



Interweave Launches Digital eMag, *Quilting Arts in Stitches*

New digital content product is the first of several eMags™ slated for debut in 2010 from Interweave, the world's leading online and offline resource for artists and crafters

Loveland, Colo., June 28, 2010 – Interweave announced today the launch of *Quilting Arts in Stitches*, a dynamic new digital product called an eMag™ that brings together articles, videos, photos, patterns, project instructions, how-to advice and more into one interactive content experience.

"This is new territory for Interweave and publishers everywhere as the industry looks ahead to develop the future of magazines," says Clay Hall, CEO of Interweave. "The industry hasn't even landed on a name for this type of product... we're calling it the eMag™, though it's a much more immersive experience than what people are accustomed to with an eBook or digital magazine."

"This is not a magazine or an app or digital version of a magazine," says John Bolton, Vice President and Publisher of Interweave's Fiber Division. "*Quilting Arts Magazine* readers have been accustomed to digital issues of our print magazines for several years, but this is an entirely unique digital product unlike any we've been able to deliver before."

Interweave created this eMag™ after watching artists' and crafters' engagement at the company's live workshops and events and decided to replicate this experience in a digital format. With *Quilting Arts in Stitches*, Interweave is delivering an experience that is part magazine, part workshop, and part video.

Quilting Arts in Stitches was developed solely as a digital product to bring quilters an entirely new reading experience with the benefits of online media capabilities, including video demonstrations and interviews with artisan quilters in their studios, slideshows with zoom options that enable readers to see close-ups of quilts, patterns that can be downloaded and printed, abilities to hyperlink to special sites, and more.

Quilting Arts in Stitches will be available as a digital download exclusively from Interweave's eCommerce website, www.interweavestore.com, for \$14.97/issue, beginning Tues., June 29. The eMag™ is edited by *Quilting Arts Magazine* Editorial Director Pokey Bolton and her team, and is a separate product to the *Quilting Arts* family. It will not replace *Quilting Arts Magazine*, which is celebrating its 10th anniversary in 2010 and is published bi-monthly, available by subscription and on newsstands, retail \$7.99/issue.

In addition to *Quilting Arts in Stitches*, Interweave will be launching three additional eMags™ in summer and early fall 2010 in its knitting, specialty fiber, and jewelry-making groups.

The eMags™ are compatible with Macintosh and PC computers, with minimum system requirements of Intel Core™ Duo or Intel™ Pentium™ III processors, respectively. The eMag™ is built using Adobe InDesign and Adobe Flash CS5 Professional, with a custom digital viewer that runs on the Adobe AIR platform.

Quilting Arts in Stitches focuses on hand and machine stitch techniques—techniques that are essential for the art quilter but also very popular with traditional quilting enthusiasts. Inside the first issue readers will find:

- 10 articles with ideas, tips, and exercises for quilters to take their stitching to the next level.
- 16 instructional and entertaining videos, ranging between 3-10 minutes in length and covering a variety of topics—from free-motion stitching motifs to machine needle-felting demonstrations and stitch tutorials, to a studio tour with well-known fiber artist Beryl Taylor. There is more than 60 minutes of video in this single eMag™ product.
- More than a dozen gallery slide shows of inspiring art quilts and fiber art, which readers can zoom in on to see close-up details—down to the smallest stitch.
- Reader challenge prompts and a call for submissions for a Handmade Reader Stitched Brooch Swap, an on- and off-line event happening in conjunction with the eMag™ launch through November 2010. The event page in the eMag™ offers links back to the Quilting Arts online community (www.quiltingarts.com) to encourage sharing and more social interaction through the member-site.

“It’s thrilling to see how much content we can provide to our customers with this product without boundaries. The ability to view numerous pieces of art, zoom in to see close-up details, watch videos and slide shows, and bring all of this dynamic content to our readers is an editor’s dream,” says Pokey Bolton.

“We hope our customers like it but we know they’ll let us know how we can make improvements to future eMags™. You can bet that we’ll be listening to their input,” says John Bolton.

The first issue of *Quilting Arts in Stitches* is free of advertising but companies interested in information regarding future issues should contact Barbara Staszak, 866-698-6989x205, bstaszak@interweave.com.

SOURCE: INTERWEAVE

Websites

<http://www.quiltingarts.com>

<http://www.interweavestore.com/Sewing/Magazines/In-Stitches.html>

<http://www.Aspire-Media.com>

About Interweave

Interweave is the world's largest online and offline resource for artists and crafters with businesses in magazine and book publishing, digital content and social media, television and instructional videos, directories, eCommerce, events and workshops. Interweave publishes more than 40 consumer art and craft magazines, delivered to consumers when, where, and how they want: in traditional print format, on newsstands, in CD collections and digital downloads, and most recently in new interactive content products such as eMags™ that bring together articles, patterns and projects, photos, and videos into one immersive experience.

In addition to magazines, Interweave has more than 350 books in print while publishing more than 40 books annually. Interweave produces eight consumer events, sponsors and hosts three craft television series on U.S. public television, and operates 30 websites and nine online communities with e-mail newsletters. Interweave also licenses its magazine, book, and video content to media companies internationally.

Founded in 1975 by Linda Ligon, Interweave was acquired by Aspire Media in 2005. Ligon remains with the company as VP and Founder and is a member of Interweave’s board of advisors. The company is headquartered in Loveland, Colorado, and has other offices in Pennsylvania, Massachusetts, and New York. For more information about Interweave call (970) 613-4616, 800-272-2193 or www.interweave.com.

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