

2019 MEDIA KIT

Antique Trader®

*the most current news and
information resource for the
collectibles industry*



*Images courtesy of
Heritage Auctions
(www.ha.com)*

Contact Advertising Sales Representative:

Antique Trader



ANTIQUA TRADER SERVES THE ACTIVE COLLECTOR OF ANTIQUES, COLLECTIBLES AND VINTAGE ITEMS.

Antique Trader is the number one resource for collectors of antiques, collectibles and vintage items because it provides these active collectors with the most current news and information required to stay on top of the collectibles marketplace. Each issue offers:

- Expert appraisals
- Auction tips, techniques and strategies
- Current antique market trends and values
- Real-or-reproduction analysis
- In-depth insights on niche collectibles
- Profiles of collectors and their treasures
- Schedule of upcoming shows and auctions
- And more

By utilizing the content we deliver in print and online, those with a vested interest in the antiques industry have access to the latest prices paid at auction, information on upcoming auctions and events, insights from industry leaders and much more. Collectors from across the country rely on *Antique Trader* to keep them immersed in this thriving industry.

You can use *Antique Trader* to connect with these active collectors as an advertiser in our magazine, on our website, via our social media presence (the foremost in the trade), through our e-newsletter, and in our identification and price guides. You'll be able to market to active consumers in the brand they know and trust — *Antique Trader*.

ABOUT OUR AVERAGE READER:

\$89,781 household income
\$4,313 annual spend on antiques
15.5 average number of auctions or sales attended in the last 12 months

REACH TOP COLLECTORS

COVER	AD CLOSE	MAIL DATE
Jan 16, 2019	Dec 27	Jan 3
Jan 30, 2019	Jan 11	Jan 18
Feb 13, 2019	Jan 25	Feb 1
Feb 27, 2019	Feb 8	Feb 15
Mar 13, 2019	Feb 22	Mar 1
Mar 27, 2019	Mar 8	Mar 15
Apr 10, 2019	Mar 22	Mar 29
Apr 24, 2019	Apr 5	Apr 12
May 8, 2019	Apr 19	Apr 26
May 22, 2019	May 3	May 10
Jun 5, 2019	May 17	May 24
Jun 19, 2019	May 31	Jun 7
Jul 3, 2019	Jun 14	Jun 21
Jul 17, 2019	Jun 28	Jul 5
Aug 14, 2019	Jul 26	Aug 2
Aug 28, 2019	Aug 9	Aug 16
Sep 11, 2019	Aug 23	Aug 30
Sep 25, 2019	Sep 6	Sep 13
Oct 9, 2019	Sep 20	Sep 27
Oct 23, 2019	Oct 4	Oct 11
Nov 6, 2019	Oct 18	Oct 25
Nov 20, 2019	Nov 1	Nov 8
Dec 4, 2019	Nov 15	Nov 22
Dec 18, 2019	Nov 27	Dec 6

*Materials are due same day as Ad close date.

COLLECTORS FROM ACROSS THE COUNTRY RELY ON ANTIQUE TRADER TO KEEP THEM IMMERSSED IN THIS THRIVING INDUSTRY.

By choosing to partner with *Antique Trader* as an advertiser you have the opportunity to connect with an engaged and robust community of collectors. Be it in our magazine, our web site, our social media presence (the foremost in the trade), and our e-newsletter, your message will reach active collectors.

Your message will reach a combined audience of more than 250,000 between our bimonthly print magazine, weekly e-newsletter, our social media presence on multiple platforms, and average number of unique monthly visitors to our web site (containing 8,000 easily accessed articles and growing).

WEBSITE ADVERTISING ON ANTIQUETRADER.COM

- Very effective for time sensitive events
- Placed according to your schedule
- Reach a highly qualified audience
- 78,000 monthly unique visitors

AD TYPE	COST
Box (300 x 250 pixels)	\$25 CPM
Banner (468 x 60)	\$12 CPM
Button (125 x 125)	\$8 CPM

ENEWSLETTER ADVERTISING

- Reach a committed target audience of potential customers.
- Distribution: 10,000 subscribers

AD TYPE	COST
Box (300 x 250 pixels)	\$25 CPM
Banner (468 x 60)	\$12 CPM
Button (125 x 125)	\$8 CPM


Send Materials To onlineads@fwmedia.com

ANTIQUe TRADER BUSINESS DIRECTORY WEB CONNECTIONS

A full year of web connection ads (3.25" x 1.25") in *Antique Trader* magazine and full year of a hotlink to your website on www.AntiqueTrader.com \$250

ANTIQUe TRADER BUSINESS DIRECTORY


A full year State by State Business listing in *Antique Trader* magazine plus a Business Directory Link on www.AntiqueTrader.com \$250

Inked Fantasy: Fall for the charms of penwork decor

Penwork, a 20th century term for a lavish, linear decorative technique, was popular in England and Scotland from about 1700 to 1850. Its delightful images, which were applied with fine quill pens, imitate costly Indian ivory-work, rich wood veneers, and lacquered Oriental designs found in great country houses. [Read More...](#)

Advertisement



Pennsylvania folk art, antiques collection up for bids

Pook & Pook, Inc. is representing Paul and Rita Flack in the sale of their personal collection of Pennsylvania folk art and antiques. The sale will be held Saturday, October 13 and will comprise just over 250 lots. One of the stand-out lots is this carved and painted rooster, which is estimated to earn \$3,000-\$5,000. [Read More...](#)

Provenance pushes prices higher at doll auction



Collector enthusiasm for the finest of antique dolls reached new heights across all genres at Therault's July 16, 2018 Marquis auction in Phoenix. The auction featured dolls from original estates, many with a fascinating personal history. [Read More...](#)

DEDICATED EMAIL BROADCAST

Use an email broadcast to secure instant purchases, drive traffic to your website, or promote a special event.

All the content in this email is exclusively yours. You can include photographs and links directly to pages on your own websites. You have as much space as you need to tell your story to an audience that has subscribed to receive messages from companies like yours. Distribution: 10,000.

AD TYPE	COST
Dedicated Email Broadcast	\$35 CPM



Photo courtesy Heritage Auctions (www.ha.com)

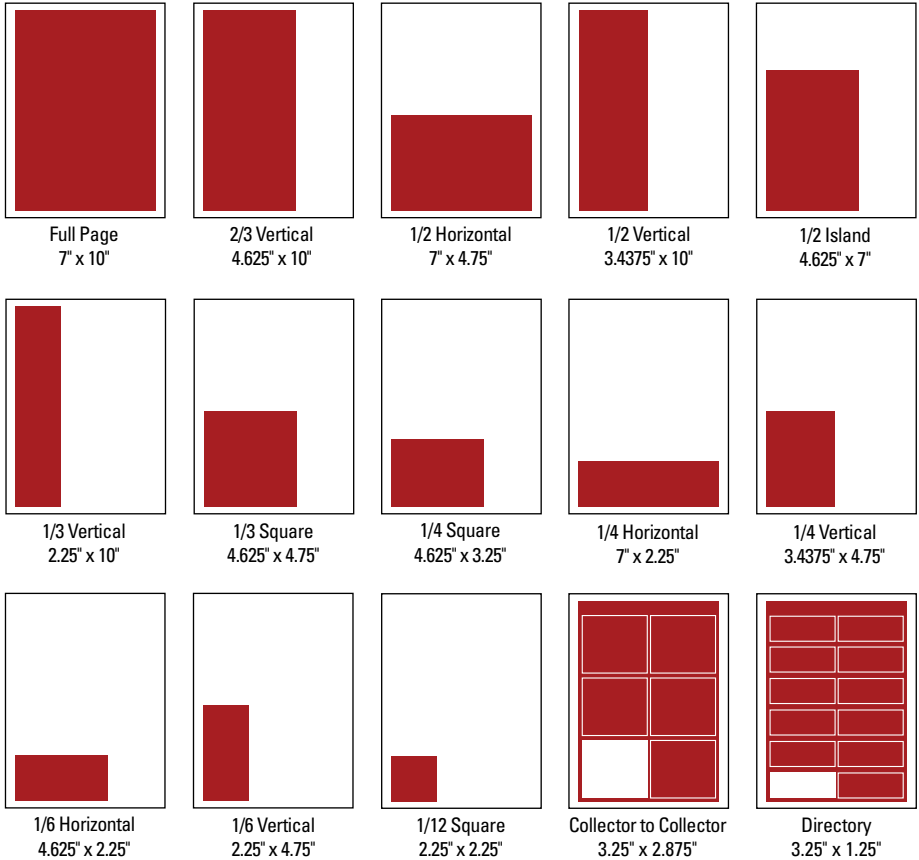
Antique Trader

2019 ADVERTISING RATES – DISPLAY ADVERTISING

AD UNIT	FOUR-COLOR ADS				BLACK & WHITE ADS			
	1X	6X	13X	26X	1X	6X	13X	26X
Full Page	\$1,200	1,100	1,000	900	\$900	800	700	600
2/3 page	1,000	900	800	700	700	675	600	500
1/2 page	700	625	575	525	625	550	450	350
1/3 page	525	450	350	300	500	400	300	200
1/4 page	450	375	300	275	400	350	250	180
1/6 page	300	250	200	160	275	225	175	125
1/12 page	250	200	150	100	210	190	170	150
Back Cover	1,800	1,700	1,600	1,500	1,800	1,700	1,600	1,500
Inside Cover	1,500	1,400	1,300	1,200	1,500	1,400	1,300	1,200
Front Cover	350	350	350	350	350	350	350	350
Collector to Collector Directory					200	175	150	100
					75	65	60	50

AD SIZES & SPECIFICATIONS

AD UNIT	DIMENSIONS
Full Page	7" x 10"
Publication trim size:	8" x 10.75"
Live area:	7" x 10"
Bleed size:	8.5" x 11.25"
2/3 Vertical	4.625" x 10"
1/2 Horizontal	7" x 4.75"
1/2 Vertical	3.4375" x 10"
1/2 Island	4.625" x 7"
1/3 Vertical	2.25" x 10"
1/3 Square	4.625" x 4.75"
1/4 Square	4.625" x 3.25"
1/4 Horizontal	7" x 2.25"
1/4 Vertical	3.4375" x 4.75"
1/6 Horizontal	4.625" x 2.25"
1/6 Vertical	2.25" x 4.75"
1/12 Square	2.25" x 2.25"
Collector to Collector	3.25" x 2.875"
Directory	3.25" x 1.25"



CLASSIFIED ADS BY THE INCH

Show & Auction Calendars, Classified, and Business Directory Advertising only

1 column width	1.5"
2 column width	3.33"
3 column width	5.1667"
4 column width	7.0"

AD SIZE	1X	6X	26X
1" to 3"	\$27	\$24	\$22
4 to 6	26	23	21
7 or larger	25	22	20

To calculate "ads by the inch": Take the number of columns wide, times the number of inches high, to equal total inches; then take the total inches, times the cost per inch, to figure the total cost per issue. Example: 2 columns wide x 4" high = 8 column inches; 8" x \$25 (see rates in the table above)=\$200. A 2-column wide x 2" high ad would cost \$104 for one issue.

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COMPLETE ADS:

Preferred Format: PDF (PDF/X-1a)
PDF 1.4 or 1.3

ACCEPTABLE FILE FORMATS:

Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/ fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

NOTE: All Black text should be one-color

PROOFS:

Critical color advertising should be accompanied with a SWOP certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser supplied SWOP Certified Proof.

ARTWORK:

Minimum resolution requirements; 300 dpi for images and 1200 dpi line art.
Total ink density (TID) on images not to exceed 300 across all 4 colors.

COLOR MODE:

CMYK color mode

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

TECHNICAL REQUIREMENTS:

300 ppi (pixels per inch) for raster or continuous tone artwork. 200 ppi will be acceptable for tabloids for raster or continuous tone.

NOTE: Anything less than 300/200 ppi will result in poor print reproduction, the images will appear "fuzzy" on the printed product.

600 ppi for vector or line art created in Illustrator or Photoshop.

NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.

300 ppi will be acceptable for vector/line art for tabloids.

All fonts need to be embedded

Avoid Composite fonts

Avoid using colored 6pt text

Make sure any small text uses 100% K or 100% black ink

Double check overprints and transparency

Avoid using spot colors, when they are converted to CMYK.

Do not exceed 280% ink density for enamel and 260% for newsprint stock.

FTP INSTRUCTIONS:

Mac and PC Users:

Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, ect.

Host: ftp.krause.com

User ID: anonymous

Password: their email address

Go to the Inbound folder and look for the publication folder.

Drag and drop your file into the publication folder.

Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

SEND PRINT MATERIAL TO:

JULIE DILLON

800.726.9966 x13311, 715.257.6028 Fax: 715.445.4087
or Julie.Dillon@fwmedia.com

SEND ADS ELECTRONICALLY:

ftp.fwmedia.com

SUBSCRIPTIONS:

877-300-0247 (U.S. and Canada)

386-246-3434 (Outside U.S.)

P.O. Box 421751

Palm Coast, FL 32142-1751

F+W MEDIA, INC. ADVERTISING TERMS & CONDITIONS

1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney's fees, collection agency fees, and court costs.

2. F+W Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person's right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. F+W Media is not responsible for errors in key numbers or any other typesetting done by F+W Media. The advertiser and the advertising agency each agree to indemnify and save harmless F+W Media and its employees and representatives from any and all loss, expense, or other liability, including attorney's fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. F+W Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, F+W Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose F+W Media to any liability. F+W Media's failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for F+W Media's charge for each advertisement placed. Thus, F+W Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. In order to cancel a contract, F+W Media as well as the sales representative must be notified in writing.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to "pleasing color". If a SWOP proof is not provided, F+W Media is not responsible for quality of reproduction. See more at: <http://www.fwmedia.com/terms#sthash.755wRrkX.dpuf>