

CANADIAN *Quilter*

2027 MEDIA KIT



Canadian Quilter: Canada's National Network for Quilters

The Canadian Quilters' Association/Association
canadienne de la courtépointe helps you:

- reach a dedicated audience of **thousands of quilt artists** across this proud nation
- share **sales and products** with flexible timelines and avenues
- introduce and test **new products** and updates
- **stay top of mind** with and educate customers

Via our:

- Events
- Magazine
- Website
- social media channels
- newsletters

**To join us in celebrating the creative spirit of
quilters across Canada, contact:**

Canadian Quilter Editor

Lois Tuffin

Lois.Tuffin@CanadianQuilterAdministration.com

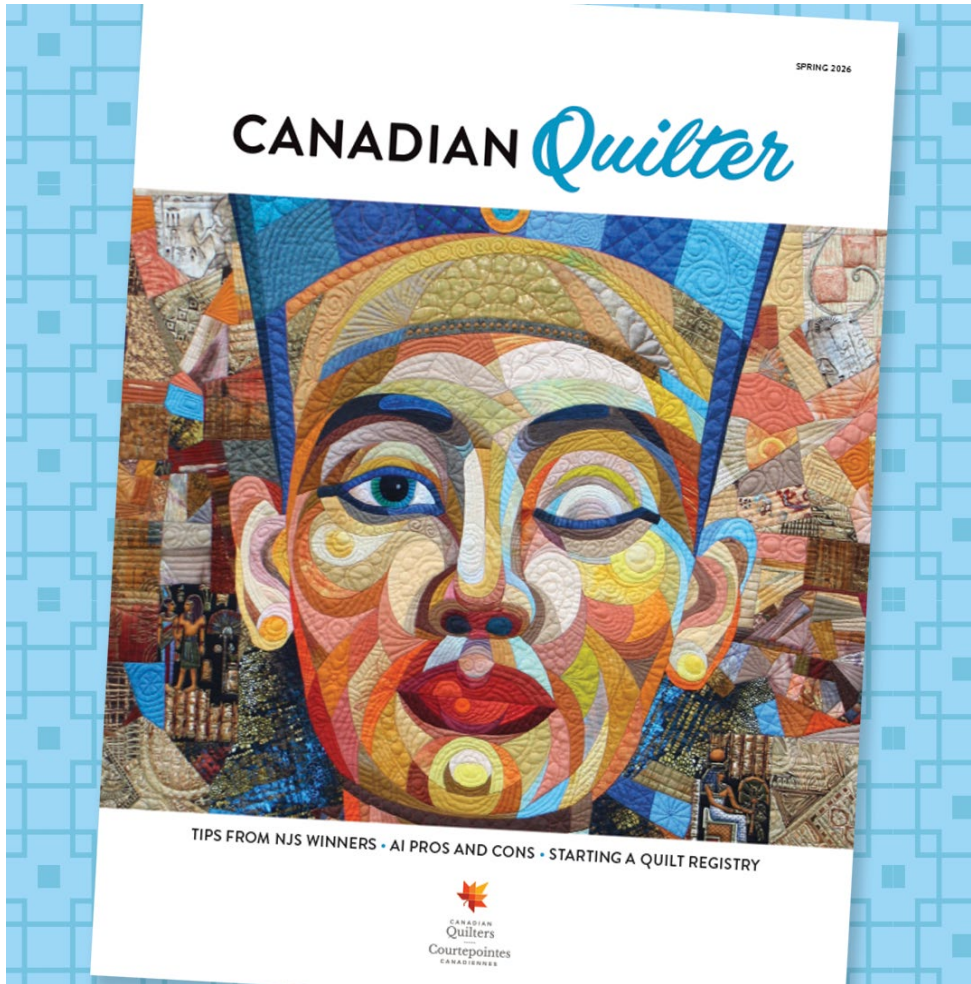
705-930-2613



"We choose to advertise with
Canadian Quilter because of its
wonderful reach and the high-
quality audience it brings to the
quilting community. It is always a
pleasure working with your team."

- Alison Harle
Mad About Patchwork

2027 RATE CARD



CANADIAN QUILTER MAGAZINE

3 issues per year

2,000+ editions provided to members

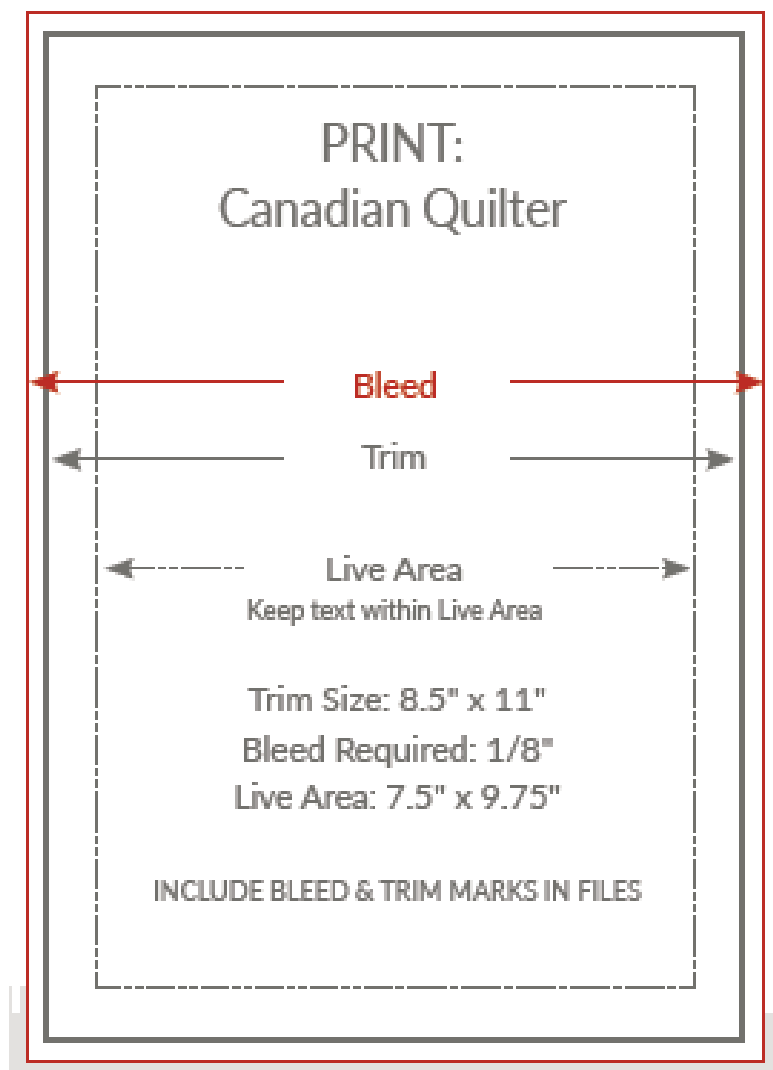
700+ digital edition readers

275+ quilt guilds

125+ professional quilters and shops

Interior	1 edition	2 editions	3 editions
Full page	\$1,249	\$1,182	\$1,106
Half page	\$798	\$770	\$742
Quarter page	\$406	\$383	\$365
Third of a page	\$467	\$445	\$422
Business card size	\$190	\$182	\$175
Back cover	\$1,511	\$1,412	\$1,320
	Reserve by:	Materials due:	Distribution
Spring Edition	Dec. 1, 2026	Dec. 15, 2026	Feb. 15, 2027
Summer Edition	March 2, 2027	March 16, 2027	May 13, 2027
Autumn Edition	July 13, 2027	Aug. 11, 2027	Oct. 5, 2027

2027 AD SPECIFICATIONS



CANADIAN QUILTER MAGAZINE

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

DIGITAL AD FORMATS

**CANADIANQUILTER
.COM**

**ONLINE
READERSHIP**

135,000+ unique
visitors/year

AGES

30% - 65-plus

25% - 55-64

16.5% - 45-54

11.25 - 35-44

12% - 25-34

INTERESTS

39.9% Avid Readers

29.7% Travelers

26.5% Love to Shop!



BIG BOXES (3 spots)

Home page & 5 Most-Read Quilt Canada pages

300 x 250 pixels

\$400/month or \$1,200 /quarter

480 x 1440 pixels

Package includes home page; all Quilt Canada pages
and Challenge pages and galleries for National Juried Show Awards

Ads publish the first day of the month. Artwork due the final
business day of the previous month.



**Mad About
PATCHWORK**
for

KONA
cotton
solids



**SKYSCRAPER
(one spot only)**

Members' Only Studio

\$400/month or \$1,200 /quarter
Members sign in regularly to read and
download magazines, to tune
into webinars and exclusive events

MUST-READ NEWSLETTERS!

MEMBERS

2,000+
subscribers

Average open
rates
38%

Average click-
through rates
12%

**Industry
averages:
24.3 % open
2.3% click-
through**

00●

CANADIAN *Quilter*

Quilted Kicks / Baskets matelassées



1st Friday - Magazine
content and contests

2nd Friday - Member
updates

High engagement and visibility
\$200/message

00●

CANADIAN *Quilter*

What will you enter next year?
À quel concours allez-vous participer
l'année prochaine ?



1st Friday - Magazine
content and contests

3rd Friday - Membership
promotions

Larger audience – Higher placement
\$500/message

All spots 720 x 240 pixels
Best booked by quarter or by month for consistent messaging.
Guilds: Advertise in the General Newsletter for \$125/month (or
\$75 for member guilds). **Ad size – 350 x 240 pixels**

GENERAL

8,000+
subscribers

Average
open rates
26%

Average
click-through rate
6%

**And this audience
grows every
month!**

Advertising
materials due one
week before
newsletter
delivery.

SOCIAL MEDIA



Facebook @CanadianQuilters

Our followers	28,646
Our impressions per post	3,000 to 100,000

Instagram @Canadian_Quilters

Our followers	9,596
Our impressions (views) per post	11,000 to 45,000

Pricing

Facebook	\$575 per post
Instagram	\$225 per post
Both platforms	\$800 per post
Four posts on both platforms	\$3,000
12 posts on both platforms	\$7,500

Quilt Canada sponsors get one social media post per month as part of their package, plus access to sponsored and webinar content. Find more details here:
<https://canadianquilter.com/quilt-canada-sponsorships/>