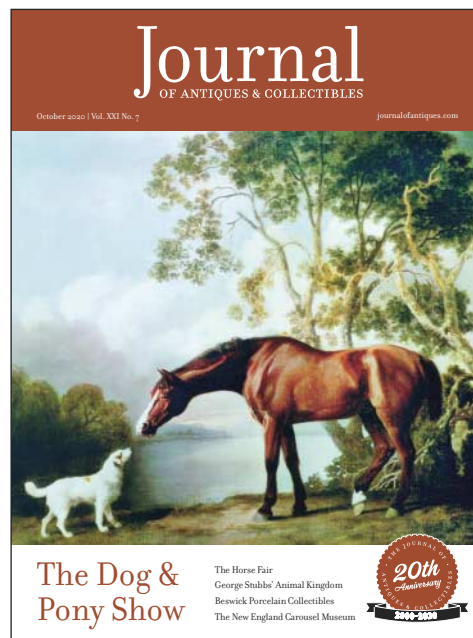
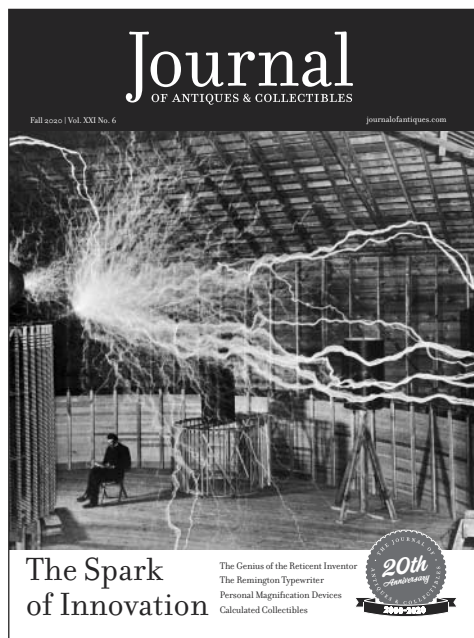
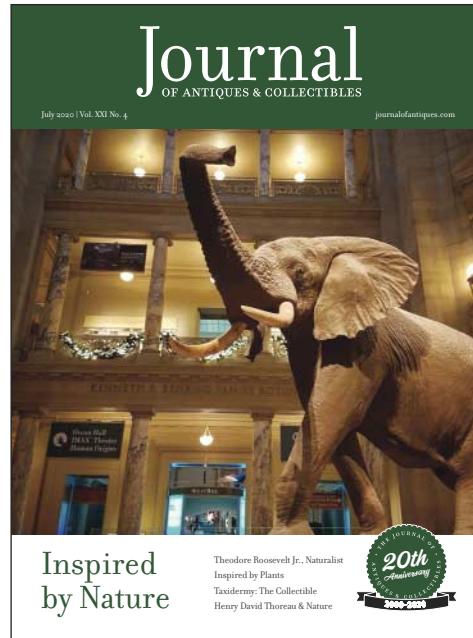
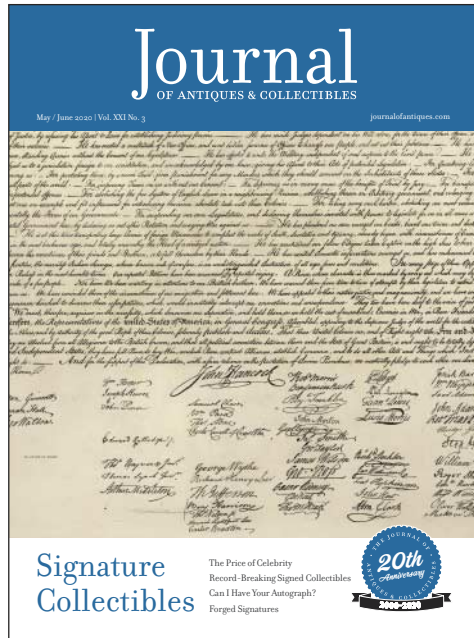


Journal

OF ANTIQUES & COLLECTIBLES

2021 Media Kit

journalofantiques.com



2021 Media Kit

journalofantiques@gmail.com

journalofantiques.com

Toll free: 888-698-0734 ext. 402

Phone: 508-347-1960 ext. 402



2021 EDITORIAL CALENDAR

ISSUE	TOPIC	AD DEADLINE	DISTRIBUTION DATE
January – Digital Issue	The Parlor Bonus: 2021 Show Directory	December 14, 2020	December 21, 2020
Winter Print Issue	The Parlor Bonus: 2021 Show Directory	December 14, 2020	Mails: January 4, 2021
February – Digital Issue	Timeless Humor	January 13	January 22
March – Digital Issue	Music-Music	February 10	February 19
April – Digital Issue	From out of our Hands Supplement: Glass	March 10	March 19
Spring Print Issue	From out of our Hands Supplement: Glass	March 10	Mails: April 1
May – Digital Issue	Driving Back in Time	April 14	April 23
June – Digital Issue	Down by the Boardwalk	May 12	May 21
July – Digital Issue	Gold Medal Olympic Collectibles	June 9	June 18
Summer Print Issue	Gold Medal Olympic Collectibles	June 9	Mails: June 28
August – Digital Issue	In Service to Others	July 14	July 23
September – Digital Issue	Riding the Rails (Railroadiana)	August 11	August 20
October – Digital Issue	Keep it Contained Supplement: The Business of Doing Business	September 8	September 17
Fall Print Issue	Keep it Contained Supplement: The Business of Doing Business	September 8	Mails: September 17
November – Digital Issue	The 19th Century Gentleman	October 13	October 22
December – Digital Issue	The Writing Table Supplement: Holiday Shopping Guide	November 10	November 19

JournalofAntiques.com

The Social Platform for Antiques Dealers, Collectors, and Enthusiasts

Shop Finder Directory | Upcoming Shows & Auctions
Marketplace Exchange | Collector Clubs | Feature Editorial



2021 ADVERTISING RATES + PRINT AND DIGITAL BONUS PROGRAM

AD SIZE	DIMENSIONS	DIGITAL ISSUE	PRINT & DIGITAL	WHAT'S INCLUDED
Full Page	9" w x 12" h	\$500	\$800	Digital issue, free web banner ad (900x80 px) on website and <i>Post-Press Update</i> ; calendar listing; print magazines and supplements shipped to show/shop/business for distribution
Three Quarter Page	9" w x 9 ¹ / ₈ " h	\$425	\$625	Digital issue, bundling PR + ad for full-page coverage; free web ad (225x225 px) on website and <i>Post-Press Update</i> ; calendar listing; print magazines and supplements shipped to show/shop/business for distribution
Half Page	9" w x 6" h 4 ³ / ₈ " w x 12 ¹ / ₄ " h	\$375	\$495	Digital issue, calendar listing; print magazines and supplements shipped to show/shop/business for distribution
One-Third Page	9" w x 3 ⁷ / ₈ " h	\$295	\$385	Digital issue, calendar listing; print magazines and supplements shipped to show/shop/business for distribution
Quarter Page	4 ³ / ₈ " w x 6" h 9" w x 2 ⁷ / ₈ " h 5 ⁷ / ₈ " w x 4 ³ / ₈ " h	\$225	\$275	Digital issue, calendar listing; print magazines and supplements shipped to show/shop/business for distribution
One-Sixth Page	4 ³ / ₈ " w x 3 ⁷ / ₈ " h	\$145	\$185	Digital issue, calendar listing; print magazines and supplements shipped to show/shop/business for distribution
One-Eighth Page	4 ³ / ₈ w x 2 ⁷ / ₈ " h 2 ⁷ / ₈ w x 4 ³ / ₈ " h	\$125	\$150	Digital issue, calendar listing; print magazines and supplements shipped to show/shop/business for distribution
One-Twelfth Page	2 ⁷ / ₈ w x 2 ⁷ / ₈ " h	\$95	\$95	Digital issue, calendar listing; print magazines and supplements shipped to show/shop/business for distribution
One-Sixteenth Page	2 ⁷ / ₈ w x 2 ¹ / ₄ " h	\$85	\$85	Digital issue, calendar listing; print magazines and supplements shipped to show/shop/business for distribution
TFN Advertisers	Current Size	Current Rate		Digital issues, calendar listing; print magazines and supplements shipped to advertiser
Shop Finder Listing		\$250/yr		Listing in print magazines and in all 12 digital issues, dedicated page in online directory, and print magazines + supplemental print booklets for shop distribution

AD TECHNICAL SPECIFICATIONS

PRINT:

Preferred Format: PDF - CMYK at 300dpi

Other Acceptable Formats: *Adobe InDesign, Quark XPress 2018.*
Make sure files are packaged with fonts and images included.

Adobe Photoshop (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.

Adobe Illustrator (.ai or .eps). Include fonts, or create outlines of them.

Images: Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300pi at 100% image size to be used.

Vector or Line art: .ai or .eps

NOTE: RGB, lab, spot/Pantone and index colors will be converted to CMYK, some color shifts may occur

DIGITAL:

Preferred Format: PDF - RGB at 150dpi

Other Acceptable Formats: *Adobe InDesign, Quark XPress 2018.*
Make sure files are packaged with fonts and images included.

Adobe Photoshop (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.

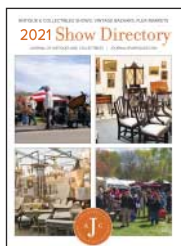
Adobe Illustrator (.ai or .eps). Include fonts, or create outlines of them.

Images: Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300pi at 100% image size to be used.

Vector or Line art: .ai or .eps

Send Ads To: journalofantiques@gmail.com

ADDITIONAL ADVERTISING OPPORTUNITIES



2022 ANTIQUE SHOW DIRECTORY

Our annual *Show Directory of Antiques & Collectibles Shows, Vintage Bazaars, & Flea Markets* is mailed and emailed nationwide in January, and posted all year long as a readable PDF on our website, JournalofAntiques.com. Show listings are also featured in the magazine's monthly

"Calendar of Events" section the month of your event, and listed on our website's Upcoming Antique Shows Calendar. We also share your shows and news with our thousands of Facebook friends and Twitter followers as each event approaches. See our website for additional advertising and listing information.

ANTIQUES SHOP FINDER

List your shop(s) with us for in-print and online searching that is mobile-friendly and easy to use. You can sign up using our convenient online form at JournalofAntiques.com.

In our magazine, your listing includes your business name, location (listed under your state and city), contact information, and a paragraph describing your business. On our website, your dedicated web page is searchable and can include a more detailed shop description and photos.

You will also receive a quarterly bundle of magazines to distribute to vendors/customers in your shop at no charge.

Listing: \$250/year

New Shop Finder Trial Promotion: \$100/6-month

THE GREAT EXCHANGE

Buy, Sell, Promote, and Exchange! The perfect page for reaching Buyers, Sellers, and Collectors.

Print & Online Listing Pricing

Classified Listing (text only): \$10/month - 3-month minimum. 30 words included (\$.05 per each additional word)

Resource Display Ad: \$195/year

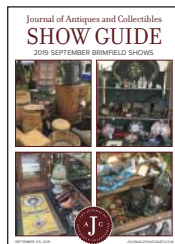
*Display Ads**

1/12th: \$100 • 1/16th: \$85 • Business Card-size: \$50

** Per Month/3-Month Minimum. Year-long discounts available*

COLLECTOR CLUBS LISTING

Promote your club to our following of passionate collectors with a year-long display ad for only \$99. Posted online with click-through link to your website, and in all digital and print issues of the magazine.



BRIMFIELD SHOW GUIDE

Our popular *Brimfield Show Guide* is published in May, July, and September in conjunction with and to support the Brimfield Antique Shows. *Brimfield Show Guide* can also be found at antique shops and businesses throughout the Brimfield region, and during show weeks at the Chamber Information Booth, on show fields, and along the Route 20 Brimfield "strip" in our bright red "Take One" boxes. The *Brimfield Show Guide* is also available online as a readable PDF on JournalofAntiques.com with live advertiser website links, and promoted on our Facebook and Instagram pages. Advertisers include show fields, local businesses, local and regional antique shops, and show organizers promoting future antique shows and flea markets.

For more information on advertising and ad size dimensions, visit GuidetoBrimfield.com

*Full Page - \$650**

*Quarter Page - \$275**

*Half Page - \$450**

*One-Eighth Page - \$150**

** Call us for the multiple-issue discount rate. Cover positions sold on a first-come, first-served basis.*

WEB SITE DISPLAY ADVERTISING

Every month, over 15,000 dealers, collectors, and enthusiasts visit JournalofAntiques.com looking for marketplace news, information on upcoming shows and auctions, and other valuable industry resources, making your online ad visible to the people you are looking to reach. Includes a live website link and Google tracking. Web ads are also posted on our bi-monthly *Post-Press Update* e-newsletter at no additional charge.

225 x 225 Display Ad on Home Page - \$125/month (includes Post-Press Update)*

** 12-month, pre-paid contract - \$50/month*

600 x 70 Banner - \$250/month

900 x 80 Top Right Banner - \$325/month

PODCAST SPONSORSHIPS

Our monthly "All Things Collected" podcasts provide another way our subscribers, website visitors, and social media followers can enjoy the marketplace news, current issue features and editorial, and sold at auction prices that make *Journal of Antiques & Collectibles* such an enjoyable read and invaluable resource. These 25-minute issues are made available for download at JournalofAntiques.com, with plans in 2022 to make them available on third-party subscription podcast platforms.

Sponsorship: \$150/episode. Includes 60-second pre-taped ad or announcer-read script, and the "Sponsored By" designator in all episode promotions. One Sponsor per episode.

BENEFIT FROM OUR REACH!

JOURNAL OF ANTIQUES & COLLECTIBLES – IN PRINT

- Published Quarterly: Winter, Spring, Summer, Fall
- Average Print Run: 10,000
- Nationwide Distribution:
 - Mailed to Paid/Requested Subscribers
 - Bundles shipped to Shop Finders and advertiser antique shops for free in-shop pickup
 - Bundles shipped to advertised antique shows, vintage markets, and flea markets to make available at their hospitality table
 - Requested copies shipped to auction house advertisers

JOURNAL OF ANTIQUES & COLLECTIBLES – DIGITAL

- Published monthly
- National and International Distribution
- Direct emailed to a targeted and curated list of digital subscribers
 - 70% have requested electronic delivery of our magazine
 - Over 50% identify as “Collectors” and “Enthusiasts”
 - Average Open Rate: 34%, Average click-through Rate: 27%

JOURNAL OF ANTIQUES & COLLECTIBLES – ONLINE

- Available online at JournalofAntiques.com
- Average 15,000 visitors a month
- Promoted on Facebook and through highly-targeted Google ad campaigns

POST-PRESS UPDATE E-NEWSLETTER

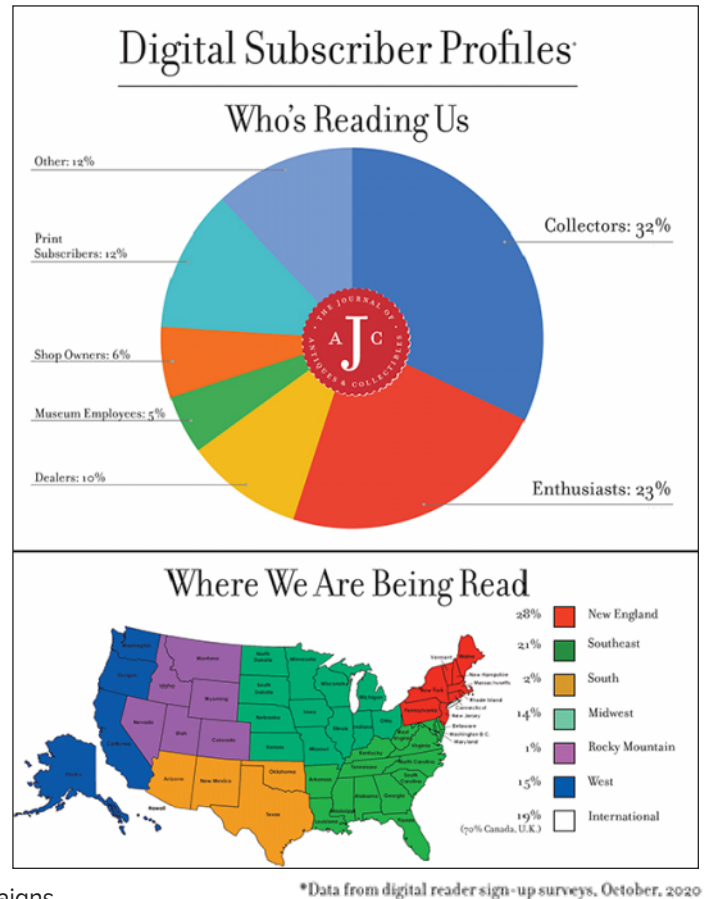
- Published bi-monthly
- Direct emailed to 5000+ paid and requested subscribers and enthusiasts
- Contains Marketplace News items, Gavels ‘n’ Paddles results, Commentary, Promotional Advertising, and Articles from current issues

BRIMFIELD SHOW DIRECTORIES

- Published three times a year in conjunction with the May, July, and September Brimfield Shows
- In Print, distributed regionally, far and wide, and locally, around town
- In Print, available on-site during show weeks on show fields and in our bright red “Take One” boxes along Route 20
- Online at JournalofAntiques.com, direct e-mailed to full distribution list
- Actively promoted on Facebook, Instagram, and *Post-Press Update*
- Promotes show fields and show information, local businesses, and upcoming shows around the country

ANNUAL CALENDAR DIRECTORIES

- Mailed nationwide to subscribers, Shop Finder antique shops, and advertised shows in the pages of the Winter issue of *Journal of Antiques & Collectibles*
- E-mailed as a readable PDF to digital subscribers
- Embedded in the pages of the January digital issue of *Journal of Antiques & Collectibles*
- Posted on Journalofantiques.com year-round in a readable PDF
- Listed in our online Antiques Events Calendar page, and in the magazine the month of the event
- Shout-outs on Facebook, Twitter, and *Post-Press Update* to our thousands of social media followers and e-newsletter subscribers



ABOUT JOURNAL OF ANTIQUES & COLLECTIBLES

The *Journal of Antiques & Collectibles* is owned and published by Weathervane Enterprises, Inc.

The *Journal of Antiques and Collectibles* is a national platform and magazine for dealers, collectors, and enthusiasts of antiques and antique collectibles. Now in its 20th year of publication, we provide the knowledge, history, and stories behind the objects people love to collect, and the resources and information to inspire them to action.

Our Readers and Social Media Followers identify themselves as Dealers, Collectors, Antiquers, Lifelong Learners, History Lovers, Show-goers, Flea Market Fans, Antique Shop Owners, Museum Patrons, Museum Curators, Curious, Auction Bidders, Collector Club Members, Students, Buyers, and Enthusiasts inspired by our topics and motivated by our resources.

Our Advertisers are Show Promoters, Shop Owners, Auction Houses, Antique Dealers, Museums, Antique Dealer Associations, Collector Clubs, Resource Providers, Chambers of Commerce, and Buyers and Sellers.

We Offer relevant market news, current auction pricing, resource directories, event information, calendar listings, and articles and editorial of interest, delivered in print and audio, and available online.

We Deliver for our Advertisers direct, targeted distribution of their display ads and paid content to our interested, self-identified, and direct-requested Audience, coordinated across our reach platforms.

We Publish and Produce:

JOURNAL OF ANTIQUES & COLLECTIBLES

Our editorial mission is to connect buyers with sellers, collectors with dealers, enthusiasts with collector clubs, auction houses with bidders, and show promoters with show-goers, nationwide. We look to inspire our readers to actively engage in the marketplace.

Our publications and content are ad-supported, available for free in print, digital format, audio, and online, and selectively distributed and available to self-identified buyers, sellers, and collectors of antiques and collectibles.

JOURNAL OF ANTIQUES & COLLECTIBLES ANNUAL SHOW DIRECTORY

Listings of antiques and collectibles shows, markets, and vintage bazaars. Available in print and digital, and posted online.

JOURNAL OF ANTIQUES & COLLECTIBLES SHOW GUIDES

Available in print, digital, and online, with national and on-site show distribution. See Show Guides to the Brimfield Shows Here

JOURNAL OF ANTIQUES & COLLECTIBLES POST-PRESS UPDATE

Twice monthly digital e-newsletter with marketplace news, pre- and post-auction news, upcoming shows and auctions, promotional advertising, and past-issue content (features and columns). Free upon request. Sign Up Here.

"ALL THINGS COLLECTED" PODCASTS, HOSTED BY JOURNAL OF ANTIQUES & COLLECTIBLES

A share of monthly editorial topics, and conversations around topics of interest to our readers, subscribers, and followers.

THE ANTIQUE COLLECTIBLES SHOW, HOSTED BY JOURNAL OF ANTIQUES & COLLECTIBLES

Annual New Year's Day antique show in Sturbridge, Mass.
Visit: TheAntiqueCollectiblesShow.com

Stay informed and stay connected with the antiques and collectibles marketplace with a subscription to the *Journal of Antiques & Collectibles*, and by Following Us on Facebook, and bookmarking our website and returning regularly to find out what's happening, where, what to do, and where to go.

TESTIMONIALS

First I wanted to let you know that the feedback on your magazine is fabulous. People love the issues I give to them. I have recommended your magazine to several antique shops in the area. They actually look forward to my giving them an issue. I told them this is the best advertising bargain ever. ... I personally love the magazine.

– Advertiser Alice from Bay View Arts

I wanted to complement you and your staff on the Journal of Antiques and Collectibles. Great stories, excellent columns, great photos—everything a collector could ask for. Keep them coming.

Best regards,
Alan Shirk, Wyomissing, PA

WE'RE HERE WITH YOU — NO MATTER WHERE YOU LOOK ONLINE!



journalofantiques.com

Current online issue, searchable archives, show and auction listings, advertising information



JournalAntiques & showguidesjournalofantiques

Feature articles and current news | Show Information and updates



@journal_of_antiques

Photos from antique shows/auctions and current news



Post-Press Update

Feature articles, Marketplace News, and Throw-Back Thursday



Online Issue of Journal of Antiques & Collectibles

