

SOUVENIRS & GIFTS & NOVELTIES

1962-2016

Our 54th Anniversary Year

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



Qualified Readership By Geographic Region

New England	3,689
Middle Atlantic	6,935
East North Central	5,289
West North Central	3,046
South Atlantic	11,970
East South Central	2,937
West South Central	3,322
Mountain	2,928
Pacific	5,359
United States	45,475
U.S. Territories	93
Canada	12
Foreign	10
APO/FPO	4

**Total Qualified
Readership Mailing 45,594***

**As of July, 2015.*

2015-2016 Media Kit

Now Mailing
to Over 45,000
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

Read by buyers at:

- Gift Stores
- Cruise Lines
- Toy and Sports Fan Shops
- Museums
- National Parks
- Waterparks
- Zoos
- Destination Location Stores
- Hospital Gift Shops
- Boutiques
- Country Stores
- Aquariums
- Amusement Parks

Over and Above Bonus Distribution Covering All of the Major Trade Shows

Souvenirs, Gifts & Novelties Magazine has bonus distribution at all of the following Winter and Summer trade shows and marts in addition to our readership as listed above:

- Albuquerque
- APPL
- ASD-Las Vegas
- Atlanta Mart
- Boston
- Denver
- Fort Lauderdale
- Galveston
- Grand Strand
- Gulf Coast
- Halloween & Party Expo
- IAAPA
- IGES Show
- LV Souv/Gift
- Market Square
- Miami Wholesale Show
- Mid-Atlantic
- New York
- National Stationery
- OASIS
- Ocean City
- Orlando
- Philadelphia
- San Francisco
- Seattle
- Smoky Mountain Gift Show
- Sports Licensing and Tailgate Show
- Surf Expo
- The Winter Baseball Show
- Toy Fest West
- Transworld's Halloween & Attractions Show

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

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

www.sgnmag.com

Advertising Rates 2015-2016

Rate Card #52 March 2015

Size	1 Time	4 Times	8 Times
Spread	\$4200	3960	3400
Page	2965	2745	2525
1/2 Island	2195	1925	1645
1/2 Page	2000	1865	1565
1/3 Page	1645	1535	1390
1/4 Page	1400	1315	1095
1/6 Page	1100	960	820
1/8 Page	965	795	655
Showcase	500	450	370

(Includes Color)

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

Tower ad:

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

Button ad:

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

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

Resolution: 72 pixels per inch (ppi)

Color Scheme: RGB

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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Email: sgnmag@kanec.com Website: www.sgnmag.com

SOUVENIRS & GIFTS
& NOVELTIES

*Celebrating 54 Years
of Editorial Excellence
and Service to
the Gift Industry*

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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 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 and click on "subscribe."

Mechanical Requirements

*Celebrating 54 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)
Spread		
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>		
Full Page		
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)
1/2 Island	4 1/2 x 6 1/2	(4.5 x 6.5)
1/2 Horizontal	6 1/2 x 4 1/2	(6.5 x 4.5)
1/2 Vertical	3 1/8 x 9 1/2	(3.125 x 9.5)
1/3 Horizontal	6 1/2 x 3	(6.5 x 3)
1/3 Vertical	2 1/8 x 9 1/2	(2.125 x 9.5)
1/4 Vertical	3 1/8 x 4 1/2	(3.125 x 4.5)
1/4 Horizontal	6 1/2 x 2 1/4	(6.5 x 2.25)
1/6 Page Vertical	2 1/8 x 4 1/2	(2.125 x 4.5)
1/6 Page Horizontal	3 1/8 x 3	(3.125 x 3)
1/8 Page	3 1/8 x 2 1/8	(3.125 x 2.125)
Showcase Ad	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: Your Company Name_January15

FTP Information for PC

1. Open browser window.
2. Type [ftp.bluetraindesign.com](ftp://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.

Advertising in Souvenirs, Gifts & Novelties is the Right Choice

The magazine is read by retailers at gift stores, resorts, college stores, hotels, independent toy shops, hospital gift shops, country, general and variety stores, zoos and aquariums, 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!



2015-2016 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

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 many others:

- Gift Stores
- Zoos and Aquariums
- Party Stores
- Hospital Shops
- Museum Gift Shops
- College Stores
- Waterpark and Amusement Park Shops
- Resort and Seaside Locale Stores
- Inspirational Stores
- Baby Shops
- Cave and Cavern Souvenir Stores
- Public Lands Partner Stores
- Fan and Minor League Baseball Shops
- Jewelry Stores
- Apparel Stores
- Toy Stores
- Country, Discount and Variety Stores

November/December 2015 Ad closing: October 5, 2015

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

Advertisers and readers will benefit from the Winter installment of the Profiles in Excellence feature, which offers special half-page tribute articles from advertising companies. In addition to coverage of recurring merchandise categories and store types, this Winter Trade Show issue also offers extensive bonus stories in the following categories:

- 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

Bonus Distribution: Sports Licensing and Tailgate Show, Philadelphia and Atlanta Previews, Surf Expo and Denver Western Show.

May 2016

Ad closing: March 18, 2016

Summer Profiles in Excellence - A Forum for Advertisers, Plus Expanded Jewelry, Accessories and Stationery Coverage

Advertisers and readers will benefit from the Summer installment of the Profiles in Excellence feature, which offers special half-page tribute articles from advertising companies.

The issue also offers the best coverage of recurring merchandise categories and store types, plus the following bonus features:

- 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

Bonus Distribution: National Stationery Show.

January 2016

Ad closing: November 23, 2015

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

Advertisers and readers will benefit from special candles, scented and bath and body merchandise stories in this special edition. In addition to coverage of recurring merchandise categories and store types, this issue offers even more editorial coverage in these areas:

- Country Giftware
- Pet Gifts
- Mother's Day, Father's Day and Nurse's Day
- Graduation Season

Bonus Distribution: Sports Licensing, New York, Chicago, Atlanta, Ft. Lauderdale, California, Seattle, OASIS, LA Gift Mart, Kansas City Mart, Surf Expo, Philadelphia, Columbus, Pittsburgh, Halloween and Party, Dallas and San Francisco and Dallas Gift shows.

June/July 2016

Ad closing: May 6, 2016

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

The issue features valuable tips and ideas for best Christmas buying practices plus stories covering recurring topics and store categories as well as these bonus features:

- 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

Bonus Distribution: California, Chicago, Atlanta, ASD, Philadelphia and Orlando shows.

February 2016

Ad closing: December 22, 2015

Toy Fair and Annual Plush Report

Advertisers and readers will benefit from special toy, plush, game and playthings features to celebrate the American International Toy Fair in New York City.

In addition to coverage of recurring merchandise categories and store types, there are even more stories in the following categories:

- 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

Bonus Distribution: CAMEX and ICBA, Denver, Transworld, Toy Fest West, Halloween show, NYC Toy Fair and Las Vegas ASD shows.

August/September 2016

Ad closing: June 24, 2016

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

The issue features a listing of all of the top companies in the industry in this Buyer's Guide Directory edition. In addition to stories covering all of the recurring topics and store types, the edition also offers the following bonus features:

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

Bonus Distribution: New York, Denver, Ft. Lauderdale, San Francisco, Surf Expo, Seattle, Las Vegas Souvenir, OASIS and Miami Wholesale shows.

March 2016

Ad closing: January 22, 2016

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

This issue is the perfect accompaniment for Spring buying trips and also offers top-quality editorial covering recurring merchandise categories and store types, plus these special bonus features:

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

Bonus Distribution: Boston, Indianapolis, Ocean City and Miami Wholesale shows.

October 2016

Ad closing: August 22, 2016

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

Advertisers and readers will benefit from special bonus features in this BIG Resort Show Issue, historically the biggest book of the year. The edition also offers coverage of recurring merchandise categories and store types.

- Botanical Garden and Garden Center Merchandise
- Wildlife-Themed Products
- Nostalgia Today
- Valentine's Day Merchandise
- Cruise Line Merchandise
- Truck Stops and Travel Centers

Bonus Distribution: Smoky Mountain Gift Show, IGES Show, Grand Strand, Galveston, Gulf Coast, East Coast Resort Expo, IAAPA (Amusement Park Show) and Winter Baseball Meetings.

Editorial is subject to change taking current trends into account.