

# 2018 Rates & Mechanical Requirements

## ADVERTISING RATES

4-COLOR SPACE	1X	3X	6X
Full Page	\$6,415	\$5,850	\$5,675
½ Island	\$4,415	\$4,015	\$3,850
½ Vertical or Horiz.	\$4,415	\$4,015	\$3,850
⅓ Vertical	\$3,515	\$3,350	\$3,100
¼ Big Impact (net)	\$1,195	\$995	\$850
Cube (net)	\$800	\$700	\$600

## MECHANICAL REQUIREMENTS

STANDARD SIZE	WIDTH	DEPTH
Full Page Bleed	9.25"	11.0625"
Full Page Trim	9	10.8125
Full Page (non-bleed)	7	10
½ Island	4.625	7.375
½ Vertical Bleed	4.5	11.0625
½ Horizontal	8	4.625
⅓ Vertical Bleed	3.25	11.0625
¼ Page Big Impact	4	5.5
Cube	4	4

## PRODUCTION DATA

Cancellations are not accepted after closing date. Binding Method: Saddle-stitch. Printing: Web Offset. Film Charges: Prepress cost of \$200 for copy dot scan and match print. Standard page layout: Keep live matter .375" from all trim sides. All material stored for one year only.

## PLEASE PROVIDE MATERIALS IN THE FOLLOWING FORMATS:

- Supply your ad completed with no changes necessary.
- Make sure your ad is the proper size.
- We accept ads in the following formats: PDF.
- PDF 1/4 Transparency Not Recommended. If PDF comes in with the above, VMC will not be responsible for any errors to the ad.
- Make sure the effective resolution is 300 DPI or better.
- Include or embed all fonts and images.
- Please make sure your ad is in CMYK format

B&W Rate, 2-Color Rate, Matched (Pantone) Rate and Insert Pricing available on request.

Please include a SWOP-certified proof generated from the files supplied to us. Without this proof we will not be held responsible for color.

## ADVERTISING QUESTIONS?

Contact: Joanne Fallon  
800/229-1967, ext. 251

[jfallon@vonrabenaumedia.com](mailto:jfallon@vonrabenaumedia.com)

AK, AL, AR, AZ, CA, GA, HI, IA, ID, IL, KS, KY,  
LA, MO, MS, MT, ND, NE, NM, OK, OR, SD,  
TN, TX, WA, WY, Mexico

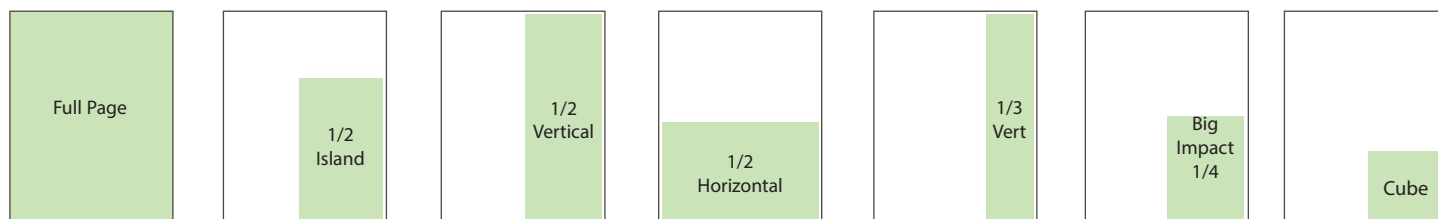
Contact: Jim Negen  
855/484-7200

[jnegen@vonrabenaumedia.com](mailto:jnegen@vonrabenaumedia.com)

CO, CT, DC, DE, FL, IN, MA, MD, ME, MI, MN,  
NC, NH, NJ, NV, NY, OH, PA, RI, SC, UT,  
VA, VT, W VA, WI, Canada

## BILLING POLICY

Agency commission is 15 percent of gross billing allowed to recognized advertising agencies on space, color and position, provided account is paid net 45 days. Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.



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# GIFTWARE NEWS



## IN THIS ISSUE

- AMERICAN MADE COLLECTIVE
- NATIONAL STATIONERY SHOW PREVIEW
- SUPERDOG SHOW PREVIEW
- TABLE TOP ITEMS
- HALLOWEEN ITEMS
- GIFT ALERTS

IN PRINT AND ONLINE AT [GIFTWARENEWS.COM](http://GIFTWARENEWS.COM)

GIFTS • STATIONERY • HOLIDAY • DECOR • PERSONAL CARE • GOURMET • BABY • FASHION • PETS • PARTY PRODUCTS

# 2018 MEDIA KIT

# Giftware News 2018 Editorial Schedule

## Sections

## Show Distribution

## Closing dates

**January**

Winter Market Exclusives  
Fashion & Jewelry  
Candles  
Christmas Keepsakes  
Gourmet Food Guide  
Showroom Showcase  
Baby & Kids  
Toy Fair

Las Vegas  
New York  
ACRE  
and many others

Editorial Deadline:  
11/20/17  
Ad Closing: 11/28/17  
Materials Due: 12/5/17

**February/**

Home & Housewares Preview  
High Point Spring Market  
Outdoor Garden  
Housewares & Entertaining  
American & Handmade  
230 Fifth Ave Spring Show  
Plush & Toys

High Point

Editorial Deadline: 1/8/18  
Ad Closing: 1/15/18  
Materials Due: 1/18/18

**April/May**

Stationery, Party & Paper  
Baby & Kids  
Fall Holidays  
Inspirational  
Lodges & Cabins  
Souvenirs  
Hospital Gift Shops

National Stationery Show

Editorial Deadline: 3/12/18  
Ad Closing: 3/15/18  
Materials Due: 3/21/18

**June**

Summer Gift Show Coverage  
Showroom Showcase  
Candles  
Bath & Spa  
Gourmet Food Guide  
Summer Market Exclusives  
Southwestern Desert

Atlanta  
Dallas  
Las Vegas  
New York  
and many others

Editorial Deadline: 5/3/18  
Ad Closing: 5/10/18  
Materials Due: 5/16/18

**July/August**

Gift Market Coverage II  
Fashion & Jewelry  
American & Handmade  
Housewares & Entertaining  
Spring 2018 Holidays  
Souvenir Show Preview

Denver  
LA Mart  
Las Vegas  
NY NOW

Editorial Deadline: 6/7/18  
Ad Closing: 6/13/18  
Materials Due: 6/19/18

**November**

Winter Market & Showroom  
Planner  
High Point Market

High Point

Editorial Deadline: 9/10/18  
Ad Closing: 9/14/18  
Materials Due: 9/20/18

**December**

Winter Market's Show of Shows  
Candles  
Christmas 2019  
Bath & Spa  
Beach & Coastal  
Winter Market Exclusives  
Baby & Kids

Atlanta  
Dallas  
Las Vegas  
New York  
and many others

Editorial Deadline: 11/2/18  
Ad Closing: 11/8/18  
Materials Due: 11/14/18

# Giftware News 2018 Electronic Options

## Gift, Gourmet & Decor A Digital Magazine

- A monthly digital magazine showcases the best-of from Giftware News, Baby & Kids and Fancy Food & Culinary Products Magazines

Viewable on all computers, mobile & tablet devices  
- embed videos, audio messages, links, catalogs &/or emails directly into your ad!

- Average unique open rates 40% and 12.5% click rates
- Reaching 31,000+ Gift, Fancy Food & Baby & Kids retailers.

## Giftware News' eWeekly Newsletter

- Reaching 31,000+ retailers.
- Now in its 10th year - published weekly every Thursday.
- Average unique open rates over 24.5% and 6.8% click rate.
- Clear & precise design for viewer impact.
- Traditional & custom banner ad sizes available.
- Add a video to enhance your message.

## eMedia Specs

- Banners: 200x200, 300x250, 120x600, 468x60, 728x90, 480x320 & all custom sizes
- eBlasts: 700x900 pixels – submit format: HTML, PDF, JPG or URL
- Videos: Youtube or Mpeg
- eCatalogs: PDF
- For more information please visit [giftwarenews.com](http://giftwarenews.com)

## Giftware News INSIDER Digital Look Book

- Reaching 31,000+ retailers .
- Average unique open rates 28% and 9% click rate.
- An advance look via a digital magazine showcasing the latest & hottest products before the print edition of GWN hits your mailbox.

Viewable on all computers, mobile & tablet devices - embed videos, audio messages, links, catalogs &/or emails directly into your ad!

- How about a custom banner at the top to stand out?

## The Gift Shopper

- Digital Ad Postcard

## Custom eBlast

- Reach 31,000+ retailers.
- Embed videos, links, emails &/or catalogs - drive your branding right to their inboxes.

## Contact your representative for more information

Joanne Fallon  
800/229-1967, ext. 251  
[jfallon@vonrabenaumedia.com](mailto:jfallon@vonrabenaumedia.com)

Jim Negen  
855/484-7200  
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## Twitter

- Let us help spread the word of your latest product release @GiftwareNews
- 2300+ Followers