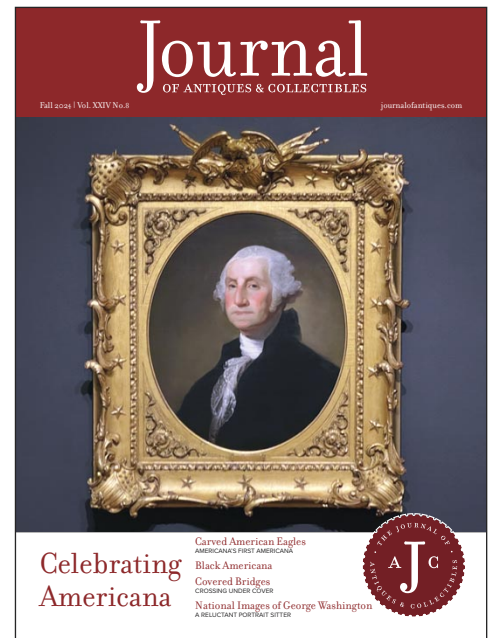
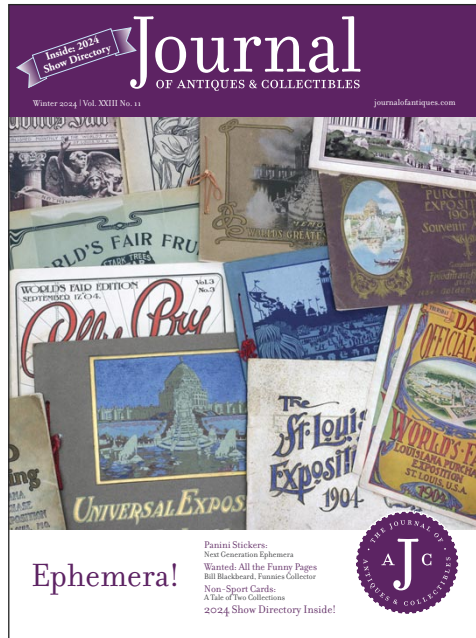


# Journal

## OF ANTIQUES & COLLECTIBLES

2025 Media Kit

journalofantiques.com



January - June 2025  
Media Kit

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# JOURNAL OF ANTIQUES & COLLECTIBLES

Now entering its 25th year, the *Journal of Antiques & Collectibles* is a special interest digital magazine for dealers, collectors, antiquers, and enthusiasts of antiques and antique collectibles. We provide the knowledge, history, and stories behind the objects and eras people love to collect, and the inspiration, resources, and information to actively engage in the market.

Through our featured editorial and monthly columns, written exclusively for the *Journal* by industry specialists and collectors, we explore the great and everyday objects and collections that define American Material Culture and its influences, from the Colonial Era to Mid Century Modern. As such, we are a “hybrid” publication, enjoyed by those in the trade for the stories and history we share on the items and eras they collect and sell, and by our readers.

**Our Subscribers, Web Site Visitors, and Social Media Followers** self-identify as Dealers, Buyers, Collectors, Antiquers, Lifelong Learners, History Lovers, Antique Show-goers, Flea Market Fans, Antique Shop Owners, Museum Patrons, Curious, Auction Bidders, Collector Club Members, Students, and Enthusiasts inspired by our topics.

Across our online platform and various publications, we offer these readers relevant and interesting market news, current auction prices, resource directories, event information, calendar listings, and articles and editorials of interest.

**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. Through our online platform and publications, we provide these businesses with targeted, timely, direct e-mail delivery of their display ads and paid content to a self-requested audience, and we support their efforts in a coordinated and cost-effective outreach that extends beyond our readership platforms and publications.

## MONTHLY COLUMNS

**Our Monthly Columns** are written by collectors, topic specialists, and industry professionals, exclusively for the *Journal of Antiques & Collectibles*, many often tailored to the issue’s monthly topic:



**Antiques Peek:** Every month, Jessica Kosinski, antique lover, writer, and history researcher, takes a brief look at a topic or items of interest to collectors and provides historical context for their collectability.



**Collecting Old & Rare Books:** Every month, long-time columnist Jim Dawson, owner of the Unicorn Bookshop in Trappe, Maryland, shares his love and knowledge of old books and the stories they tell.



**Gavels 'N Paddles:** In his wildly popular monthly column, Ken Hall, long-time antiques marketplace writer and publicist, highlights some of the interesting items recently sold at auction and what they sold for.



**Picking with Rob Wolfe of American Pickers:** You may know Rob Wolfe and his brother Mike Wolfe from the History Channel’s *American Pickers*. A life-long collector, Rob’s column shares his picks, knowledge, and tips with antiquers who travel the country like he does for his next, great find.



**Pop Culture Collectibles:** By J.C. Vaughn, and Amanda Sheriff of Gemstone Publishing, publishers of comic book price guides.



**The Beat - Music Memorabilia:** Long-time, high-end music memorabilia collector and fan, Laurence Carpenter, shares his take on the market for music memorabilia and offers suggestions on what and how to collect.



**The Civil War Collector:** John Sexton, an independent appraiser and expert on Civil War memorabilia, looks at submitted items for appraisal, providing background, history, and suggested market valuations.



**The Psychology of Collecting:** Shirley M. Mueller, M.D.’s monthly column explores the field of neuropsychology to explain the often-enigmatic behavior of collectors. She is also the author of *Inside the Head of a Collector: Neuropsychological Forces at Play*, and a columnist for *Psychology Today*.



**Toys from the Attic:** Lifelong toy collector and editor of *Marine Technology* magazine, Douglas R. Kelly, shares his knowledge of the antique toy market and the companies, toys, and eras make up great collections.



**What’s Selling on eBay:** Jessica Kosinski, a freelance researcher, writer and antiquer explores recent online eBay sales in her monthly column and provides the background information and research evaluation of the item’s actual worth.

# JOURNAL OF ANTIQUES & COLLECTIBLES

## 2025 EDITORIAL CALENDAR (JANUARY - JUNE)

ISSUE	TOPIC	AD DEADLINE	DISTRIBUTION DATE
January/Winter 2025	Turning Antique	Dec. 11, 2024	Posts & Emails: Dec. 16, 2024 Mails: Dec. 30, 2024
February	Militaria	January 15, 2025	Posts & Emails: Jan. 20, 2025
March	Sunken Treasures	February 12	Posts & Emails: Feb. 17
April	Annual Glass Issue	March 19	Posts & Emails: March 24
May	National Parks	April 16	Posts & Emails: April 21
June	Summer Fun	May 14	Posts & Emails: May 19

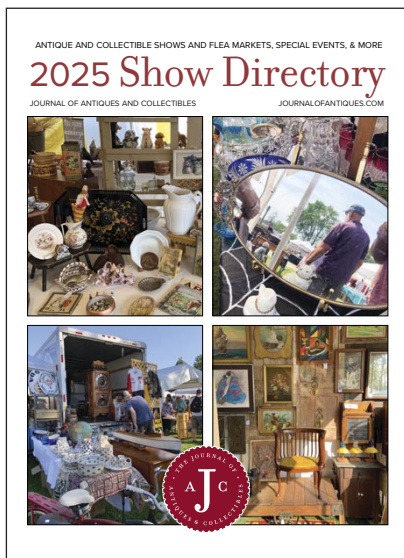
## 2025 DIGITAL DISPLAY ADVERTISING RATES

AD SIZE	DIMENSIONS	DIGITAL ISSUE	WHAT'S INCLUDED
Full Page	9" w x 12" h	\$500	Includes FREE 225 x 225 digital ad, to run from ad reservation date to event conclusion. Submit a press release to share more information about your event than can fit in your ad.
Three Quarter Page	9" w x 9 <sup>1</sup> / <sub>8</sub> " h	\$425	Bundle with PR for a dedicated full-page presentation. Submit a press release to share more information about your event than can fit in your ad.
Half Page	9" w x 5 <sup>7</sup> / <sub>8</sub> " h	\$375	Submit a press release to share more information about your event than can fit in your ad.
One-Third Page	9" w x 3 <sup>7</sup> / <sub>8</sub> " h	\$295	Submit a press release to share more information about your event than can fit in your ad.
Quarter Page	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	Submit a press release to share more information about your event than can fit in your ad.
One-Sixth Page	4 <sup>3</sup> / <sub>8</sub> " w x 3 <sup>7</sup> / <sub>8</sub> " h	\$165	Submit a press release to share more information about your event than can fit in your ad.
One-Eighth Page	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	Submit a press release to share more information about your event than can fit in your ad.
One-Twelfth Page	2 <sup>7</sup> / <sub>8</sub> " w x 2 <sup>7</sup> / <sub>8</sub> " h	\$115	Submit a press release to share more information about your event than can fit in your ad.
One-Sixteenth Page	2 <sup>7</sup> / <sub>8</sub> " w x 2 <sup>1</sup> / <sub>4</sub> " h	\$99	Submit a press release to share more information about your event than can fit in your ad.

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



# 2025 ANTIQUE SHOW DIRECTORY



Our annual **Show Directory of Antiques & Collectibles Shows, Vintage Bazaars, and Flea Markets** is mailed in print nationwide as the Winter print issue of **Journal of Antiques & Collectibles**, emailed as the January 2025 digital 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 *Journal's* regular "Calendar of Events" section, in *Post-Press Update*, 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.

**\$50 per Show Listing OR receive FREE listings with a display ad:**

**Full Page** - \$500 – Includes all listings FREE;

**Half Page** - \$375 – Includes 8 FREE listings;

**Quarter Page** - \$250 – Includes 6 FREE listings;

**Eighth Page** - \$150 – Includes 3 FREE listings + \$20/each additional listing

**Ad & Listing Deadline: December 6, 2024**

Posts Online December 16 & Mails December 30, 2024

## BRIMFIELD SHOW GUIDES



Three times a year in conjunction with the Brimfield Antiques, Collectibles and Vintage Shows, we publish our popular *Brimfield Show Guide*. We print 8,000-10,000 copies of the *Brimfield Show Guide* for each show week, distributing them at antique shops and businesses throughout the region typically one month in advance, and during each show week 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 advertisers are socially promoted to the thousands who follow us during Brimfield Week on Facebook and Instagram. Advertisers include Brimfield showfield operators and dealers on the fields; local and regional businesses (hotels, restaurants, retailers); regional antique shops; and show organizers promoting future antique shows and markets.

Ad Size	Dimensions	Single Issue Rate	Three Issue Rate
Full Page	6 3/8w x 9 1/2h	\$700	\$600
Half Page	6 3/8w x 4 5/8h	\$500	\$400
Quarter Page	6 3/8w x 2 1/4h	\$300	\$250
One-Eighth	3 1/8w x 2 1/4h	\$175	\$150

SHOW GUIDE	SHOW DATES	AD DEADLINE	DISTRIBUTION
May Show	May 13-18	March 21	Week of April 14
July Show	July 8-13	May 23	Week of June 9
Sept. Show	Sept. 2-7	July 21	Week of August 4

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## POST-PRESS UPDATE



Published bi-monthly and emailed to approx. 5,000 digital subscribers, **Post-Press Update** offers marketplace news from around-the-world sources; information on upcoming shows, auctions, and museum exhibitions; access to our online resource directories; past editorial features and columns; and commentary on trends in antiques, vintage, and collectibles marketplace.

**225 x 225 Digital DisplayAd: \$150/month\*. Multiple month discounts available. Free with *Journal of Antiques* full page display ad.**

\* Post-Press Update and Website Bundle: \$250/month. Multiple month discounts available.

## WEBSITE DISPLAY ADVERTISING



Every month, over 15,000 dealers, buyers, collectors, and enthusiasts from around the world visit [Journalofantiques.com](http://Journalofantiques.com) looking for information on upcoming shows and auctions, new shops to visit, and past editorial features for entertainment.

A digital ad on our homepage and inside content pages gets you noticed. A live website link and Google tracking allows you to evaluate your buy.

**225 x 225 Digital DisplayAd: \$150/month\*. Multiple month discounts available. Free with *Journal of Antiques* full page display ad.**

\* Post-Press Update and Website Bundle: \$250/month. Multiple month discounts available.

## SHOP FINDER DIRECTORY LISTING



List your online and storefront business where thousands of antiquers, buyers, and collectors look for new places to stop and shop as they travel the country attending shows and picking new finds. As a Shop Finder, your business will be listed in the Shop Finder Directory pages in each issue of the *Journal of Antiques* AND we will create and host a customized web page for your shop on our Shop Finder page at [JournalofAntiques.com](http://JournalofAntiques.com).

Update all year long to showcase new items and share news.

**25th Anniversary Special! 6-Month Shop Finder: \$125.** Includes 6-month listing in *Journal of Antiques* (January-June 2025); 12-months hosting your customized web page on [JournalofAntiques.com](http://JournalofAntiques.com); FREE Shop Listing in all three *Brimfield Show Guides* (for Northeast regional shops only); AND copies of the Winter 2025 print issue with 2025 Show Directory for the enjoyment of your vendors and customers.

## COLLECTOR CLUBS DIRECTORY AD LISTING



Promote your club to passionate collectors with a year-long display ad in the *Journal of Antiques & Collectibles*. Ad size: 2 7/8 in. w x 1 3/8 in. h

Posted online with a click-through link to your website, and in all digital issues of the magazine, from January-June 2025.

**\$99/Year:** Includes 6-month listing in the *Journal of Antiques & Collectibles* (January-June 2025) and 12-months online at [JournalofAntiques.com](http://JournalofAntiques.com), help promoting club news, meetings, and annual conventions.

## Journal of Antiques & Collectibles Where to Find Us to Read Us!

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



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