

CANADIAN *Quilter*

2026 MEDIA KIT



CANADA'S NATIONAL QUILTERS' NETWORK

Canadian Quilter: Canada's National Network for Quilters

The Canadian Quilters' Association/Association canadienne de la courtpointe:

- promotes and celebrates quilting and all facets of sewing
- creates a **network for sewists of all ages and levels**
- serves artists most **willing to invest in new tools, innovative products and quilting experiences.**
- Invites young and novice sewists to improve via mentoring and pattern sharing
- Provide an escape for those seeking to destress in challenging times

Our magazine, website and newsletters that deliver key messages to our membership and far beyond.



MAGAZINE

3 issues per year

2,150 editions provided to members*

700+ digital readers

275+ quilt guilds

125+ professional quilters and shops

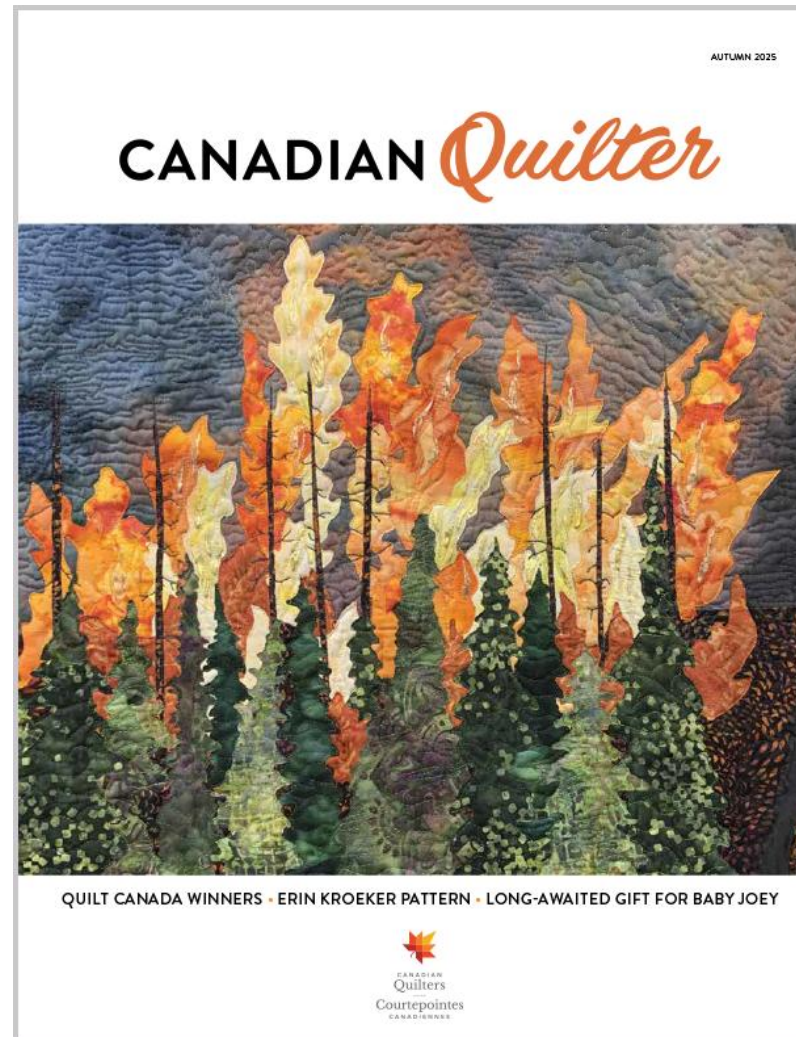
CANADIANQUILTER.COM

120,000 unique visitors / year

FOLLOWERS

27,000 on Facebook

9,100 on Instagram



ONLINE READERSHIP

78.9% Female

21.1% Male

AGES

30% - 65-plus

25% - 55-64

16.5% - 45-54

12% - 25-34

11.25 - 35-44

INTERESTS

39.9% Avid Readers

29.7% Travelers

26.5% Shopping Enthusiasts

MUST-READ TOPICS FOR QUILTERS



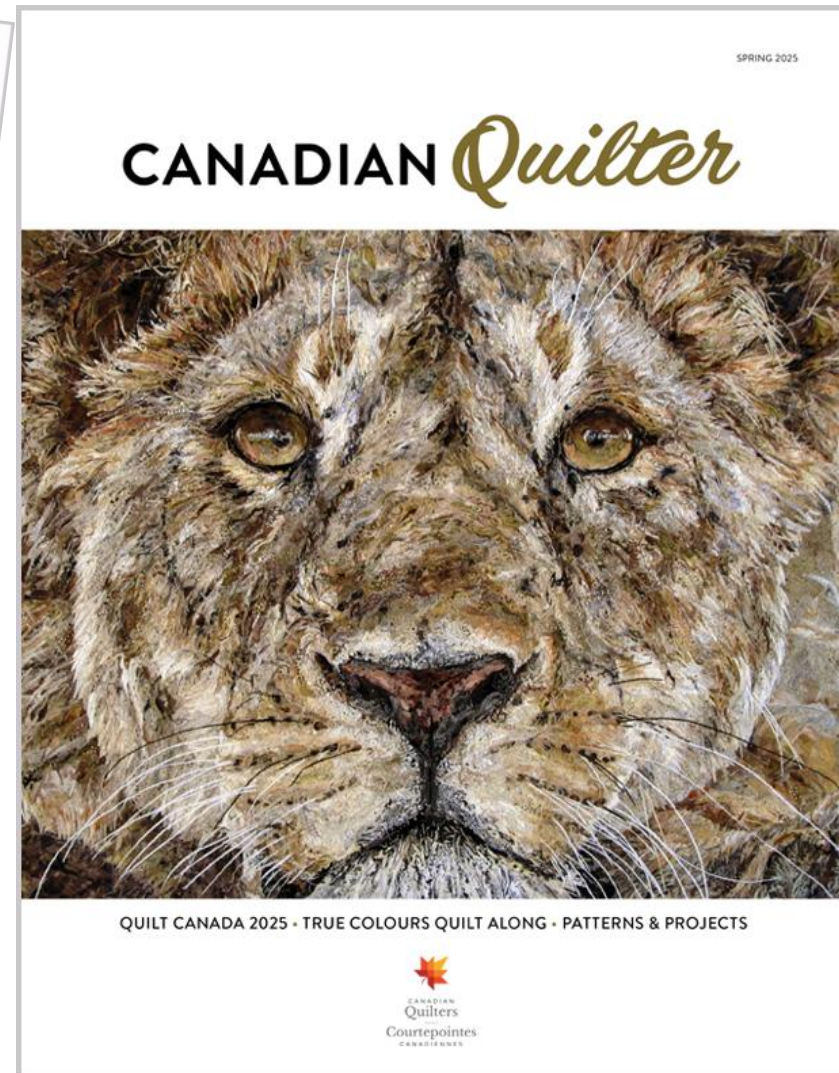
Inspiring stories and tips from other quilters, especially winners from the National Juried Show! Celebrations of Canadian companies, culture and creativity, plus patterns, historical features and heart-warming stories.

Perfect bound Cover: 100# Gloss text stock

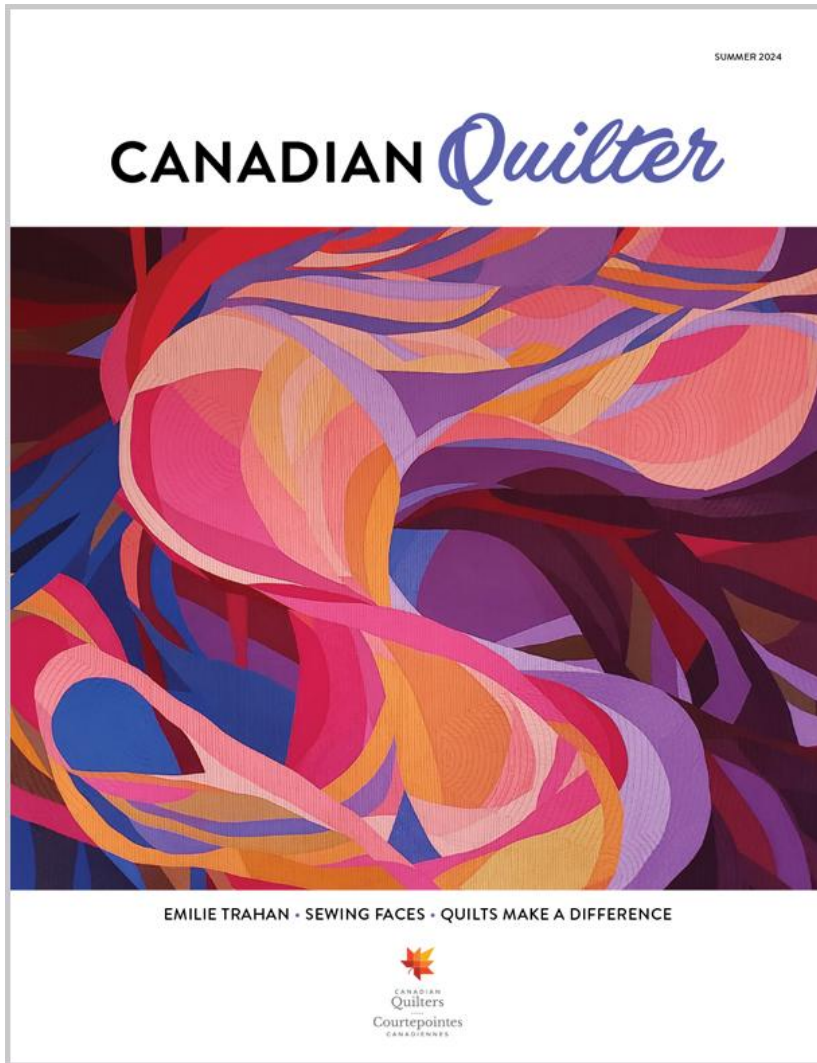
Interior: 60# gloss stock

Retail price on CanadianQuilter.ca: \$22

All print orders must be paid in full after the first print ad is published.



2026 RATE CARD



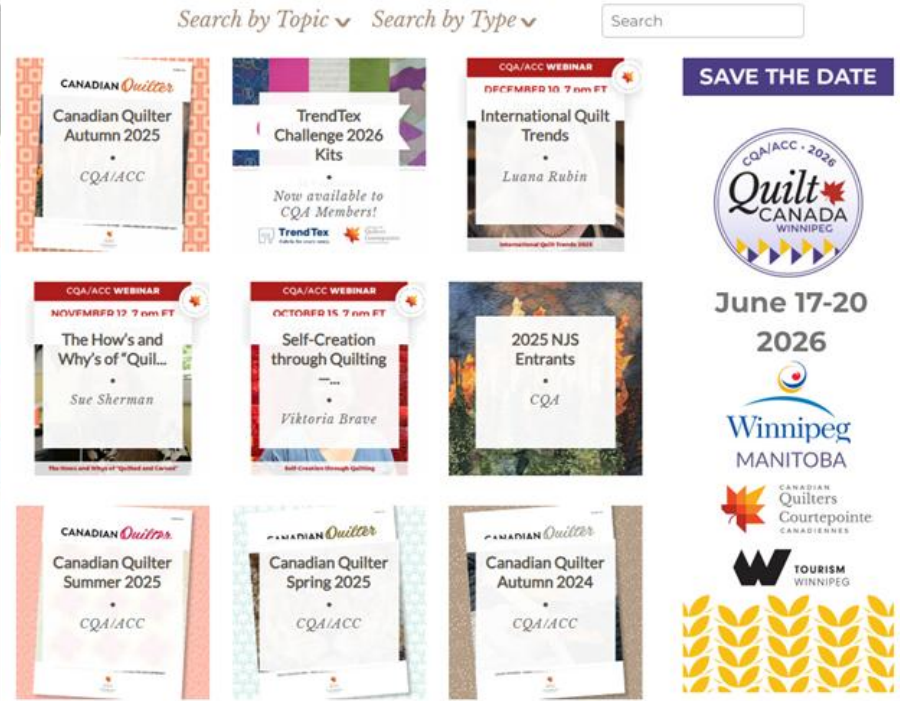
CANADIAN QUILTER MAGAZINE

Interior	1 edition	2 editions	3 editions
Full page	\$1,152	\$1,089	\$1,058
Half page	\$726	\$710	\$684
Quarter page	\$374	\$353	\$337
Third of a page	\$431	\$410	\$389
Business card size	\$175	\$168	\$163
Back cover	\$1,089	\$1,247	\$1,217

Member guilds get 25% discounts on all magazine advertising.

Specifications	Vertical	Horizontal	With bleed
Full page	7.5" x 9.75"		8.75" x 11.25"
Half page	3.69" x 9.75"	7.625 x 4.813"	
Quarter page	3.69" x 4.813"	7.5" x 2.344"	
Third of a page	2.39" x 9.75"	7.5" x 3.25"	
Business card size		3.687 x 2.344"	
Half page	3.687" x 9.75"	7.625 x 4.813"	
Artwork resolution: 300 dpi			
Colours: CMYK only. No spot.			
File type: PDF with all text converted to outlines.	EPS vector	Hi-res JPG	Hi-res TIF
Creative services available	\$95/hour		

DIGITAL AD FORMATS



BIG BOXES (3 options)

Home page & 5 Most-Read Quilt Canada pages

300 x 250 px - \$375/mo or \$1,125 /quarter

Package includes home page, all Quilt Canada pages and galleries for National Juried Show Awards, TrendTex Challenge and JN Harper Youth Challenge.



SKYSCRAPER (one spot only)

Members' Only Studio page

480 x 1440 px - \$375/mo or \$1,125 /quarter

Members sign in regularly to read and download magazines and to tune into webinars and other special events.



MUST-READ NEWSLETTERS!

MEMBERS

2,254
subscribers

Average open rates
74 - 94%

Average click-through rates
14 - 23%

Monthly distribution:
First and second
Fridays

Industry
averages:
45.5 % open
7.9% click-
through



GENERAL

7,732
subscribers

Average open rates
57 - 60%

Average click-through rate
5 - 16%

Monthly distribution:
First and third Fridays

Two newsletters focus on
magazine content; two
dedicate content to CQA
events and business.

1st and 2nd Friday each month - 720 x 240 px
High engagement and visibility
\$175/per message

1st and 3rd Friday each month - 720 x 240 px
Larger audience – Higher placement
\$250/per message

Guilds: Advertise in the General Newsletter for \$75/mo (or \$50 for member guilds). Ad size – 350 x 240 px

2026 DEADLINES

CANADIANQUILTER.COM and NEWSLETTERS

Issue	Reserve Space By:*	Materials due:	Publish date
January	November 28, 2025	December 18, 2025	January 1, 2026
February	December 18, 2025	January 31, 2026	February 1, 2026
March	January 31, 2026	February 27, 2026	March 1, 2026
April	February 27, 2026	March 27, 2026	April 1, 2026
May	March 27, 2026	April 30, 2026	May 1, 2026
June	April 30, 2026	May 29, 2026	June 1, 2026
July	May 29, 2026	June 26, 2026	July 1, 2026
August	June 26, 2026	July 31, 2026	August 1, 2026
September	July 31, 2026	August 28, 2026	September 1, 2026
October	August 28, 2026	September 30, 2026	October 1, 2026
November	September 30, 2026	October 30, 2026	November 1, 2026
December	October 30, 2026	November 27, 2026	December 1, 2026

PRINT ISSUES

	Reserve Space By:*	Materials due:	Distribution
Spring Edition	December 2, 2025	December 16, 2025	February 15, 2026
Summer Edition	March 3, 2026	March 17, 2026	May 14, 2026
Autumn Edition	July 14, 2026	August 12, 2026	Oct. 1, 2026