

# All Quilts Are Cut From the Same CLOTH.

**NOT!**

Quilts are as different as the quilters who make them.  
We reach all quilters while recognizing their differences.



Cover Images (going left to right):  
Image #1 (purple & orange circles) – *Piccalilli* by C. Hopeman  
Image #4 (green, purple, white, red) – *Dutch Circus* by S. McMillan



# WHO IS YOUR CUSTOMER?

• • • • •  TRADITIONAL QUILTERS

• • • • •  LIFESTYLE QUILTERS

• • • • •  INNOVATIVE QUILTERS

• • • • •  NOVICE QUILTERS

• • • • •  NEW QUILTERS

• • • • •  ALL QUILTERS

# ARE YOU REACHING YOUR CUSTOMER?



## Do your customers know ::

- Your Products and Services?
- Where to buy?
- Pricing?

CK Media Quilting has the means to help you connect with the exact people who buy your products and services!

# QUILTERS :: A TRUE PATCHWORK

No doubt about it, quilters resemble their work. They're a patchwork of interests and abilities. Traditional piecing and freeform artistic styles. Country calicos to brilliant hand-dyed fabrics. Hand-stitched quilting and machine-stitched appliqué.

Over 27 million Americans are busy piecing together unique fabric creations. They make up a \$3.3 billion market in the United States.

**No single quilting publication will meet the interests of all quilters out there today. So how can you maximize your coverage to reach the different market segments? And how can you ensure that your product message is seen by the right market segments?**

**CK Media Quilting knows your customers.**

We have the credibility and resources to deliver this desirable market on a larger scale, with higher levels of quality, and with more efficiency than any other organization.

# CK Media

## ADVERTISING ADVANTAGE

- Broadest Reach
- Ability to Target

CK Media's Quilting publications hold a sustainable advantage over all others in the market:: we have the broadest reach, and our targeted reader focus can deliver your message just where you want it.

- We publish 44 quilting magazine issues a year
- We reach over a half a million readers annually through subscriptions and newsstand sales with only 26% crossover between titles
- The five CK Media Quilting publications combined hold a 45% market share of quilting magazines, based on estimated total net advertising revenue
- We have identified key segments of the quilting market and reach them with 5 leading, targeted publications
- We collaborate with clients to build value-added programs and co-op marketing efforts to built clients' brand recognition

**Broad  
(lifestyle/informational)**

**Beginner**



**Advanced**



**Narrow  
(project focused)**

# QUILTING MARKET SEGMENTATION

In a nutshell (or would that be a thimble?), here's how the market breaks down.

From beginning quilters to advanced, quilters have different skill levels and interests. Beginners look for handy tools and lots of instruction as they try out new styles and techniques, while advanced quilters know their way around and are looking for new ideas and the best tools and supplies.

Looking at the market another way, some quilters are focused on simply completing a quilt project. They want instructions and ideas but may not look much further than patterns and tips. Other quilters are dedicated to the lifestyle and are interested in guilds, events, contests, trends, and other information about the big world of quilting.

With CK Media Quilting publications, you can focus on any segment with an individual magazine or work with all our magazines to ensure broad coverage across the spectrum.



Image #1 (fish) – *Two Schools* by N. Breland | Image #3 (xmas) – *Snowbound* by P. Peters





- Project magazine for traditional quilters
- Creative designs from easy to expert level
- New technique and product showcase
- Projects from prominent quilting celebrities
- Home decor ideas in each issue
- Special features geared to the avid quilter
- Pull-out pattern section
- Magazine web site with additional content at [www.mccallsquilting.com](http://www.mccallsquilting.com)
- 180,000 readers
- Published 6 times a year

[www.mccallsquilting.com](http://www.mccallsquilting.com)

Editorial submissions can be sent to **ATTN: Submissions, McCall's Quilting,**  
741 Corporate Circle, Suite A, Golden, CO 80401 or  
[mcq@ckmedia.com](mailto:mcq@ckmedia.com).



# QUILTERS NEWSLETTER

- 39 years as the most comprehensive and trusted quilting resource
- Diverse readership - all ages, skill levels, and areas of expertise, united by a common dedication and passion for quilts
- Reviews of the latest quilting products and newly released books
- Historical features on unique and never-before-published quilts and research breakthroughs
- Photo galleries showing the finest in contemporary, traditional, and historical quilts
- Industry news, show and contest calendars
- Outstanding patterns, valuable tips and shortcuts, technique workshops, and practical help with color and design
- Companion website with additional content at [www.quiltersnewsletter.com](http://www.quiltersnewsletter.com)
- **170,000 distribution**
- **Published 6 times a year**

[www.quiltersnewsletter.com](http://www.quiltersnewsletter.com)

Editorial submissions can be sent to **ATTN: Submissions, Quilters Newsletter**,  
741 Corporate Circle, Suite A, Golden, CO 80401 or  
[submissions@qnm.com](mailto:submissions@qnm.com).



# Quiltmaker

Step-by-Step Patterns, Tips & Techniques

- Best source of original projects and patterns,
- A quilting plan or motif for every project
- Accessible for beginners, expands their skills with complete step-by-step instructions
- Quilt patterns included for every skill level and bed size
- Pull-out basic lessons section
- New product reviews in "**Inspirations**" and the latest quilting information in the **QM Online Guide for Quilters**
- Reader quilts showcased in "**Sew to Speak**" and "**QM Spotlight**"
- Magazine website with additional content at [www.quiltmaker.com](http://www.quiltmaker.com)
- 160,000 readers
- Published 6 times a year

[www.quiltmaker.com](http://www.quiltmaker.com)

Editorial submissions can be sent to **ATTN: Submissions, Quiltmaker**,  
741 Corporate Circle, Suite A, Golden, CO 80401 or  
[editor@quiltmaker.com](mailto:editor@quiltmaker.com).



Now Offering  
SUBSCRIPTIONS

# Mark Lipinski's Quilter's Home™

*For the new generation of quilters*

- Targeted to a new generation of quilters, ages 30-55
- Sassy and bright quilting how-to's and fun tips to nourish *a quilter's craft*
- Stunning room makeovers, the latest home-dec trends, and new product ideas for the home to add vibrancy to *a quilter's space*
- Hip health and beauty solutions, quilting history, and celebrity quilters to pique *a quilter's interest*
- Quilt-related travel and beyond to spark *a quilter's dreams*
- Product reviews, everyday inspirations for quilt designs, the latest in entertainment while you quilt, and what's all the rage to satisfy *a quilter's wants*
- Magazine web site with additional content at [www.quiltershomemag.com](http://www.quiltershomemag.com)
- **130,000 distribution**
- **Published 6 times a year**

[www.quiltershomemag.com](http://www.quiltershomemag.com)

Editorial submissions can be sent to **ATTN: Submissions, Quilters Home,**  
13 Pickle Road, Califon, NJ 07830 or  
[quiltershomemag@aol.com](mailto:quiltershomemag@aol.com).



# McCALL'S QuickQuilts

- The quick and easy project magazine
- Meets the interests of beginners who want to finish a project or skilled quilters who want to finish a project fast
- Pattern section with full-size templates in each issue
- Quilts look difficult but are easy to make
- Quilting fundamentals section teaches the basics
- Small showcase of reader quilts in each issue
- Step-by-step instructions
- Magazine web site with additional content at **[www.quickquilts.com](http://www.quickquilts.com)**
- 130,000 distribution
- Published 6 times a year

[www.quickquilts.com](http://www.quickquilts.com)

Editorial submissions can be sent to **ATTN: Submissions, Quick Quilts,**  
741 Corporate Circle, Suite A, Golden, CO 80401 or  
[quickquilts@ckmedia.com](mailto:quickquilts@ckmedia.com).

# SPECIAL INTEREST PUBLICATIONS

Capture new, non-subscribing consumers! Regular-issue magazine publishing is augmented with special interest publications available by newsstand-only sale. These SIP'S have a longer retail shelf life (a minimum of three months) and quilters add them to their collection of valued patterns. Your advertisements are guaranteed to be seen and seen again in these special publications.

SIP's are filled with themed project patterns, such as the *Quilt It* series, *Quiltmaker's All-time Favorites*, and *McCall's Quilting* specials. They include popular patterns from past issues and traditional quilts updated with modern fabrics and techniques. In total, CK Media publishes 1 million SIP copies circulated annually.





# ONLINE ADVERTISING

**Our audience is socially connected by their passion for quilting!  
Discover the effectiveness of CK Media's online advertising...**

To reach a quilting enthusiast, you need to connect where those passions are shared on a daily basis – where better to look than the online home of the market leader, CK Media.

Our success in targeting and reaching enthusiasts is based on the understanding that differentiation and segmentation create a strong marketing advantage.

Each of our five leading publications is supported by a dynamic, popular web site and each of our individual magazine sites are linked to the CK Media Quilting portal, [QuiltersVillage.com](http://QuiltersVillage.com), offering a seamless user experience.

**Our online audience is comprised of consumers who heavily invest their time and money in their passion!**

# THE BENEFITS OF ONLINE ADVERTISING ARE MANY...

- **Immediacy** – Transactions can occur within a mere click of a mouse
- **Branding & In-Depth Knowledge** – Visitors can learn as much info as you want to present on your website and they can spend as much time as they like 24/7
- **Measurable** – You will know exactly how many ads were delivered and how many clicked through to your site...no other medium can offer this!
- **Viral** – The social aspect of our site allows your message to be shared with friends, family or colleagues...so your ad dollar goes much further than the initial prospects
- **Drives Offline Purchases** – Research indicates that consumers who research online, spend up to 41% more offline

Over 270,000 unique monthly users are part of our online quilting community. Add the immediacy of this highly interactive medium to your advertising campaign and harness the energy of our engaged online community.

Website	Avg Monthly Page Views	Avg Monthly Unique Vistors
Combined Network QuiltersVillage.com	1,753,000	270,000

mccallsquilting.com ... quickquilts.com  
quiltmaker.com ... quiltersnewsletter.com  
quiltershomemag.com

1,753,000

# REACH A NICHE SOCIAL MARKET OF PASSIONATE, INTERACTIVE QUILTERS!

With our new website, we are improving our online offerings by creating a true social network with more real time dialogue between users, meaningful interactivity, online education, & a high quality multi-media platform!

## **New Website Features:**

- **Quilt Gallery** – Art, pictures and projects driven section with complete interaction and contributions between editors, celebrities and quilt online users
- **Quilt User Profiles** – Allows users to create their own profiles, invite and/or correspond with other quilting friends to their User Space, post blogs and become listed in someone’s “Favorite People”
- **Videos** – Custom or Template, “live” or pre-recorded commercials, promotions, celebrity and/or product showcasing, demonstrations, event or personality webcasting, etc.
- **Blogs** – Posted by Editors, Celebrities and Quilt Users
- **Social Networking** – Quilters connecting with Quilters
- **Discussion Forums** – Editors, Celebrities and Quilt Users discussing patterns, quilts, tips, techniques, quilt events and everything quilting, etc.
- **And much more!**

**This audience is highly educated, affluent and active online...  
Let us help you connect!**

# CK MEDIA QUILTING DEMOGRAPHICS:

Consistent for all publications:

100% female • 59.3 average age • 40% retired

	McQ	QN	QM	QQ
<b>About the Quilter</b>				
Married .....	79%	79%	79%	78%
Attended College .....	69%	79%	70%	65%
HH Income .....	\$86.2k	\$95.9k	\$86.0k	\$75.2k
<b>Kind of Quilter</b>				
Enthusiast .....	58%	57%	57%	57%
Occasional .....	54%	52%	53%	58%
Artisan .....	17%	16%	15%	15%
Professional .....	8%	4%	5%	2%
Quilt collector .....	5%	5%	6%	6%
Quilt appreciator .....	4%	5%	7%	6%
<b>Skill Level</b>				
Beginner .....	6%	5%	5%	10%
Intermediate .....	58%	52%	57%	64%
Advd/Expert .....	36%	43%	36%	27%
<b>Years Quilting</b> .....	13.6	14.8	13.7	13.6
<b>Have a Dedicated Sewing/Quilting Room</b>				
.....	83%	78%	84%	76%
<b>A Quilter's Best Source of Information</b>				
Magazines .....	36%	34%	36%	35%
Classes .....	12%	10%	11%	13%
Books .....	16%	16%	14%	17%

## Making Her Quilts

Number of quilt projects started .....	11.9	10.4	12.4	12.2
<b>Hours per month spent working on quilts</b>				
.....	43.2	39.2	43.6	38.4

**Quilting Tools, Equipment and Supplies**

**Quilting tools, equipment and supplies plan to purchase in next 12 months**

Fabric .....	83%	88%	89%	87%
Thread.....	73%	75%	75%	72%
Batting .....	67%	63%	66%	65%
Quilt Books.....	59%	55%	62%	61%
Needles .....	49%	53%	53%	43%
Quilting Tools/Notions .....	44%	41%	45%	39%
Patterns.....	43%	33%	41%	43%

**Fabric**

Yards of fabric purchased .....	96.9	78.4	98.1	100.9
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**Sewing Machines**

**Plan to purchase machine in next 12 months**

.....	13%	10%	8%	12%
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**Age in years of newest sewing machine**

.....	5.9	7.5	5.1	5.7
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**Quilt Shows**

Number of quilt shows attended.....	1.7	1.8	1.8	1.6
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**Primary reasons for attending quilt shows**

To see quilts .....	86%	84%	84%	90%
To buy quiltmaking supplies .....	47%	41%	43%	38%
To see the newest products .....	46%	39%	44%	47%
To enjoy the quilts as art .....	24%	35%	25%	30%
To take classes and lectures.....	11%	14%	14%	9%

**Quilt Magazines**

**Hours spent in last 30 days reading quiltmaking magazines**

.....	5.2	5.1	5.4	5.7
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**Primary reasons for reading quilting magazines**

To learn new tips and techniques .....	90%	93%	92%	92%
To get quiltmaking inspiration .....	77%	82%	84%	79%
To find out about quilting products on the market .....	71%	70%	76%	70%

**Quilt Books**

**Number of quilting books purchased**

.....	4.4	4.6	4.9	5.1
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**Amount spent on last quiltmaking book purchase**

.....	\$21.80	\$21.40	\$21.30	\$20.60
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## Recreation & Leisure Time Activities

	McQ	QN	QM	QQ
Reading.....	70%	71%	74%	66%
Walking.....	56%	55%	57%	51%
Baking.....	42%	47%	43%	42%
Flower gardening.....	43%	40%	44%	37%
Home decorating.....	39%	27%	31%	31%
Dog ownership.....	38%	30%	32%	34%
Cooking.....	30%	32%	27%	29%
Travel U.S.....	24%	25%	27%	24%
Cat ownership.....	25%	29%	30%	27%
Aerobic exercise.....	23%	27%	21%	17%
Surfing the net.....	20%	24%	21%	20%
Photography.....	20%	23%	17%	24%
Vegetable gardening.....	23%	20%	23%	20%
Bird-watching.....	18%	19%	20%	14%
Historical tours.....	15%	15%	17%	17%
Adult education classes.....	14%	18%	14%	11%
Collecting antiques.....	16%	13%	12%	12%
Bicycling.....	15%	14%	14%	10%
Swimming.....	12%	14%	14%	11%
Camping.....	12%	13%	15%	14%
Boating.....	12%	12%	11%	12%
Gourmet cooking.....	10%	13%	7%	7%
Travel international.....	6%	11%	10%	7%
Genealogy.....	8%	11%	9%	11%
Backpacking/hiking.....	8%	12%	9%	8%
Cruise travel.....	7%	10%	11%	6%
Restoring furniture/antiques.....	8%	10%	8%	8%
Writing.....	5%	10%	8%	6%
Dancing.....	7%	8%	7%	4%
R.V. travel.....	7%	8%	8%	8%
Playing musical instruments.....	6%	5%	8%	8%
Golfing.....	6%	6%	6%	5%
Running/jogging.....	4%	3%	3%	3%
Coin collecting.....	4%	5%	6%	2%

Quilters also enjoy doll collecting, horseback riding, stamp collecting, tennis or racquetball, scuba diving and team sports.

Note on *Quilter's Home*: As a new launch, *Quilter's Home* targets a new generation of quilters which includes a younger demographic. Verifiable demographic statistics to follow. All statistics presented are averages. Source: The National Survey of Quilting In America™ 2006.



# FLEXIBLE ADVERTISING FOR EVERY BUDGET

CK Media offers unique advertising advantages for budgets of any size.

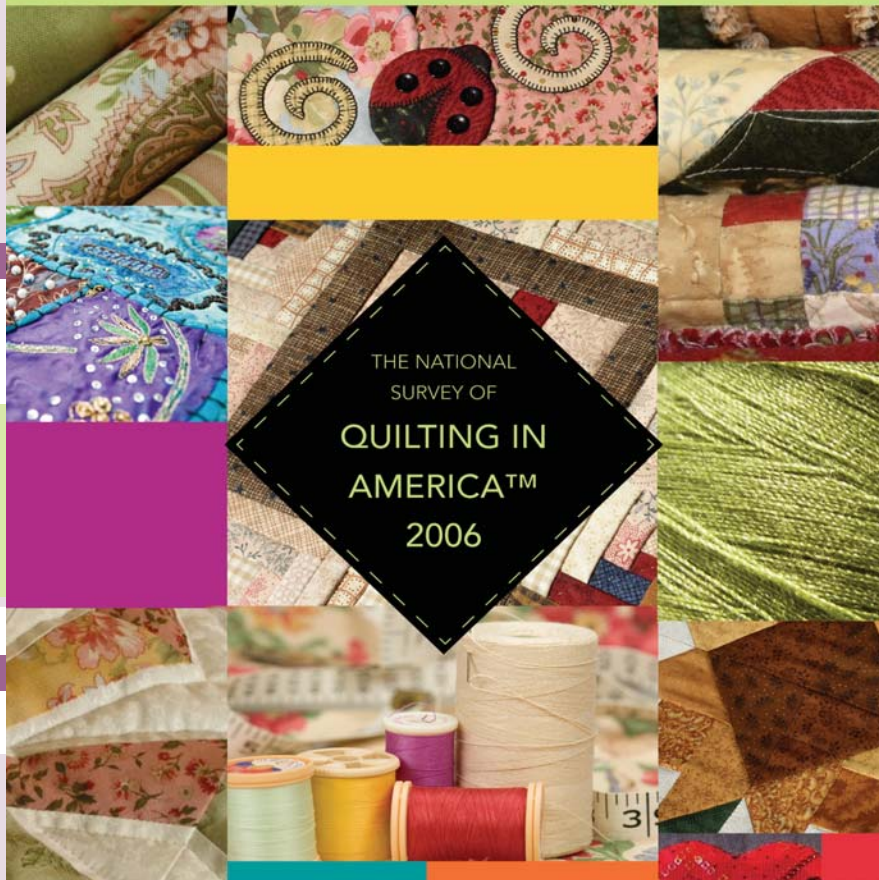
If you're testing the waters with any of our magazine, just pick "a la carte" from our rate card brochure.

To reach further, consider expanding to any or all CK Media Quilting magazines – and save money with our special "combo rates." Multiple ad runs in any combination of our magazines qualify you for discount rates.

Take advantage of the CK Media unparalleled reach in the quilting market with discounts and combined ad placements in all of our quilting magazines. Target every skill level and style of quilter with the most efficient use of your advertising dollar.

Contact your advertising representative today for more information about how you can save with CK Media Quilting.

A BENCHMARK STUDY OF THE QUILTING INDUSTRY  
Presented by Quilter's Newsletter Magazine and Quilts, Inc.



CK MEDIA

# QUILTING IN AMERICA™ SURVEY

*Every three years, Quilters Newsletter and Quilts, Inc. commission an independent quilting survey to gain a current perspective on where the quilting market is headed. Our 2006 survey was conducted by DP Research Solutions and NFO, Inc.*

This two-part survey measures the size of the quilting market in the United States, with data on who quilts, how often, using what tools, where they buy, and how much they spend – along with extensive details on every aspect of the quilting experience. This valuable research is available as a printed report and is just one more way that the CK Media Quilting provides the broadest and best coverage in the market. This market information can be a valuable asset in planning new products, marketing existing products, and meeting the needs of the quilting public – especially the smaller group of “dedicated quilters” who account for the majority of expenditures in the \$3.3 billion market.

To order, visit [www.quiltersvillage.com](http://www.quiltersvillage.com)

# WHERE ARE YOUR PRODUCT STRATEGIES HEADED?

As you develop new products and look for ways to increase market share for existing products, your strategies determine how and where you target your marketing.

With CK Media, your advertising choices can reflect any of these strategies to facilitate reaching the right quilters in the right places.





**CONTACT YOUR  
CK MEDIA  
REPRESENTATIVE TODAY**

To get started on a new marketing strategy  
for reaching today's dedicated quilters.

::

**WEST**

Lisa Rankin  
719-539-7410  
ljrankin@msn.com

**EAST**

Lisa O'Bryan  
303-215-5641  
lobryan@ckmedia.com

::

**Not in the quilting industry?  
For non-endemic sales inquiries, contact:**

Kelly Workman-Flood, Online Sales Manager  
303-215-5611  
kworkmanflood@ckmedia.com

**CK MEDIA  
QUILTING**