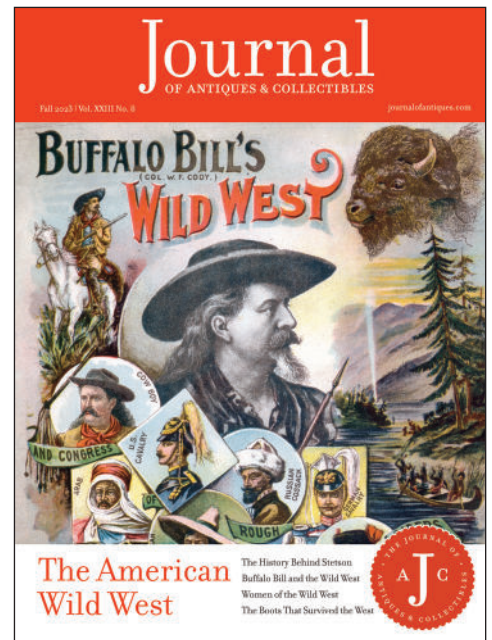


# Journal

OF ANTIQUES & COLLECTIBLES

2024 Media Kit

journalofantiques.com



2024  
Media Kit

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# BENEFIT FROM OUR REACH

The *Journal of Antiques and Collectibles* is a national social platform and magazine for dealers, collectors, antiquers, and enthusiasts of antiques and antique collectibles. 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, Buyers, Collectors, Antiquers, Lifelong Learners, History Lovers, Antique 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.

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 our Readers relevant market news, current auction pricing, resource directories, event information, calendar listings, and articles and editorials of interest, delivered in print, digital 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 readership platforms.

## **JOURNAL OF ANTIQUES & COLLECTIBLES**

- Published Monthly in digital (12x/year)
- Published Quarterly in print (4x/year)
- Average Print Run: 10,000 copies
- Nationwide Print Distribution
  - Mailed to Paid/Requested Subscribers (15% of print run)
  - Shipped to Shop Finder and advertiser antique shops for free in-shop pick-up
  - Shipped to Antiques & Collectibles Flea Markets, Shows, and Vintage Markets for their dealers and show-goers
  - Requested copies shipped to Auction House advertisers
- Online Distribution
  - Downloadable format for at-home printing
  - International Digital Distribution
    - 19% outside of Continental US
  - Direct Inbox delivery to a curated list of approximately 5,000 self-identified Dealers, Collectors, Subscribers, Enthusiasts, Shop Owners, Show Promoters, Antiquers, Auction Houses, Academics, and Museums.
  - 70% on this email distribution list have requested electronic receipt of our publications
  - Over 50% identify as Collectors and Enthusiasts; Buyers & Sellers
  - Average Open Rate: 43%
  - Available online Free of Charge at JournalofAntiques.com
  - Average 12,000-15,000 visitors a month

## **SOCIAL PROMOTION**

- Highly-targeted Google Ad Campaigns
- 312K av'g impression/campaign
- 1.9K av'g page views/campaign
- JOAC Facebook & Instagram pages (3,000+ Followers)

## **POST-PRESS UPDATE E-NEWSLETTER**

- Published bi-monthly
- Direct emailed to approx. 5,000 requested and self-identified Subscribers, Shop Owners, Collectors, Show Promoters, Antiquers, and Enthusiasts
- Contains Marketplace News items, Gavels 'n' Paddles results, Commentary, Promotional Advertising, and Articles from current issues
- Average Open Rate: 47%

## **BRIMFIELD SHOW GUIDES**

- Published three times a year in conjunction with the May, July, and September shows
- In Print, distributed regionally, locally, around town, and on-site during show weeks: show fields, Chamber Information Booth, and in bright red "Take One" boxes along Route 20
- Online at JournalofAntiques.com and direct e-mailed as readable PDF 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 SHOW DIRECTORY**

- Mailed nationwide to subscribers, Shop Finder antique shops, and advertised shows
- E-mailed as a readable PDF to digital subscribers
- Posted online at 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, Instagram, and *Post-Press Update* to our thousands of social media followers and e-newsletter subscribers

# 2024 EDITORIAL CALENDAR

ISSUE	TOPIC	AD DEADLINE	DISTRIBUTION DATE
<b>2024 Show Directory - Print and Digital Issue</b>		December 6, 2023	Mails in Winter Print Issue
<b>January/Winter Print &amp; Digital Issue</b>	Ephemera <i>Plus 2024 Show Directory</i>	December 13, 2023	Posts: December 12/9 Mails: 12/30
<b>February Digital Issue</b>	Patronesses of History	January 17	January 22
<b>March Digital Issue</b>	Tin Types	February 14	February 19
<b>April Digital &amp; Print Issue</b>	Annual Glass Issue	March 13	Posts: March 19 Mails: March 23
<b>May Brimfield Show Guide - Print and Digital Issue</b>		March 27	Distributes: April 10
<b>May Digital Issue</b>	Gone But Not Forgotten	April 10	April 15
<b>June Digital Issue</b>	Transportation	May 15	May 20
<b>July Brimfield Show Guide - Print and Digital Issue</b>		May 20	Distributes: June 10
<b>July Digital &amp; Print Issue</b>	“Signs” of History	June 12	Posts: June 17 Mails: June 21
<b>August Digital Issue</b>	Post-War Collectibles	July 17	July 22
<b>September Brimfield Show Guide - Print and Digital Issue</b>		July 22	Distributes: August 5
<b>September Digital Issue</b>	Mid-Century Modern	August 14	August 19
<b>October Digital &amp; Print Issue</b>	Americana	September 11	Posts: September 16 Mails: September 20
<b>November Digital Issue</b>	Antiquing Online	October 16	October 21
<b>December Digital Issue</b>	Annual Holiday Issue	November 13	November 18
<b>2025 Show Directory</b>		December 6	Distributes with January 2025 Issue
<b>January 2025 Digital &amp; Print Issue</b>	TBA + 2025 Show Directory	December 11	Posts: December 16 Mails: December 30

## Journal OF ANTIQUES & COLLECTIBLES Where to Find Us to Read Us!

Journal of Antiques & Collectibles | Brimfield Show Guides | Show Directory | Special Supplements



- Find us in print at shows and antiques shops
- Read online @ [www.journalofantiques.com](http://www.journalofantiques.com)
- Scan the QR Code • Download pdf to read later
- Subscribe to our FREE “Post-Press Update” e-newsletter
- Facebook @JournalAntiques or Instagram @journal\_of\_antiques



# 2024 ADVERTISING RATES + PRINT AND DIGITAL BONUS PROGRAM

AD SIZE	DIMENSIONS	DIGITAL ISSUE	PRINT & DIGITAL	WHAT'S INCLUDED
<b>Full Page</b>	9" w x 12" h	\$500	\$800	Digital issue, free web banner ad (225 x 225 px) on website and <i>Post-Press Update</i> ; calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>Three Quarter Page</b>	9" w x 9 <sup>1</sup> / <sub>8</sub> " h	\$425	\$625	Digital issue, bundling PR + ad for full-page coverage; calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>Half Page</b>	9" w x 5 <sup>7</sup> / <sub>8</sub> " h 4 <sup>3</sup> / <sub>8</sub> " w x 12 <sup>1</sup> / <sub>4</sub> " h	\$375	\$495	Digital issue, calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>One-Third Page</b>	9" w x 3 <sup>7</sup> / <sub>8</sub> " h	\$295	\$385	Digital issue, calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>Quarter Page</b>	4 <sup>3</sup> / <sub>8</sub> " w x 5 <sup>7</sup> / <sub>8</sub> " h 9" w x 2 <sup>7</sup> / <sub>8</sub> " h 5 <sup>7</sup> / <sub>8</sub> " w x 4 <sup>3</sup> / <sub>8</sub> " h	\$225	\$280	Digital issue, calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>One-Sixth Page</b>	4 <sup>3</sup> / <sub>8</sub> " w x 3 <sup>7</sup> / <sub>8</sub> " h	\$165	\$185	Digital issue, calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>One-Eighth Page</b>	4 <sup>3</sup> / <sub>8</sub> w x 2 <sup>7</sup> / <sub>8</sub> " h 2 <sup>7</sup> / <sub>8</sub> w x 4 <sup>3</sup> / <sub>8</sub> " h	\$150	\$165	Digital issue, calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>One-Twelfth Page</b>	2 <sup>7</sup> / <sub>8</sub> w x 2 <sup>7</sup> / <sub>8</sub> " h	\$115	\$115	Digital issue, calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>One-Sixteenth Page</b>	2 <sup>7</sup> / <sub>8</sub> w x 2 <sup>1</sup> / <sub>4</sub> " h	\$99	\$99	Digital issue, calendar listing; print magazines and supplements shipped to shows, shops, and businesses for distribution
<b>Shop Finder Listing</b>		\$250/yr		Listing in print magazines and in all 12 digital issues, dedicated page in online directory, free listing in our Brimfield Show Guides (for Northeast regional shops), and print magazines + supplemental print booklets for shop distribution
<b>Digital Ad</b>	225 x 225	\$150/mo		Digital ads are included on our website and in our bi-monthly online newsletter, <i>Post-Press Update</i> . FREE with full-page ad.

## 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, 300dpi 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.

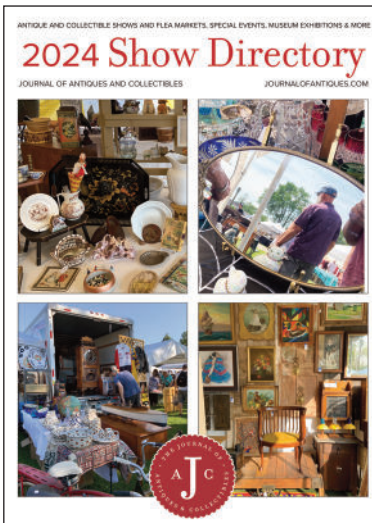
Images: Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300dpi at 100% image size to be used.

Vector or Line art: .ai or .eps

**Send Ads To: [journalofantiques@gmail.com](mailto:journalofantiques@gmail.com)**

# ADDITIONAL ADVERTISING OPPORTUNITIES

## ANTIQUA SHOW DIRECTORY



Our annual *Show Directory* of Antiques & Collectibles Shows, Vintage Bazaars, and Flea Markets is mailed nationwide in the January issue and posted all year long in a readable PDF format on our website, [JournalofAntiques.com](http://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 social media followers as each event approaches. See our website for additional advertising and listing information.

*\$50 per Show Listing or receive free listings with Display Ad*

### Show Directory Display Ad Rates

Full Page - \$550 – Includes all listings FREE

Half Page - \$400 – Includes 8 FREE listings

Quarter Page - \$250 – Includes 6 FREE listings

Eighth Page - \$150 – Includes 3 FREE listings

+ \$20/each additional listing

## ANTIQUA SHOP FINDER

List your business where thousands of antiquers, buyers, and collectors look for new places to stop and shop.

Monthly listing in all print and digital issues plus a customized web page at [JournalofAntiques.com](http://JournalofAntiques.com). Update all year long to showcase new items and share news.

All print publications sent for in-store distribution to vendors and customers.

FREE Shop Listing in all three *Brimfield Show Guides* (for Northeast regional shops only).

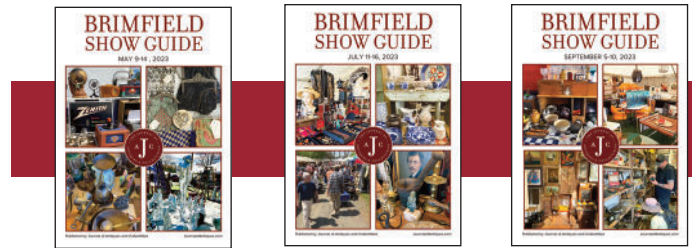
Listing: \$250/year • New Shop Finder Trial: \$100/6-month

Ask us about receiving a FREE 6- or 12-month Shop Finder listing with a display advertising campaign.

## COLLECTOR CLUBS LISTING

Promote your club to 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 GUIDES



Our popular *Brimfield Show Guide* is published in May, July, and September in conjunction with the *Brimfield Antique Weeks*. *Brimfield Show Guide* can also be found at antique shops and businesses throughout the region, and during show weeks at the Chamber Information Booth, on show fields, and along the Route 20 *Brimfield "strip"* in bright red "Take One" boxes. The *Brimfield Show Guide* is also available online as a readable PDF at [JournalofAntiques.com](http://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 markets.

Choose from full, half, quarter, and one-eighth page sizes and be sure to ask about multiple-issue discount rates. For more information on advertising and ad size dimensions, visit [JournalofAntiques.com](http://JournalofAntiques.com)

## WEB SITE DISPLAY ADVERTISING

Every month, over 12,000-15,000 dealers, buyers, collectors, and enthusiasts visit [Journalofantiques.com](http://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 promoted in our popular bi-monthly *Post-Press Update* e-newsletter direct emailed to over 5,000 subscribers and to our social media followers at no additional charge.

225 x 225 Display Ad on Home Page - \$150/month.

Multiple month discounts available.

(includes *Post-Press Update*)

## PODCAST SPONSORSHIPS

Our "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 audio issues are made available for download at [JournalofAntiques.com](http://JournalofAntiques.com).

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