JOURNAL OF ANTIQUES & COLLECTIBLES

A Trusted Voice Since 2000

2027 Media Kit

Digital, newsletter, Trip Finder, and Show Directory advertising that reaches dealers, collectors, auction houses, and show promoters across the antiques marketplace.

journalofantiques.com · info@joac.online · 508-347-1960

WHY ADVERTISE WITH US

One publication. Both sides of the antiques marketplace.

The Journal connects dealers who want to sell with collectors who want to buy, through a digital platform of magazine, e-newsletter, website, Trip Finder, and social media.

14,344 SHOPS IN SHOP FINDER	Every shop is a stop in our Trip Finder, where readers plan their routes. Advertisers appear in both places.
5,547 DIGITAL SUBSCRIBERS	Each monthly edition is emailed directly to an opt-in base of collectors and trade professionals.
5,632 NEWSLETTER READERS	The bi-weekly Post-Press Update delivers marketplace news, ads, and resources.
65–80K WEBSITE VISITORS / MONTH	Readers searching auction listings, show directories, shop guides, and collector resources.
10,312 SOCIAL FOLLOWERS	Averaging 115,000 views each month across editorial and promotional content.

OUR AUDIENCE BY THE NUMBERS

A national reach, measured.

65–80K
WEBSITE VISITORS PER MONTH

5,632
OPTED-IN NEWSLETTER SUBSCRIBERS

45.4%
AVERAGE NEWSLETTER OPEN RATE

11,000+
NEWSLETTER EMAILS DELIVERED MONTHLY

10,312
SOCIAL MEDIA FOLLOWERS

115,000
AVERAGE SOCIAL VIEWS PER MONTH

5,547
DIGITAL MAGAZINE SUBSCRIBERS

14,344
ANTIQUE SHOPS IN SHOP FINDER

690
AUCTION & ESTATE COMPANIES LISTED

109
SHOWS IN THE TRIP FINDER

The Journal is the official distributor of the Brimfield Show Guide and the Braderie South Show Guide, with contributors in India, Mexico, Berlin, the UK, and Canada.

Figures as of October 2026.

WHO OUR READERS ARE

Active participants in the antiques, vintage, and collectibles world.

Dealers, auction houses & shop owners

Professionals looking to sell and source inventory.

Show promoters & flea market organizers

Event operators planning the year ahead.

Collectors, antiquers & history lovers

Buyers actively seeking unique items and services.

Vintage enthusiasts & lifelong learners

Readers who return for guides, history, and resources.

CONTENT THAT DRIVES ENGAGEMENT

Editorial features written by collectors, curators, and industry experts.

Auction insights including Gavels ’n Paddles, What’s Selling on eBay, and auction results.

Marketplace resources including show directories, shop finders, and collector clubs.

Show guides including the Show Directory and the Brimfield Show Guide.

THE JOURNAL ADVANTAGE

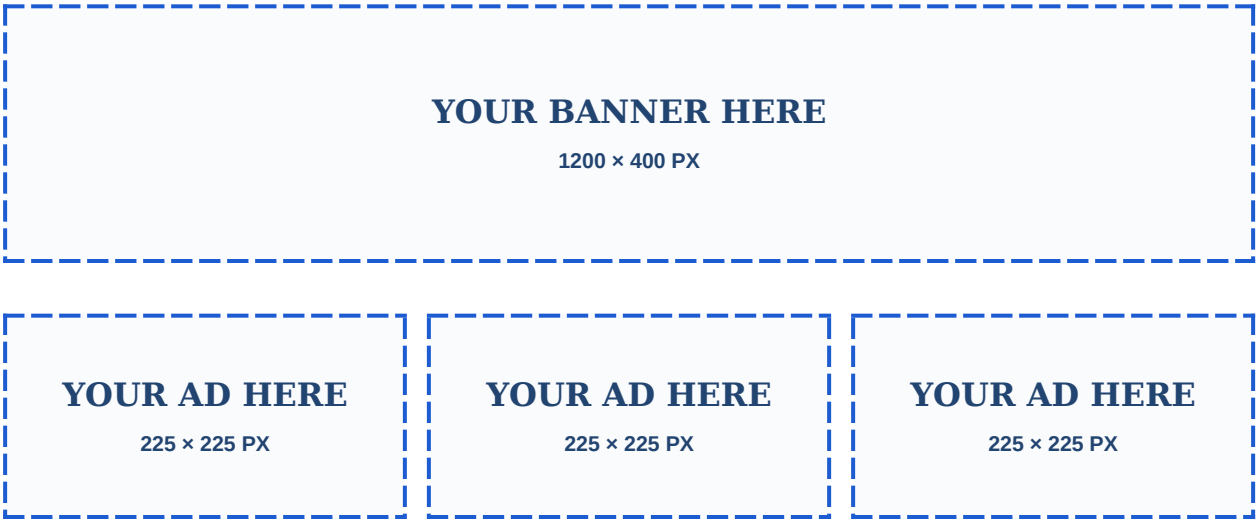
You don’t just reach readers. You reach the market.

Dealers looking to sell. Collectors looking to buy. Vendors looking to source, explore, and learn.

DIGITAL ADVERTISING · JOURNALOFANTIQUES.COM

Your brand on the homepage, 30 days before your event.

HOMEPAGE LAYOUT · UPCOMING SHOWS



Digital Ad — $275

225 × 225 px on the homepage under Upcoming Shows for 30 days before your event.

Digital Banner Ad — $1,500

1200 × 400 px banner on the homepage under Upcoming Shows for 30 days before your event.

Digital Ad Package — $1,275

A 1200 × 400 px homepage banner plus a 225 × 225 px ad in the bi-weekly newsletter and on the homepage, for 30 days before your event.

NEWSLETTER · POST-PRESS UPDATE

Delivered to an opted-in audience, twice a month.

The bi-weekly Post-Press Update brings marketplace news, ads, and resources to readers who asked to receive it.

5,632
SUBSCRIBERS

45.4%
AVG. OPEN RATE

11,000+
EMAILS DELIVERED / MONTH

WHAT THAT MEANS FOR ONE SEND

At 5,632 subscribers and a 45.4% average open rate, a single issue is opened roughly 2,550 times.

Calculated from the Journal's reported subscriber count and average open rate. Not a guarantee of results for an individual advertiser.



$275

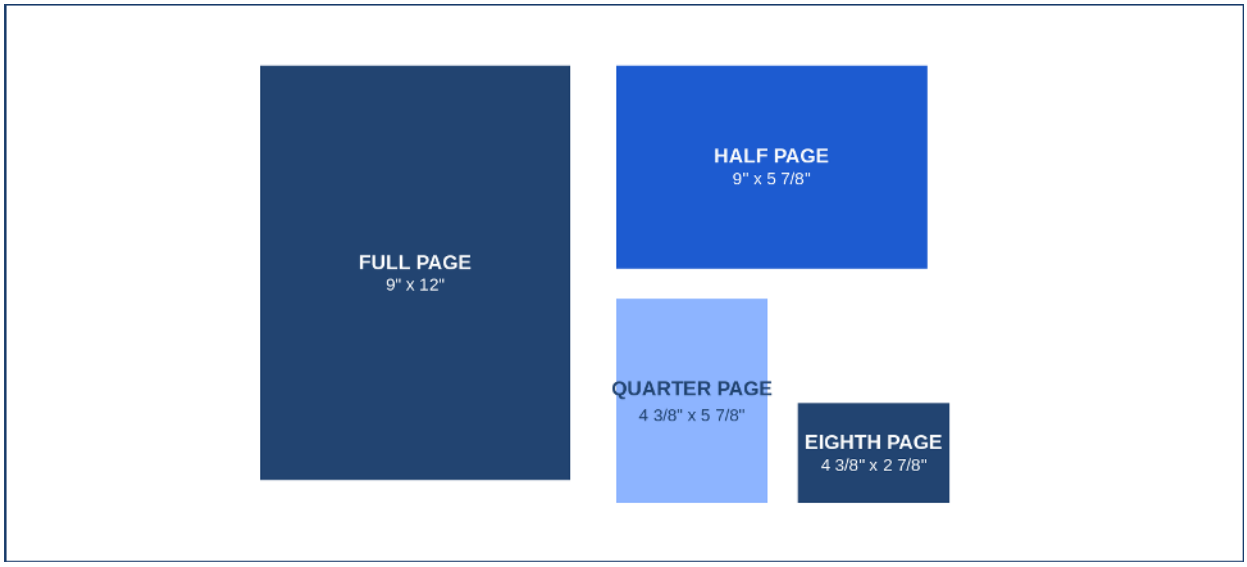
Newsletter Digital Ad

225 × 225 px ad in the bi-weekly newsletter for 30 days before your event.

DIGITAL ADVERTISING · 2027 PACKAGES

One ad. Three places.

Same rates, more reach. Every Journal ad runs in the digital flipbook, and now also appears in Antique Shop Finder and in our regional newsletters, so your business is seen by readers and by antiquers planning their next trip.



AD SIZE	FLIPBOOK AD SIZE (W × H)	PRICE
Full Page	9″ × 12″	**$800**
Half Page	9″ × 5⅞″	**$575**
Quarter Page	4⅜″ × 5⅞″	**$400**
Eighth Page	4⅜″ × 2⅞″	**$250**

Every ad includes a flipbook ad, a listing in Antique Shop Finder and the Trip Finder, and a mention in your region's newsletter. **Half page and full page add** a Featured Trip planned around your business. **Full page also adds** a Premier listing shown first and one dedicated email to your region each month. Ad files go to info@joac.online.

DIGITAL ADVERTISING · HOW IT WORKS

Fully digital, starting January 1.

Rising gas, printing, and delivery costs have made print unsustainable, so Journal of Antiques & Collectibles is now a digital-only publication, offered as our interim home until print can return.

WHERE YOUR AD APPEARS

THE JOURNAL FLIPBOOK	Your ad runs in the monthly digital Journal, emailed to our opt-in base of collectors and trade professionals.
ANTIQUE SHOP FINDER + TRIP FINDER	Your business is listed where antiquers plan their routes. Premier advertisers are shown first and featured as a stop on ready-made regional trips.
REGIONAL NEWSLETTERS	Six free monthly newsletters reach readers in their own region: New England, Mid-Atlantic, South, Midwest, West, and Canada.

REGIONAL EXTRAS

DEDICATED REGIONAL EMAIL

Full-page advertisers receive one email to their region each month. Limited to four per region per month, so every send stands out.

FEATURED TRIP

Included with every half-page and full-page ad. A trip is planned around your business and featured in your regional newsletter and the Trip Finder, scheduled on a rotating basis.

The monthly digital Journal, bi-weekly newsletter, website, Trip Finder, and Trip Planner continue year-round. A membership to the Antique Shop Finder or the Journal includes both. Digital placements can start any month. Send ads to **info@joac.online**.

SPECIAL PROGRAM · 2027 SHOW DIRECTORY

Your show, seen, shared, and attended.

The 2027 Show Directory is our digital guide to antique, vintage, and collectible shows and markets. Your show lives year-round in the online Show Calendar and in the Antique Shop Finder Trip Finder, where antiquers plan road trips around shows.

SHOW LISTING **$65** **each**	Your show information in the 2027 Show Directory and the online Show Calendar.

FLEA MARKET / CONTINUOUS SHOWS **$119** **per year**	One annual listing for flea markets and shows that run continuously through the year.

PREMIUM

$599

per year

For promoters with regular events.

- 6 show listings
- Your show listed as a stop in the Trip Finder, with a trip planned around it
- Free 225 × 225 px website ad 30 days before each listing
- Premium tag on your listings
- Featured in our regional newsletters

SHOWCASE

$999

per year

For ongoing or large-scale events.

- Unlimited show listings
- Your show listed as a stop in the Trip Finder, with a trip planned around it
- 225 × 225 px ad on the website and in the newsletter, year-round
- Premium tag on your listings
- Featured in our regional newsletters

Reserve your listing at **journalofantiques.com/show-directory-intake**.

SPECIAL PROGRAM · AUCTION & ESTATE DIRECTORY

Stand out among 690 auction and estate sale companies.

FREE

$0

A basic listing in the directory.

- Basic company listing
- 1 free event listing (one-time)

FEATURED

$349 / yr

Stand out at the top of the directory.

- Logo or photo on your listing
- 1 event listing per month
- Priority placement above search results
- Your sales and live auctions listed on their place in the Trip Finder
- Featured in our regional newsletters

PREMIUM

$599 / yr

Everything in Featured, plus:

- 2 event listings per month
- Free 225 × 225 px website ad
- Premium tag on your listing
- Placement above Featured listings
- Your sale or auction listed as a stop in the Trip Finder, with a trip planned around it

SHOWCASE

$1,499 / yr

Everything in Premium, plus:

- Unlimited event listings
- 225 × 225 px ad on the website and in the newsletter
- Always listed first
- Rotating banner on the Directory and Auction Press Release pages
- Every sale and live auction listed as a stop, with trips planned around them

TRUSTED BY LEADING ADVERTISERS

From long-standing markets to leading auction houses.

These full-year advertisers trust the Journal to reach their audience.

Heritage Auctions	**Scott Antique Markets**
Woody Auction	**Golden Nugget Flea Market**
Alameda Point Antiques Faire	**Stormville Airport Antique Show & Flea Market**
Woodbury Flea Market	**Michigan Antique Festival**
Redwood Country Flea Market	**Palmer Antiques Co-op**
Asheford Institute of Antiques	**Competition Chemicals**
Howard Products	

INDUSTRY RECOGNITION

Ranked #4 on Feedspot’s Top 10 Antique Magazines (2026).

Ranked #5 on PRNews.io’s Top 10 Most Valuable Antique Magazines.

SEO BENEFITS FOR ADVERTISERS

High-ranking content on terms like antiques for sale, antique shows, and auction results. Sponsored listings and ads drive traffic to your site, and articles, guides, and directories stay searchable long after publication.

RESERVE YOUR SPOT

Put your business in front of the antiques marketplace in 2027.

1 Choose your placement

Homepage, newsletter, Trip Finder, Show Directory, or Auction & Estate Directory.

2 Reserve your spot

Submit your show listing at journalofantiques.com/show-directory-intake.

3 Talk to a representative

Ask which digital placement fits your goals.

ADVERTISING

info@joac.online
508-347-1960

Nick Boschetto, Publisher
nick@joac.online
journalofantiques.com/advertising