

Advertising in Souvenirs, Gifts & Novelties Is the Right Choice for You!

# SOUVENIRS • GIFTS & NOVELTIES

1962-2017

## Our 55th Anniversary Year

The Best Editorial Coverage from The Most  
Trusted Name in the Gift Industry



Serving Readers with  
Insightful Editorial and  
Advertisers with  
Top-notch Support

### Qualified Readership By Geographic Region\*

New England	4,186
Middle Atlantic	7,768
East North Central	7,094
West North Central	3,196
South Atlantic	12,640
East South Central	2,999
West South Central	3,377
Mountain	3,248
Pacific	9,140
<b>United States</b>	<b>53,648</b>

SGN reaches the industry's best  
buyers - your customers.

*\*As of February, 2017*

*Each issue has a guaranteed mailing of over 42,000  
plus bonus distribution. We rotate all retail locations  
over the course of the year.*

## Over and Above Bonus Distribution Covering Many Major Trade Shows

Here is a sampling of many of the over 40 trade shows where SGN is bonus distributed:

- APPL
- ASD
- Atlanta Mart
- Denver
- Grand Strand
- Gulf Coast
- Halloween & Party Expo
- IAAPA
- IGES Show
- LV Souv/Gift
- Market Square
- Miami Wholesale Show
- Mid-Atlantic
- Minneapolis
- New York NOW
- National Stationery
- NYC Toy Fair
- OASIS
- Ocean City
- Philadelphia
- Seattle
- Smoky Mountain Gift Show
- Sports Licensing and Tailgate Show
- SPREE
- Surf Expo
- Surtex
- The Winter Baseball Show
- Toy Fest West
- Transworld's Halloween & Attractions Show
- Tucson

Kane Communications, 10 East Athens Avenue, Suite 208, Ardmore, PA 19003  
(610) 645-6940 Fax: (610) 645-6943 Email: sgnmag@kanec.com Website: www.sgnmag.com

2017  
Media Kit

Now Mailing  
to Over 42,000  
of the Best  
LOCATIONS!

SGN Offers You the Best  
of Everything:

1. Largest Readership
2. Best Value
3. Best Editorial
4. Best Pricing
5. Best Buyers
6. Bonus Distribution at Most Shows

Read by buyers at:

- Gift Stores
- Hospital Gift Shops
- Toy and Sports Fan Shops
- Museums
- National Parks
- Waterparks
- Zoos
- Botanical Gardens and Garden Centers
- Boutiques
- Country Stores
- Aquariums
- Amusement Parks
- Cruise Lines
- Beach and Surf Shops

### Recurring Editorial Sections:

1. Zoos and Aquariums
2. National and State Parks/Caves and Caverns
3. Museum Stores
4. Hospital Gift Shops
5. College Stores
6. Minor League Baseball and Other Fan Stores
7. Party Stores
8. Inspirational Merchandise Shops
9. Fashion Accessories
10. Country Stores
11. Quality Gifts
12. Plush and Toys

# Advertising Rates 2017

Rate Card #53 September 2016

Size	1 Time	4 Times	8 Times
Spread	\$4200	3960	3400
Page	3000	2745	2525
1/2 Island	2195	1925	1645
1/2 Page	2000	1865	1565
1/3 Page	1645	1535	1390
1/4 Page	1500	1315	1095
1/6 Page	1100	960	820
1/8 Page	965	795	655
Showcase	500	450	370

(Includes color, bleed only available on full-page ads.)

## Covers:

Inside Front	3500	3295	2965
Inside Back	3295	3075	2745
Back	3955	3735	3405
Insert	3020		

## Web Advertising:

Call for quotes

### Banner ad:

468 pixels wide x 60 pixels tall  
File Size: Max 100K

**File Type:** gif or jpeg (no Flash). Animated gifs OK, as long as they fall within the file size limits.

### Tower ad:

120 pixels wide x 600 pixels tall  
File Size: Max 150K

**Resolution:** 72 pixels per inch (ppi)

**Color Scheme:** RGB

### Button ad:

140 pixels wide x 140 pixels tall  
File Size: Max 75K

**URL:** When you send your ad, please include the website address (URL) for your web ad to link to.

Combo rates available for website and Email Report banners.

## Custom Publishing Sections Available

Make the most of your advertising dollars with a professionally presented special section devoted strictly to your message. Call for quotes.

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SOUVENIRS & GIFTS  
& NOVELTIES

*Celebrating 55 Years of  
Editorial Excellence and  
Service to the Gift Industry*

## Staff

### President/Executive Editor

Scott C. Borowsky  
610-645-6940 Ext. 0  
[editorsgnmag@kanec.com](mailto:editorsgnmag@kanec.com)

### Managing Editor

Caroline A. Risi  
610-645-6948 [editorsgnmag@kanec.com](mailto:editorsgnmag@kanec.com)

### Associate Publisher

Larry White  
610-645-6951 [sgnmag@kanec.com](mailto:sgnmag@kanec.com)

### Associate Manager, Sales/Editorial

Joseph Mellek III  
610-645-6952 [sgnmag@kanec.com](mailto:sgnmag@kanec.com)

### Product Editors/ National Account Executives

Fran Cleaves  
781-561-1190 [fcleaves@me.com](mailto:fcleaves@me.com)

Stephan Cox  
610-645-6953 [sgnmag@kanec.com](mailto:sgnmag@kanec.com)

Bill McNulty  
203-730-8321 [billmcnulty54@gmail.com](mailto:billmcnulty54@gmail.com)

### National Account/Product and Editorial Executive

Kitty B. White  
610-645-6940 [sgnmag@kanec.com](mailto:sgnmag@kanec.com)

### Circulation/Editorial Assistant

Susan Mease  
610-645-6940 [circulation@kanec.com](mailto:circulation@kanec.com)

### Billing

Marjie J. Lenker  
610-645-6940 [circulation@kanec.com](mailto:circulation@kanec.com)

**Cancellations** must be made 30 days prior to closing dates. Previous ads will be short rated. Finance charges are added to all invoices past 30 days.

### Credit Cards Accepted:

Visa, Mastercard, Discover or American Express.

**Classified Ads** are \$3 per word with a \$150 minimum.

**Subscriptions:** • One year \$40 • Two years \$50

To subscribe online, go to  
[www.sgnmag.com](http://www.sgnmag.com) and click on "subscribe."

# Mechanical Requirements

*Celebrating 55 Years  
of Editorial Excellence and  
Service to the Gift Industry*

## Magazine Trim Size is 7 3/4 x 10 3/4

### Mechanical Requirements:

Size	Width X Height	(Decimal Size)
<b>Spread</b>		
Spread Bleed	15 3/4 x 11	(15.75 x 11)
Spread Trim	15 1/2 x 10 3/4	(15.5 x 10.75)
<i>Spreads Leave 1 inch for gutter.</i>		
<b>Full Page</b>		
Full Page Bleed	8 x 11	(8 x 11)
Full Page Trim	7 3/4 x 10 3/4	(7.75 x 10.75)
Live Area	6 1/2 x 9 1/2	(6.5 x 9.5)
<b>1/2 Island</b>	4 1/2 x 6 1/2	(4.5 x 6.5)
<b>1/2 Horizontal</b>	6 1/2 x 4 1/2	(6.5 x 4.5)
<b>1/2 Vertical</b>	3 1/8 x 9 1/2	(3.125 x 9.5)
<b>1/3 Horizontal</b>	6 1/2 x 3	(6.5 x 3)
<b>1/3 Vertical</b>	2 1/8 x 9 1/2	(2.125 x 9.5)
<b>1/4 Vertical</b>	3 1/8 x 4 1/2	(3.125 x 4.5)
<b>1/4 Horizontal</b>	6 1/2 x 2 1/4	(6.5 x 2.25)
<b>1/6 Page Vertical</b>	2 1/8 x 4 1/2	(2.125 x 4.5)
<b>1/6 Page Horizontal</b>	3 1/8 x 3	(3.125 x 3)
<b>1/8 Page</b>	3 1/8 x 2 1/8	(3.125 x 2.125)
<b>Showcase Ad</b>	2 1/8 x 2 1/8	(2.125 x 2.125)

### Digital ad Specifications:

1. Preferred format is as a flat file (i.e. no layers) in a tif, eps or jpeg format with a minimum of 300 dpi CMYK. Jpeg must be saved in highest quality for large file email.
2. PDF file X1a-compliant-all fonts and images must be embedded.
3. Illustrator eps file CMYK with all fonts outlined and images embedded.
4. Black and white files may be sent as grayscale.
5. Send hi-res pdf under 10 mgs direct to: dclarke@bluetraindesign.com.
6. Name files with your company name, month and year. For example: YourCompanyName\_January2016

### FTP Information for PC

1. Open browser window.
2. Type ftp.bluetraindesign.com on address line.
3. After logging in you may need to click "View." then "Open FTP Site In Windows Explorer."
4. Username: **sgnovelties**  
Password: **sGiftsN853** (case sensitive).
5. Drag and drop your ad files into FTP window.
6. Send email confirming ad is uploaded to dclarke@bluetraindesign.com.

### FTP Information for Mac

1. Open FTP clients such as fetch or cyberduck.
2. Server: **bluetraindesign.com**.
3. Username: **sgnovelties**  
Password: **sGiftsN853** (case sensitive).
4. Upload files.
5. Send email confirming ad is uploaded to dclarke@bluetraindesign.com.

## Why Advertising in Souvenirs, Gifts & Novelties is the Right Choice for You

The magazine is read by the best retailers at gift stores, resorts, college stores, hotels, independent toy shops, hospital gift shops, country, general and variety stores, zoos and aquariums, home accent stores, beach shops, fashion accessory stores, and many other destination and community retail locations.

Be a part of the number one resource for retailers. SGN features in-depth editorial including retailing success stories, how-to tools and tips, and the highest-quality advertisers offering the latest and best merchandise.

SGN offers unrivaled results and the lowest rates in the industry. The majority of the magazine's advertisers continue their successful campaigns issue after issue.

Be a part of the winning team!



## 2017 Editorial Calendar

There is the best advice for retail industry success in every issue of **Souvenirs, Gifts & Novelties (SGN)**. The magazine covers these categories regularly, plus many others:

- Gifts
- Apparel
- Jewelry
- Plush and Toys
- Fashion Accessories
- Quality Gifts
- Souvenirs
- Snacks, Candy and Gourmet Products
- Licensed Merchandise
- Signs
- Personal Care Products and Candles
- Resort and Beach Merchandise
- Baby Gifts and Apparel
- Home Decor
- Name-drop and Personalized Merchandise
- Collectibles
- Inspirational Merchandise
- Christmas and Holiday Merchandise
- Party Supplies and Decorations
- Sunglasses

### May 2017

Ad closing: March 17, 2017

Summer Profiles in Excellence - A Forum for Advertisers, Plus the New Issue for the Annual Buyer's Guide Directory and Expanded Jewelry, Accessories and Stationery Coverage

- Calendars, Stationery, Frames and Gift Wrap
- Writing Instruments
- The National Stationery Show Preview Issue
- Stickers
- Personalized Name-drop Products
- Christmas, Thanksgiving and Grandparent's Day
- Pink Ribbon Merchandise
- Bath & Body
- Signs
- Home Decor

**Bonus Distributed at These Shows and More:** National Stationery Show and Surtex.

### June/July 2017

Ad closing: May 1, 2017

Special Resort Section and Summer Trade Show Issue Plus IGES, Las Vegas Souvenir and Christmas in July

- July Shows Issue
- Pet-Related Gifts
- Wind Chimes, Flags and Banners
- Back to School
- Art Glass/Stained Glass
- Made in the USA Merchandise
- Resort Section
- Bath & Body

**Bonus Distributed at These Shows and More:** California, Chicago, Atlanta, ASD, and Philadelphia shows.

### August/September 2017

Ad closing: June 23, 2017

Annual Buyer's Guide Directory/Special Resort Section, Plus Surf Expo and the Smoky Mountain Gift Show

- General Merchandise Special Report
- New Year's Merchandise
- Music Products
- Men's Gifts
- Store Fixtures and Accessories
- Stocking Stuffers
- Resort Section
- Signs
- Home Decor

**Bonus Distributed at These Shows and More:** New York, Denver, Surf Expo, Seattle, Las Vegas Souvenir, OASIS and Miami Wholesale shows.

### October 2017

Ad closing: August 22, 2017

The BIG Resort Show Issue with the Best IGES, Smoky Mountain and Myrtle Beach Gift Show coverage.

- Wildlife-Themed Products
- Nostalgia Today
- Valentine's Day Merchandise
- Cruise Line Merchandise
- Truck Stops and Travel Centers
- Resort and Beach Stores

**Bonus Distributed at These Shows and More:** Smoky Mountain Gift Show, IGES Show, Grand Strand, East Coast Resort Expo, IAAPA (Amusement Park Show) and Winter Baseball Meetings.

SGN can't be beat when it comes to illuminating and making sense of the special challenges faced by today's retailers.

In each issue, the magazine covers these types of shops, as well as others:

- Gift Stores & Boutiques
- Jewelry Stores
- Apparel Stores
- Fashion Accessories
- Home Decor
- Bath & Body
- Gourmet Foods/Candy
- Hardware Stores
- Florists
- Zoos and Aquariums
- Party Stores
- Hospital Shops
- Museum Gift Shops
- College Stores
- Country Stores
- Toy Stores
- Resort and Seaside Locale Stores
- Inspirational Stores
- Baby Shops
- Cave and Cavern Souvenir Stores
- Public Lands Partner Stores
- Health and Beauty Stores
- Hallmark Stores
- Pharmacies
- Fan and Minor League Baseball Shops
- Discount and Variety Stores
- Waterpark and Theme Park Shops

### November/December 2017

Ad closing: October 6, 2017

Surf Expo Special Section/Winter Trade Shows/Advertiser Bonus Profiles in Excellence Edition

- St. Patrick's Day and Easter merchandise
- Winter Shows Preview Issue
- Resort/Beach Products and Show Previews
- Resort Show Trends and Roundup
- Denver Western Show Preview Feature
- Surf Section
- Outdoor/Garden

**Bonus Distributed at These Shows and More:** Sports Licensing and Tailgate Show, Philadelphia and Atlanta Previews, Surf Expo and Denver Western Show.

### January 2018

Ad closing: November 24, 2017

Spring Trade Show Issue Plus Candles, Scented and Bath and Body Merchandise and Special Halloween Show Section

- Country Giftware
- Pet Gifts
- Mother's Day, Father's Day and Nurse's Day
- Graduation Season
- Outdoor/Garden
- Bath & Body
- Home Decor

**Bonus Distributed at These Shows and More:** Sports Licensing, New York, Chicago, Atlanta, California, Seattle, OASIS, Surf Expo, Philadelphia, Halloween and Party, Dallas, Toronto and Minneapolis Mart.

### February 2018

Ad closing: December 22, 2017

Toy Fair and Annual Plush Report

- Sales Trends at General Gift Stores
- Games, Plush, Puzzles and Playthings
- Teens' Top Picks
- ASD Gift & General Merchandise Special Report
- Halloween Merchandise and Show Preview
- Sports Licensing
- Outdoor/Garden

**Bonus Distributed at These Shows and More:** CAMEX and ICBA, Denver, Transworld, Toy Fest West, NYC Toy Fair and Las Vegas ASD shows.

### March/April 2018

Ad closing: February 9, 2018

Spring Buying Issue Plus Apparel, Hats, T-shirts and Fashion Accessories

- Annual Megabucks Feature
- Nautical-Themed Merchandise
- Christmas Trends
- Pirate Themed Merchandise
- Eyewear
- Spotlight on T-shirts, also covering apparel, hats, sweatshirts, socks, footwear and moccasins
- Visual merchandising and displays

**Bonus Distributed at These Shows and More:** Indianapolis, Ocean City and SPREE