

# 2012 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 30th 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.

24 Water Street,  
Palmer, MA 01069

800-432-3505 • 413-283-8393 • Fax: 413-731-8950  
Email: [ads@antiquesjournal.com](mailto:ads@antiquesjournal.com) • [www.antiquesjournal.com](http://www.antiquesjournal.com)

## 2012 NEAJ DEADLINES

ISSUE	THEME	DEADLINE
February	General	January 3
March	Antiques by Women	February 7
April	Pennsylvania	March 6
May	Garden Antiques	April 3
June	Asian Antiques	May 8
July	European Antiques	June 5
August	Antiques Week in New Hampshire	July 10
September	20th-Century Antiques	August 7
October	General	September 4
November	British Antiques	October 9
December	Holidays	November 6
January 2013	Antiques Week in NYC	December 4

# ADVERTISING RATES 2012

## GLOSSY COVER 4-COLOR RATES

Ad Size	1x	6x	12x
Full Page	\$1695	\$1525	\$1375

## STANDARD 4-COLOR RATES

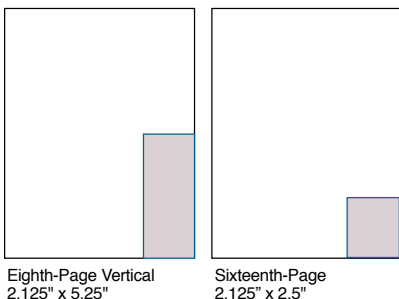
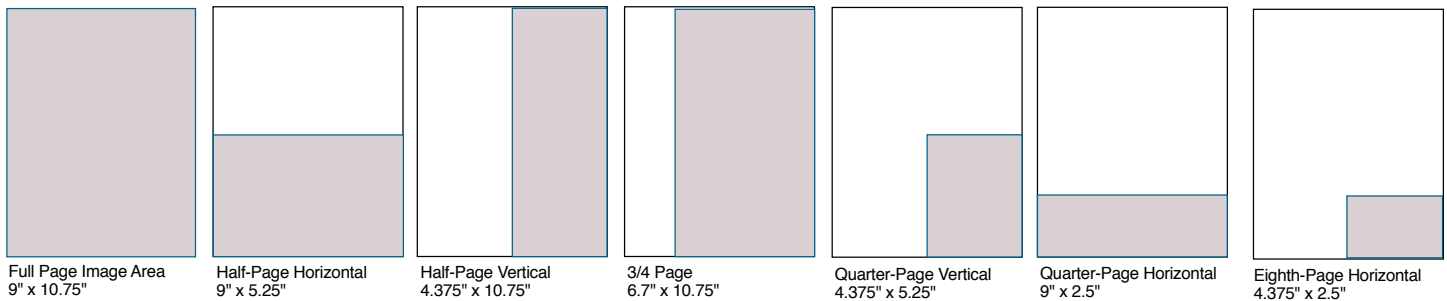
Ad Size	1x	6x	12x
Full Page	\$1199	\$1099	\$999
3/4 Page	\$959	\$875	\$799
1/2 Page	\$779	\$715	\$650
1/3 Page	\$599	\$550	\$500
1/4 Page	\$479	\$440	\$399
1/8 Page	\$280	\$260	\$240

## BLACK & WHITE RATES

Ad Size	1x	6x	12x
Full Page	\$899	\$799	\$699
3/4 Page	\$719	\$639	\$559
1/2 Page	\$585	\$519	\$450
1/3 Page	\$450	\$399	\$350
1/4 Page	\$359	\$319	\$279
1/8 Page	\$180	\$160	\$140
1/16 Page	\$90	\$80	\$70

*Spot Color - \$100 per color per advertisement*

# ADVERTISING SIZES AND SPECIFICATIONS



**Full Page Full Bleed**  
**10.5\" x 12.5\"**  
**Live Image Area**  
**9\" x 10.75\"**  
**Trim Size 10\" X 12\"**

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

*Upgrades and live links available*

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

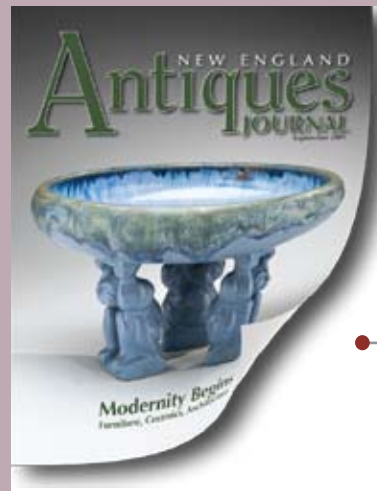
New England Antiques Journal now has two online editions every month, *New England Antiques Journal Online* and *Online Exclusive*.

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 2000 pixels)

Print ad (1/2 page gloss or larger) running  
concurrently \$35/month  
No print ad: \$100/month



## BANNER AD

(468 x 60 pixels)

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

Print ad running concurrently  
(1/2 page gloss or larger): \$65/month  
No print ad: \$190 first month,  
\$95 for each additional month



## TILE AD

(120 x 60 pixels)

RIGHT-HAND  
SIDE OF PAGE

Print ad running  
concurrently  
(1/2 page gloss or larger):  
\$35/month  
No print ad: \$100 month



## E-NEAJ TILE AD

(120 x 60 pixels)

e-NEAJ is our electronic newsletter, distributed monthly  
to over **7,500** worldwide subscribers. It includes a  
preview of the month's print issue, complete with links  
to articles on the NEAJ website.

Print ad running concurrently  
(1/2 page gloss or larger): \$25/month  
No print ad: \$75 first month,  
\$35 each additional month

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