or simply making something that brings pride and accomplishment to the heart and mind of the maker. We continue to serve our readers, viewers, onliners, advertisers, and other clients with integrity, inspiration, ideas, instruction, and innovation, no matter their level of experience or involvement in the hobbies they embrace.

# Brand Overview



→ weekly newsletter  
→ dedicated eblasts

**Content  
that leads to  
commerce**

DIGITAL/VIDEO

PRINT

EMAIL MARKETING

PODCAST

RESEARCH

LEAD GENERATION

SOCIAL MEDIA

CAUSE MARKETING



apqinfo**to**go.com



a community of more than  
**1.3 million quilters**



Jeni Baker



Sherri McConnell



Mathew Boudreaux



Kim Diehl



Pam Buda



Erika Bea



Tonya Alexander



Corey Yoder



Allison Jensen



Cindy Blackberg



Monique Jacobs



Linzee Kull McCray



Kim Schaefer



Sarah J. Maxwell

*Partnering with the*  
**TOP INFLUENCERS**  
*in the industry*

For more than 25 years,  
 we've worked with the top  
 designers in the industry to  
 create the content found in our  
 publications. Our experienced  
 editorial team selects the best  
 of the best to feature.



Heidi Staples



Amy Smart



Kate Hennagir



Tiffany Hayes



Sharon Holland



Amanda Niederhauser



Minki Kim



Sharon Tucker



Susan Ache



Katja Marek



Lisa Swenson Ruble



Annette Plog



Terry Atkinson



Stacy West



Bonnie Sullivan



Denise Russell



Stephanie Soebbing



Lissa Alexander

*Just some of the many influencers we work with each year.*



# AMERICAN PATCHWORK & quilting®

*American Patchwork & Quilting* has been leading the quilting industry for more than 25 years. Providing the highest quality patterns and how-to instructions, along with compelling feature stories, every issue brings a mix of timeless designs and the latest trends. With tips, techniques, and advice to build your skills, the magazine makes you feel as though you have a trusted quilting friend by your side.

## OUR READERS

Female	100%
Age (median)	58
HHI (median)	\$68,887
Employed	60%
Home Ownership	91%
<b>SKILL LEVEL</b>	
Beginner	16%
Intermediate	56%
Advanced	28%

## ACTIVE QUILTERS

Avg # of yrs quilting	19
Avg# of quilt projects per year	12
Avg # of hrs spent per week	9

## DEVOTED TO AMERICAN PATCHWORK & QUILTING

99% read each issue cover to cover
Spend avg of 1.5 hours per issue
93% save entire issue for future use

## INVEST IN QUILTING

Average of \$1,092 spent in past year on supplies & tools

## COMMITTED TO QUILTING

Own a long-arm	21%
Avg # of sewing machines owned:	3
Dedicated quilting space	90%
Own a die-cutting machine	26%



Frequency: 6x/year  
 Premium price point: \$5.99  
 Paid circulation: 203,000  
 Print subscriptions: 160,000  
 Newsstand copies sold: 40,000  
 Digital issue sales: 3,000

## **American Patchwork & Quilting points of distinction:**

- Every project is a first-time design created by the top designers in the industry.
- The Quilter Tested for Accuracy Seal assures our readers that patterns and instructions are clear, accurate, and complete.
- Every pattern is professionally quilt tested.
- Detailed photography shows every stitch in true color.



# Quilts and more™

*Quilts and More* promises simple, fresh, and fun quilts and projects. Plus techniques and fabrics, all delivered with clear how-to instructions. Advanced quilters love the easy projects when they want a quick-to-make quilt. Easier projects entice intermediate quilt enthusiasts with instant success. And the easiest projects attract new quilters, filling them with I-can-do-that confidence.

### OUR READERS

Female	99%
Average age	54
Household income	\$76,000
Employed	47% (29% retired)
Home ownership	81%

### SKILL LEVEL

Beginner	23%
Intermediate	59%
Advanced	13%
Average # of quilting projects completed per year	10

### TOP 3 FABRIC PLACES TO SHOP

Quilt shops	83%
Fabric stores (Hancock Fabrics, Jo-Ann)	78%
Online	72%



Frequency: 4x  
 Premium price point: \$6.99  
 Newsstand distribution: 165,000  
 Digital subscriptions: 1,020  
 Average digital copies sold: 600  
 Includes 11,000+ copies sold in independent quilt shops

### READER FAVORITE! Scrap Lab

#### Fabric Sponsorship Opportunity:

Feature your latest line of fabric in our popular Scrap Lab section of *Quilts and More*! Susan Ache and Jessie Zeigler plus a guest designer take the challenge to create with prescribed fabric “ingredients”.

#### Sponsorship Benefits:

- Sponsor’s fabric is featured in ALL THREE projects
- Sweepstakes to run with the fabric as a prize
- Sponsor collects the opt-in names and email addresses



# Quilt Sampler®

FAVORITE MAGAZINE OF QUILT SHOP OWNERS

*Quilt Sampler* introduces readers to 10 TOP SHOPS in each issue along with an exclusive quilt project from each shop. It is the only magazine that features and showcases the independent brick and mortar quilt shops. Our editorial team visits each shop in person to interview and photograph the chosen shop. For over 23 years quilt shops across the country and Canada have competed for the honor. Chosen shops are proud to earn the endorsement.

## OUR READERS

Female	99%
Average age	59
Household income	\$76,000
Employed	42% (48% retired)

## SKILL LEVEL

Beginner	12%
Intermediate	71%
Advanced	19%
Average # of quilting projects completed per year	9

## ACTIVE QUILTERS

87% attend local quilt shows
59% attend regional quilt shows
80% take quilt classes
64% belong to a quilt guild or group
60% participate in quilting travel



Frequency: 2x

Premium price point: \$6.99

Newsstand distribution: 265,000

Average digital copies sold: 500

Includes 30,000+ copies sold in independent quilt shops

## Quilt Shop owners LOVE *Quilt Sampler*

It's their favorite magazine to sell in their shop!

*Quilt Sampler* magazine is quilt shop owner's 2nd favorite personal magazine to read (*American Patchwork & Quilting* is #1)

Owners say magazines inspire them and their customers

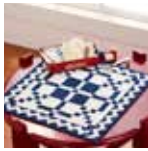
80% believe ads in magazines create demand and drive traffic to their shop

Source: 2017 Quilt Shop Study

# EDITORIAL CALENDAR\*

American Patchwork & Quilting 2019

Quilts and More 2019



## FEBRUARY

**BIG IDEA: Make something new.** We'll feature a variety of techniques including foundation piecing, working with mini pieces, two color quilts, extreme machine quilting, and more!



## APRIL

**BIG IDEA: Slow down stitching.** Enjoying the journey along the way. Our popular two-title quilt-along (#APQQuiltalong) is featured.



## JUNE

**BIG IDEA: Hit the road.** Destination quilt shows, exhibits, museums, Festival, QuiltCon. How travel influences quilt designs or fabric selection/purchases.



## AUGUST

**BIG IDEA: Fast finish!** Finish quilts fast with our tips using panels, simple projects, quick machine quilting, and more.



## OCTOBER

**BIG IDEA: Organization and real life sewing spaces.** Storage and organization products and a sewing room giveaway!



## DECEMBER

**BIG IDEA: From the heart.** We'll focus on feel good sewing, charity quilts, and gifts that can be made in multiples.

## IN EVERY ISSUE

**NEW! My Quilt Crush** – Each issue, a staffer will pick a person that has inspired them and interview them.

**NEW! Pincushion** – A fun, new pincushion every issue.

**NEW! Making Connections** – A feel-good story about how quilters interact with each other, for example Featuring the UFO Facebook group or groups that sew for charity.

**NEW! Behind the Scenes** on the *From the Editor* page will include a look forward of upcoming things for the brand.

**Color Options**—Ever a hallmark of our flagship title, we continue to showcase the latest fabrics and design alternatives for every project.

**Reader favorite! Sew in the Know**—Trends, tips, new fabric lines and products, and much more are captured in this beloved front-of-book section.

**Tips from the experts**—Quilt designers and editors share suggestions, tips, favorite products for better results, and project adaptations throughout the pages of the magazine.



## SPRING

**BIG IDEA: All about the stash.** Building your stash, organizing it, adding to it, and using it up. A month of fabric-related fun on social media with a special hashtag #thegreatstashbash. Our popular two-title quilt-along (#APQQuiltalong) is featured.



## SUMMER

**BIG IDEA: Color Confidence.** Tips and tricks for clever ways to use color, choosing bold colors, playing up contrast, toning things down with neutrals, mixing scale, and choosing palettes.



## FALL

**BIG IDEA: Reader Issue.** We asked our readers (via our social media channels) for their top questions and what techniques they would like to learn more about. They responded. Here are the answers.



## WINTER

**BIG IDEA: Great Gift Guide.** Giftable projects and some of our favorite products, just in time for the holiday season.

## IN EVERY ISSUE

**New! Quilter's Toolbox**—Explore different types of notions and learn which types are best suited to particular quilting needs. Topics include types of pins, batting, interfacing, thread, rulers, and hand sewing needles.

**NEW! Five Minutes with...**—Fun last-page feature that asks rapid-fire questions of one designer whose project is in the issue.

**NEW! Foundation-Pieced Wall Quilt Series**—Four seasonal foundation-pieced wall quilts by Charise Randell of Charise Creates provide a festive, creative way to decorate for spring, summer, fall, and winter.

**UPDATED! Scrap Lab**—Susan Ache and Jessie Zeigler plus a guest designer take the challenge to create different projects using the same kit of fabrics curated by a featured independent quilt shop.

**Color Options**—Showcasing the latest fabrics and design alternatives for several projects in each issue.

**1 Block, 3 Ways**—A new twist on this column is showing several blocks together to discover an alternate design.

\*Content subject to change





## PUBLISHING SCHEDULE

### *American Patchwork & Quilting*

	ad close (material due)	on sale
FEBRUARY 2019	10/2/18	12/4/18
APRIL 2019 Readex Research Ad Readership Study Issue	12/4/18	2/1/19
JUNE 2019	2/5/19	4/5/19
AUGUST 2019	4/9/19	6/7/19
OCTOBER 2019	6/4/19	8/9/19
DECEMBER 2019	7/30/19	10/4/19
FEBRUARY 2020	10/1/19	12/6/19

### *Quilts and More*

SPRING	11/13/18	1/11/19
SUMMER	2/19/19	4/19/19
FALL	5/14/19	7/19/19
WINTER	8/20/19	10/25/19

### *Quilt Sampler*

SPRING/SUMMER	3/12/19	5/10/19
FALL/WINTER	6/25/19	8/30/19

### *Special Issues*

TITLE TBD	7/23/19	9/27/19
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*Schedule subject to change.*

*One brand, multiple trusted connections.*



**1.1 million connections per month**

**INTERACTIVE**

**AllPeopleQuilt.com**

157,000 unique visitors

1.7 million page views

Avg time spent per visit: 2.75 mins

34% mobile traffic

**EMAIL**

**AllPeopleQuilt.com**

168,000 newsletter subscribers

165,000 special offers email list

**PODCAST**

**allpeoplequilt.com/podcast**

111,000 downloads/month

**VIDEO**

**AllPeopleQuilt.com**

45,000 avg monthly video views

YouTube Channel:

1.4 million total views


Videos appear on both


allpeoplequilt.com and YouTube


**SOCIAL MEDIA - ALLPEOPLEQUILT**

 248,000 followers

 58,000 followers

 21,800 followers

 47,400 followers

 12,900 subscribers

**ONE MILLION PILLOWCASE CHALLENGE**

7,000 unique visitors

20,000 page views

**Hashtags**

#millionpillowcasechallenge

#APQsewathon

\*numbers are monthly averages unless noted

allpeoplequilt.com

FOR 2 GREAT Magazines

# allpeoplequilt.com

## The #1 Digital Brand in Quilting

AllPeopleQuilt.com is a fully interactive community designed specifically for the quilter and marketer to engage in conversation with customers, peers, and editorial staff.

89% of website registrants are not subscribers to *American Patchwork & Quilting* magazine

## Audience

- Average age: 58
- Gender: 99% female
- Married: 80%
- Active audience: 80% quilt once per week
- Quilting skill level: 78% intermediate
- Average household income: \$87,500



Free Patterns



Videos



How-To



Tips & Advice

**We are committed to transparency for both ad delivery and measurement.**

We guarantee your ad reaches the right audience and will engage with your message.

**Ad in-view rate: 83%**  
Industry average is 50%

\*percentage of impressions where at least 50% of an ad was in-view for at least one continuous second.

# ONLINE OFFERINGS

## DISPLAY AD UNITS

- Leaderboard 728x90
- Poster 300x250
- Jumbo Skyscraper 300x600

Premium above-the-fold placement

Run-of-site, channel-specific, and geography-specific

## E-MAIL MARKETING

### Weekly e-newsletter

- Advertiser exclusivity
- 728x90 AND 300x250 ad units

### E-blast

- Your message is sent to our exclusive list

## VIDEOS

We can host your video or work with you to create a custom video program

### Tool School Videos

- Let our online host share the benefits of your products with our enthusiast audience

## SWEEPSTAKES

Create excitement for your brand with a sweeps we manage and promote on your behalf

Collect e-mail addresses

## WEEKLY PODCAST

Podcast host Pat Sloan talks tips, techniques, and sewing trends each week.

Monthly sponsorships available

## INTEGRATED SOCIAL MEDIA MARKETING PROGRAMS

- Facebook sweepstakes
- Custom contests
- Quizzes
- Pin to win sweeps
- Photo contests



Our newsstand distribution is the best in the industry. We provide unmatched distribution and circulation vitality:

- More than 470 million sold since 1937
- 9 million copies sold per year
- Over 65,000 retail outlets
- Over 206,000 checkout pockets nationwide

### Mass Merchandisers

Walmart | Target | Kmart

### Drug Stores

CVS | Walgreens | Rite Aid | Shopper Drug

### Specialty Retailers

Jo-Ann Fabrics and Crafts | A.C. Moore | Michaels

### Book Stores

Barnes & Noble | Books-a-Million

### Club Stores

Costco | Sam's Club | BJ's

### Major grocery store chains

Ahold | Albertsons | Supervalu | Kroger  
Publix | Southeastern Grocers | H-E-B | Meijer | Wakefern

Plus more than 1,300 Independent quilt shops

# 2019 MARKETING PROGRAMS

## One Million Pillowcase Challenge

A national promotion with independent quilt shops to create and donate one million pillowcases to local charities. To date, over 770,000 pillowcases have been donated.

### Sponsorship Benefits:

- Participate in a large and locally beneficial cause-related marketing program with *American Patchwork & Quilting* and other industry leaders
- Turn-key promotion for your retailers to help drive traffic and increase sales
- Featured fabric program that drives business to local retailers
- Participation in program that is actively seeking to bring new quilters to the industry
- Year-long promotion through print, online, social media and online events

## APQ Info to Go

The industry's only lead-generation program designed to grow your database with qualified leads. Added value with your print campaign in *American Patchwork & Quilting*.

### Program Benefits:

- Receive names, addresses and emails
- Receive a listing in *American Patchwork & Quilting* and online with a link to your website

## Quilts and More Scrap Lab Sponsorship

Feature your latest line of fabric in our popular Scrap Lab section of *Quilts and More!*

### Sponsorship Benefits:

- Sponsor's fabric is featured in all three projects
- One project is featured on [allpeoplequilt.com](http://allpeoplequilt.com) for added exposure
- Sweepstakes to run with the fabric as a prize to collect opt-in names

## American Patchwork & Quilting Happy Holidays Sweepstakes

This monthly long sweeps gives readers a chance to win a prize every day in October! Promoted in the December issue as well as online.

### Sponsorship Benefits:

- Opt-in names
- Product featured on calendar (2 days of giveaways)

## AllPeopleQuilt.com Quarterly Video Series

4-week video series LIVE on *American Patchwork & Quilting's* Facebook page.

Simple how-to projects for quilters highlight our sponsors products.

BONUS: minimum of 8 video shorts (project how-to)

Jan/Feb: Get Organized - Use your stash

August: Summer Sewing

April: Sharpen Your Skills

Nov/Dec: Quiltmas

## Dream Quilting Room Giveaway

Win a DREAM QUILTING ROOM! Upload a photo of your sewing space for a chance to win all the supplies to create your new space. The finished inspiration room will be featured in the October issue of *American Patchwork & Quilting*, on [allpeoplequilt.com](http://allpeoplequilt.com) and social media.

Timeline: Sweepstakes runs June 1 - September 30, 2019

Online & Social media promotion runs June 1 - September 30, 2019

Finished room featured in October *American Patchwork & Quilting*

Winner announced online in early August

Sponsor benefits:

- Sponsors product will be used to create the room and highlighted in the story
- Online stories and videos will highlight sponsors products
- Opt-in names will be gathered for sponsors





## MEET OUR EDITORS



**JODY SANDERS** | *Group Editor* | [jody.sanders@meredith.com](mailto:jody.sanders@meredith.com) | 515-284-2693

A busy mom, wife, editor, all-around crafter, and quilter, Jody fits more into a morning than most of us fit into an entire day. She's the one who curates the content of every issue of *American Patchwork & Quilting* and is the go-to guru for all things English paper piecing and vintage quilts.



**JOANNA BURGARINO** | *Editor* | [joanna.burgarino@meredith.com](mailto:joanna.burgarino@meredith.com) | 515-284-2356

As an eclectic crafter and sewer, Joanna can't seem to stop herself from starting new projects. Her collection of UFOs has only grown since she became editor of *Quilts and More*, and she wouldn't have it any other way.



**LISA SCHUMACHER** | *Associate Editor* | [lisa.schumacher@meredith.com](mailto:lisa.schumacher@meredith.com) | 515-284-3369

Dedicated to furthering the bond between consumers and quilt shop owners, Lisa enjoys meeting new people and traveling to out-of-the-way places as the editor of *Quilt Sampler*.



**LINDSAY MAYLAND** | *Audience Insights Manager* | [lindsay.mayland@meredith.com](mailto:lindsay.mayland@meredith.com) | 515-284-3406

With the best social life of anyone on staff, it's no wonder Lindsay's day-to-day charge is keeping all things online buzzing. AllPeopleQuilt.com, Facebook, Twitter, Instagram, Pinterest, and anything that else ends in .com fills up her daily dance card!



**JANET KLOCKENGA** | *Managing Editor* | [janet.klockenga@meredith.com](mailto:janet.klockenga@meredith.com) | 515-284-2729

The newest member of the staff of *American Patchwork & Quilting* is Janet Klockenga. She's thrilled to find rewarding work that enables her to draw on her print journalism background and her longtime passion for quilting.

# EDITORIAL COVERAGE

## SUBMISSIONS:

Send a combination of the following to give us a clear picture of the project you have in mind:

- A sketch or computer drawing
- Planned fabrics and colors: If the quilt is not made yet, send fabric swatches, intended fabric collection name(s), or indicate if the project will be scrappy.
- Photos: If the quilt is already constructed, send both detail and overall photos.
- Details about quilt size, techniques used, and any special tools needed

We'll look at submissions bimonthly and respond via e-mail or phone. Projects must be original, never before published. Don't send the finished quilt until a contract has been offered to you.

## MAIL:

*American Patchwork & Quilting*  
Project Submissions  
1716 Locust Street, LN-204  
Des Moines, IA 50309-3023

## E-MAIL:

Send to [apq@meredith.com](mailto:apq@meredith.com) using the subject line "project submissions." (Files must be 8MB or less.)

## FAVORITE FINDS:

We are always on the lookout for new products. When you have information and images to share, please send them to Lindsay Mayland at [lindsay.mayland@meredith.com](mailto:lindsay.mayland@meredith.com).

## COLOR OPTIONS:

Send new fabric collections (in 1/2- to 1-yard samples or copies of color cards) and contact information to:

*American Patchwork & Quilting*  
Attn: Color-Option Fabrics  
1716 Locust Street, LN-204  
Des Moines, IA 50309  
515-284-2681

# CONTACT US

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## PRINT AD SUBMISSIONS

Submit your files via **Meredith Ad Express** at [Meredith.SendMyAd.com](http://Meredith.SendMyAd.com). Please see our MATERIAL SPECIFICATIONS for more information.

Material extensions or questions? Contact:  
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## WEB AD SUBMISSIONS

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OUR PROMISE TO YOU

At *American Patchwork & Quilting* we are as passionate about serving the quilting community as we are about supporting the industry. We strive to maintain the trust of our readers and advertising partners by following the ASME (American Society of Magazine Editors) guidelines. Our readers hold us to the highest standards and depend on our editorial content to deliver what they love. We don't compete with our advertising partners by manufacturing products or creating kits. We are committed to supporting the independent quilt shop. As part of the *Better Homes and Gardens* family, we have a history of more than 100 years of quality and integrity.

**Better Homes  
& Gardens.**

**crafts**group

**Achieve Daily. Dream Big.**