

HOBBY MERCHANDISER

WWW.HOBBYMERCHANDISER.COM

2018 MEDIA KIT

Celebrating 72 Years of Dedicated Service to the Model Hobby Industry

Advertising Deadlines

ISSUE	EDITORIAL	AD SPACE	AD MATERIALS	DELIVERED
JANUARY	10/20/17	11/03/17	11/10/17	12/22/17
*FEBRUARY	11/17/17	12/01/17	12/08/17	01/19/18
*MARCH	12/15/17	12/29/17	01/05/18	02/16/18
APRIL	01/19/18	02/02/18	02/09/18	03/23/18
MAY	02/16/18	03/02/18	03/09/18	04/27/18
JUNE	03/23/18	04/06/18	04/13/18	05/25/18
JULY	04/20/18	05/04/18	05/11/18	06/22/18
AUGUST	05/18/18	06/01/18	06/08/18	07/20/18
SEPTEMBER	07/06/18	07/13/18	07/20/18	08/31/18
*OCTOBER	07/20/18	08/03/18	08/10/18	09/21/18
NRHSA SHOW GUIDE	08/10/18	08/24/18	08/31/18	09/23/18
NOVEMBER	08/17/18	08/31/18	09/07/18	10/19/18
*FALL BUYERS GUIDE	08/24/18	09/07/18	09/14/18	10/19/18
DECEMBER	09/21/18	10/05/18	10/12/18	11/23/18
ANNUAL TRADE DIRECTORY	10/19/18	11/02/18	11/09/18	12/21/18

YOUR VOICE YOUR INDUSTRY YOUR MAGAZINE

Trade Shows



- The National Retail Hobby Stores Association (NRHSA) partners with Hobby Merchandiser to produce the annual NRHSA Convention, the model-hobby industry's trade-exclusive event. The 2018 show will be held in Las Vegas September 23-26, 2018.

Advertising Rates

ADVERTISING RATES EFFECTIVE
JANUARY 1, 2018

Rob Gherman – 732-536-5160 ext. 219,
robgherman77@gmail.com

BLACK & WHITE RATES

PAGE SIZE	1 TIME	6 TIMES	14 TIMES
Full Page	\$1980	\$1850	\$1630
2 Pg Spread	3335	3075	2940
1/2 Pg Spread	2320	2200	1900
2/3 Page	1425	1325	1160
1/2 Page	1170	1125	995
1/3 Page	800	750	665
1/4 Page	630	600	535
1/6 Page	465	435	380
1/12 Page	255	230	215

FOUR COLOR RATES

PAGE SIZE	1 TIME	6 TIMES	14 TIMES
Full Page	\$2815	\$2600	\$2295
2 Pg Spread	4630	4300	3775
1/2 Pg Spread	2795	2600	2500
2/3 Page	2270	2095	1850
1/2 Page	1760	1760	1670
1/3 Page	1185	1150	1065
1/4 Page	985	950	920
1/6 Page	550	525	500
1/12 Page	400	350	305

CATALOG MAILING OPTIONS

Have your catalog or sell sheets mailed with Hobby Merchandiser - Call for prices.

INSERT PRICES

PAGES		(Front and Back)
2 Page	\$1400	" "
4 Page	2000	" "
6 Page	2600	" "
8 Page	3100	

Prices will be quoted for inserts of more than eight pages.

Digital Advertising

Website Banner: \$500 per year
Email Blast: - Call for prices

Production Requirements

STANDARD AD SIZES (non-bleed)

SIZE	VERTICAL	HORIZONTAL
2 Page Spread	15 1/4" by 10"	X
Full Page	7 5/8" by 10 3/4"	X
2/3 Page	4 5/8" by 10"	7" by 6 1/2"
1/2 Page	3 3/8" by 10"	7" by 4 3/4"
1/3 Page	2 1/2" by 10"	7" by 3 1/4"
1/4 Page	2 1/8" by 7 1/4"	7" by 2 3/8"
1/6 Page	2 1/8" by 4 7/8"	4 5/8" by 2 3/8"
1/12 Page	2 1/8" by 2 3/8"	X
1/2 Island	4 5/8" by 7 3/8"	X
1/3 Island	4 5/8" by 4 7/8"	X
1/4 Island	3 3/8" by 4 7/8"	4 5/8" by 3 1/4"

PUBLICATION TRIM SIZE: 8 1/2" by 10 3/4"

Full Page ad with bleed 8 1/2" by 11 1/8"

Bleeds are acceptable for full-page units and two-page spreads. Keep all important images and text at least 1/4" from trim edge.

LIVE AREA 7 1/8" by 10 3/8"

PRINTING Web Offset, Computer-to-Plate

SENDING DIGITAL FILES

Preferred Digital File Formats

PDF (Portable Document File) - (professionally prepared)

Adobe Acrobat: Press Optimized: composite CMYK; all fonts embedded; 300 dpi

We can accept both PC & Mac format of the following programs: InDesign, QuarkXPress, Illustrator (.eps), Photoshop (.eps, .tif .jpg or .psd)

We do not accept word processing documents for ads. All images should be at a resolution of 300 dpi as CMYK or grayscale Tiffs. Photoshop bitmapped Tiffs should be 1200 dpi. We can accept PostScript fonts only (please include suitcase and printer fonts). Files created in Adobe Illustrator should be saved as .EPS prior to submission. All images placed within the file should be included in case there is a problem during output; all fonts must be outlined.

Proof Specifications:

In order to ensure accurate and professional printing all two-, three-, and four-color ads must be submitted with either a Kodak Approval, Imation Matchprint, Digital Halftone, or SWOP certified proof. All contract proofs must be made according to SWOP standards and must include color bars. Proofs that do not meet SWOP criteria will be used for color break only. All digital ads must be accompanied by one content (laser) proof that is an identical match to the furnished file. We maintain the highest standard for printing excellence and our goal is a high-quality reproduction.

Following these guidelines will help ensure that your ad prints properly. Information on SWOP standards can be found at www.swop.org.

PRODUCTION CHARGES

We have full ad production services available, including photography and design. Ads requiring contract proof output will be billed to client at cost. Prices for other services will be quoted on a per-job basis.

Sending in your Ad

E-mail ads to hmads@hobbypub.com (5MB Limit).

FTP guest instructions will be e-mailed to you upon request.

Circulation

Hobby Merchandiser is celebrating more than 70 years of service to the model hobby industry. Our foundation is a solid circulation, built and maintained with the most effective programs.

Independent retail stores	3,492
Specialty chain stores	629
Distributors/Wholesalers	105
Other	762
Total Mail List	4,988
Overseas and Trade Show Distribution	1,400

SPECIAL SUPPLEMENTS & ISSUES*

*February Issue - Will be distributed at The Nuremberg Toy Fair

*March Issue - Will be distributed at the New York Toy Fair

*October Issue- Will be distributed at the National Retail Hobby Stores Association Show in September

*Fall Buyers Guide- Will be mailed with the November Issue

The Annual Industry Directory- Will be mailed with the January 2019 Issue

*February, March and October issues focus on a show with show distribution