

2017 Advertising Guide

NEW ENGLAND Antiques JOURNAL

Don't be fooled by the name – New England refers to where we come from, not what we cover! Now in its 36th year of publication, the *New England Antiques Journal* has evolved into a beautifully designed color magazine, with a special focus on making antiques understandable and accessible to a wide range of readers, from the most seasoned expert to the burgeoning collector. As a bonus, every ad is published online as well. If you're looking to reach a broad mix of antiques enthusiasts – both in terms of their collecting interests and geographic location – then the *Antiques Journal* is for you.



For Advertising Information contact:

Mark Ehrlich

Sales Representative

markantiques@cox.net

413-531-3417

Linda Blunt

Sales Representative

linda.antiquesjournal@gmail.com

450-243-1630

2017 NEAJ DEADLINES

ISSUE	DEADLINE	MAIL DATE
February	January 11	January 20
March	February 8	February 17
April	March 8	March 17
May	April 5	April 14
June	May 10	May 19
July	June 7	June 16
August	July 5	July 14
September	August 9	August 18
October	September 6	September 15
November	October 11	October 20
December	November 8	November 17
January 2018	December 6	December 15

■ ADVERTISING RATES 2017

GLOSSY COVER 4-COLOR RATES

Ad Size	1x	6x	12x
Full Page	\$1195	\$1095	\$995

STANDARD 4-COLOR RATES

Ad Size	1x	6x	12x
Full Page	\$895	\$855	\$795
3/4 Page	\$755	\$675	\$625
1/2 Page	\$545	\$495	\$450
1/3 Page	\$455	\$415	\$355
1/4 Page	\$345	\$300	\$275
1/8 Page	\$225	\$200	\$175

BLACK & WHITE RATES

Ad Size	1x	6x	12x
Full Page	\$795	\$745	\$695
3/4 Page	\$610	\$565	\$525
1/2 Page	\$450	\$415	\$375
1/3 Page	\$345	\$315	\$285
1/4 Page	\$265	\$245	\$225
1/8 Page	\$160	\$145	\$125
1/16 Page	\$90	\$80	\$70

■ ADVERTISING SIZES AND SPECIFICATIONS

Full Page Image Area
9" x 10.75"

Half-Page Horizontal
9" x 5.25"

Half-Page Vertical
4.375" x 10.75"

3/4 Page
6.7" x 10.75"

Third Page - Vertical
4.375" x 7.5"

Third Page - Horizontal
9" x 3.5"

Quarter-Page Vertical
4.375" x 5.25"

Quarter-Page Horizontal
9" x 2.5"

Eighth-Page Horizontal
4.375" x 2.5"

Eighth-Page Vertical
2.125" x 5.25"

Sixteenth-Page
2.125" x 2.5"

Directory Ads listed by State available on a 6 month or 12 month PRE-PAID basis.
\$120 for 6x
\$199 for 12x (SAVE \$41)

Full Page Full Bleed = 10.75" x 12.5" | Live Image Area = 9" x 10.75" | Trim Size 10" X 12"

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www.AntiquesJournal.com

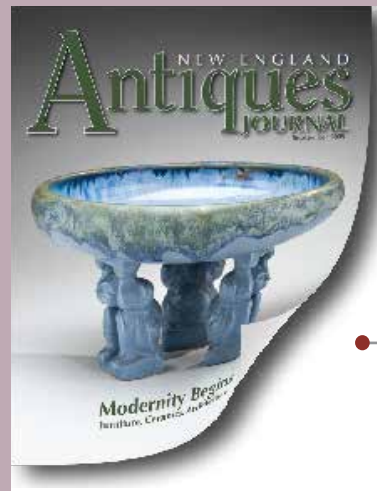
New England Antiques Journal now has two online editions every month, *New England Antiques Journal Online* and *Online Exclusive*.

All online editions are in the reader-friendly Flipbook format that reads just like our print edition. Our online visitors are increasing monthly, ask your ad rep for the latest update.

All online editions can be linked directly to your website – a valuable tool because the reader is already on the computer, and simply has to click to reach you.

All online editions are archived and fully searchable, so your ad will always be pulled up by a relevant search.

You know there's a strong nationwide trend toward reading online. With our online edition and eNEAJ, our monthly electronic newsletter, we are participating fully. Advertise with us, and you will, too



**ONLINE
FLIPBOOK**
ADD A LINK
FROM YOUR AD
TO YOUR
WEBSITE
\$25/month

E-NEAJ TILE AD

(200 x 60 pixels)

e-NEAJ is our electronic newsletter, distributed monthly to over **8,500** worldwide subscribers. It includes a preview of the month's print issue, complete with links to articles on the NEAJ website.

\$65 first month

\$35 each additional month



BANNER AD

(468 x 60 pixels)

TWO AVAILABLE – ONE AT TOP OF PAGE, ONE AT BOTTOM OF PAGE.

\$145 first month,

\$95 for each additional month

Delaware Antiques Show

NOV 6-8

Tickets
on sale!



TILE AD

(200 x 60 pixels)

RIGHT-HAND

SIDE OF PAGE

\$65 first month

\$35 each additional month

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ONLINE EXCLUSIVE



EXTRA CONTENT NOT IN
OUR PRINT ISSUE

Tell our readers about your
auction house, shop or antiques-
related business in a
FULL PAGE ADVERTORIAL
in our *Online Exclusive* for just \$350

*Contact your sales representative
for more information!*



Completed Ads:

Preferred Format: PDF

PDF 1.4 or 1.3

Other Acceptable Formats:

Adobe InDesign CS3-CS6 (.indd). Make sure files are packaged with fonts and images included.

Adobe Photoshop CS3-CS6 (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.

Adobe Illustrator CS3-CS6 (.ai or .eps). Include fonts, or create outlines of them.

**Avoid using colored 8pt text or smaller
Make sure any small text uses 100% K
or 100% black ink**

**Formats that are not recommended or
accepted for ad layout:**

Microsoft Word Coral Draw
Microsoft Publisher Microsoft PowerPoint
Microsoft Excel

For Ad Creation:

Images:

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

Vector or Line art: .ai or .eps

Text:

Microsoft Word (.doc or .docx)

Text Edit (.txt)

Color Mode:

CMYK color mode

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

**Make sure all black text and
backgrounds use 100% K or
100% black ink**

Email ads and ad materials to ads@antiquesjournal.com

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Press Release Submissions:

Please note all PR must be sent in word .doc or .docx format. Please keep at 250 words or less. Do not send photos unless requested. No PDFs, please.

Submit to: Judy Penz Sheluk: antiquesjournal@rogers.com

PR Deadline: Friday Noon

February Issue	January 6, 2017
March Issue	February 3, 2017
April Issue	March 3, 2017
May Issue	March 31, 2017
June Issue	May 5, 2017
July Issue	June 2, 2017
August Issue	June 30, 2017
September Issue	August 4, 2017
October Issue	September 1, 2017
November Issue	October 6, 2017
December Issue	November 3, 2017
January 2018 issue	December 1, 2017

Circulation Information

Our average monthly print circulation is 12,000 copies

- 1,600+ subscriber copies
- 6,500+ complimentary copies are distributed through a network of over 300 antiques shops throughout the northeast
- 3,000-6,000+ complimentary copies are distributed monthly to shows and auctions throughout the northeast, southeast and mid-west

Circulation changes each month because the shows & auctions we ship to are different each month.

Approximately 85% of our readership is in NH, VT, ME, MA, RI, CT plus eastern and central NY and PA.

Additional distribution of 5K copies at each of the Brimfield Antique Shows.

Online readership

- Our website, which includes the full online edition of our magazine, is visited by 13,000+ monthly readers from over 100 countries.
- Our monthly E-Newsletter is sent to over 8,500 subscribed readers.