

# 2016 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 35th 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

## 2016 NEAJ DEADLINES

ISSUE	DEADLINE	MAIL DATE
February	January 5	January 15
March	February 10	February 19
April	March 9	March 18
May	April 6	April 15
June	May 11	May 20
July	June 8	June 17
August	July 6	July 15
September	August 10	August 19
October	September 7	September 16
November	October 5	October 14
December	November 9	November 18
January 2015	December 7	December 16

# ■ ADVERTISING RATES 2016

## 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](http://www.AntiquesJournal.com)

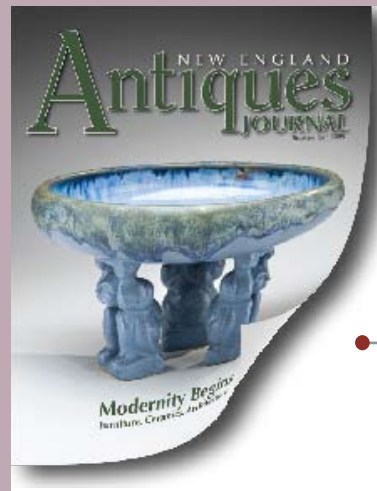
New England Antiques Journal now has two online editions every month, *New England Antiques Journal Online* and *Online Exclusive*.

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

## ROTATING BANNER AD

ON OUR FLIPBOOK  
(60 X 1150 pixels)

\$100 first month  
\$75 for 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

(120 x 60 pixels)

RIGHT-HAND  
SIDE OF PAGE

\$65 first month

\$35 each additional month



## E-NEAJ TILE AD

(120 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

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# ONLINE EXCLUSIVE



# NEW ENGLAND Antiques JOURNAL

Vol. XXXV, No. 4 October 2015

International  
Antiques

The East  
West to the MFA

Northern European  
Mangle Boards

A French Town  
Garden

Ohio Lotus Ware



More Flowers in the Belle Epoque Garden of the Villa Massena.....	78
Ephemera Extra: Arbuckle Bros. Coffee Company.....	82

## 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](mailto: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](mailto:antiquesjournal@rogers.com)**

### PR Deadline: Friday Noon

February Issue	January 1, 2016
March Issue	February 5, 2016
April Issue	March 4, 2016
May Issue	April 1, 2016
June Issue	May 6, 2016
July Issue	June 3, 2016
August Issue	July 1, 2016
September Issue	August 5, 2016
October Issue	September 2, 2016
November Issue	September 30, 2016
December Issue	November 4, 2016
January 2017 issue	December 2, 2016

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## 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

## 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.

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.*