

SOUVENIRS * GIFTS & NOVELTIES

SGN has a strong readership of retail decision-makers at locations across the country, including:

- Amusement Park Stores
- Apparel & Accessories Stores
- Aquarium Gift Shops
- Bath/Body/Personal Care Stores
- Beach and Pier Stores
- Botanical Garden Stores
- Campground Stores
- Candy and Gourmet Food Shops
- Casino Gift Shops
- Cave and Cavern Stores
- Christmas Stores
- Collegiate Gift Shops
- Country Stores
- General Stores
- Gift Shops
- Hotel and Resort Shops
- Inspirational Gift Shops
- Landmark Gift Shops
- Museum Stores
- National Park Stores
- Pet Gift Shops
- Souvenir Stores
- Sports Fan Gift Shops
- State Park Stores
- Toy Stores
- T-Shirt Shops
- Water Park Stores
- Zoo Gift Shops



1962-2025
Our 64th year of
excellence in
publishing.



TOP 5 BENEFITS OF ADVERTISING IN SOUVENIRS, GIFTS & NOVELTIES:

#1

AFFORDABLE

With a wide range of options reach each new potential buyer for just pennies!

#2

TARGETED REACH

SGN's readers are retailers who purchase the types of products you sell!

#3

CREDIBILITY

When your ad appears in the pages of a trusted source it adds credibility to your brand!

#4

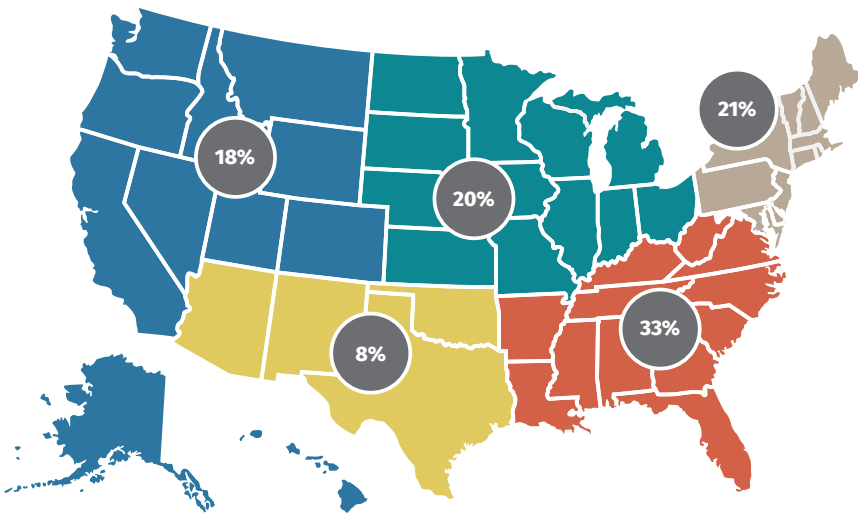
BONUS DISTRIBUTION

An additional 5,500 copies are distributed at leading industry trade shows!

#5

LONG SHELF LIFE

Informative B2B publications like SGN are saved and referred back to time and again!



Subscribers are located throughout the United States at destination retail stores where souvenirs and gifts are popular.

■ West.....	18%
■ Northeast.....	21%
■ Southeast.....	33%
■ Midwest.....	20%
■ Southwest.....	8%

We make it easy for you to reach your core audience!

SGN has bimonthly distribution to **49,500+** retailers through its print and digital editions. **This includes an exclusive partnership with Clarion Events — 13,000+ recent trade show attendees are emailed SGN's bimonthly digital edition!** An additional **5,500+** copies are distributed at trade shows annually.

Popular retail destinations across all regions of the United States receive SGN and are represented through exclusive editorial coverage. The publication guides the purchasing decisions of retailers from coast to coast and everywhere in between.

**2024
ASBPE AWARD
WINNER FOR
EXCELLENCE IN
DESIGN!**



Partner with us to reach retailers — your potential new customers!

Souvenirs, Gifts & Novelties has been a trusted resource for retailers for over 60 years. Our editorial, design and sales team has decades of B2B publishing experience. Whether you're a large wholesale company or a small, family-owned business, you can put your trust in SGN for year-round access to your customer base — readers who purchase the types of merchandise you sell!

Each issue of SGN magazine features store profiles, souvenir spotlights, product trends, merchandising inspiration, product ideas and industry news. Our in-depth coverage of retailers at resorts, tourist attractions, and travel destinations is a must-read for souvenir and gift store owners, managers and buyers. SGN's unparalleled coverage guides the buying decisions of retail locations across the United States.

Let our experience help you deliver results with exceptional support every step of the way!



COMMITMENT: Unlike other media outlets, SGN is completely dedicated to retailers who specialize in souvenirs and gifts. You have our undivided attention.



DEDICATED TEAM: Our expert team has decades of experience in B2B publishing. We produce award-winning content that will get you noticed.



AT YOUR SERVICE: We understand the needs of advertisers and will guide you through the process. We can help you make the biggest impact.

2025 MEDIA PLANNER • EDITORIAL CALENDAR

JANUARY/FEBRUARY 2025

Sales Close: November 29 • Ads Due: December 6

- **Souvenir Focus:** Aquariums
- **Product Trends:** T-shirts and Sweatshirts; Jewelry
- **Merchandising:** Food Products; Personal Care
- **Theme Focus:** Train & Railroad Attractions
- **Fresh Ideas:** Arctic Animals; National Parks; Rainbows; Baby & Toddler; Personalized Gifts; Easter/Spring
- **Retailer Spotlight:** Midwest: Cave; West: Candy Shop; Northeast: Christmas Store

Bonus Distribution: Surf Expo; Atlanta Market; Las Vegas Market; Philadelphia Gift Show; Rocky Mountain Apparel, Gift and Resort Show

MARCH/APRIL 2025

Sales Close: February 7 • Ads Due: February 14

- **Souvenir Focus:** Museums
- **Product Trends:** Conservation Souvenirs; Toys and Games
- **Merchandising:** Impulse Buys; Rocks, Stones and Minerals
- **Theme Focus:** Desert/Southwest
- **Fresh Ideas:** Woodland Creatures; Collegiate; Color of the Year; Sustainable; Americana; Patio & Outdoor
- **Retailer Spotlight:** South: Sports Fan Gift Shop; Central: Botanical Garden; Mountain: National Park

Bonus Distribution: ASD Market Week; The Reunion

MAY/JUNE 2025

Sales Close: April 4 • Ads Due: April 11

- **Souvenir Focus:** National Parks
- **Product Trends:** Apparel; Religious
- **Merchandising:** Housewares & Kitchen; Personalized souvenirs
- **Theme Focus:** Country Stores
- **Fresh Ideas:** Fish; Coffee & Espresso; Route 66; Gemstones, Rocks and Minerals; Sports; Halloween/Fall
- **Retailer Spotlight:** Mid Atlantic: Landmark; Great Lakes: Zoo; Southwest: General Store

JULY/AUGUST 2025

Sales Close: June 6 • Ads Due: June 13

SHOW PREVIEW: LAS VEGAS SOUVENIR & RESORT GIFT SHOW

- **Souvenir Focus:** Amusement Parks
- **Product Trends:** Name Drops & Custom; Holiday Souvenirs
- **Merchandising:** Men's; Plush Toys
- **Theme Focus:** Beach Stores
- **Fresh Ideas:** Dogs; Farm; Faith-based; Native American; Frogs; Christmas
- **Retailer Spotlight:** Pacific Northwest: Casino; Southeast: T-shirt Shop; Upper Midwest: Toy Stores

Bonus Distribution: Atlanta Market; Las Vegas Market; ASD Market Week; Rocky Mountain Apparel, Gift and Resort Show; Surf Expo; Las Vegas Souvenir & Resort Gift Show

SEPTEMBER/OCTOBER 2025

Sales Close: August 1 • Ads Due: August 8

SHOW PREVIEW: SMOKY MOUNTAIN GIFT SHOW & IGES

- **Souvenir Focus:** Hotel/Resort Gift Shops
- **Product Trends:** Kids; Licensed Sports Products
- **Merchandising:** Jewelry; Stickers, Pins and Patches
- **Theme Focus:** Mountain-themed Stores
- **Fresh Ideas:** Bears; Hiking/Backpacking; Plush; Moose; Candy; Humor
- **Retailer Spotlight:** New England: Museum; Central: Country Store; West Coast: Campground

Bonus Distribution: Panama City Beach Gift Show; GHTA Conference; IGES; Smoky Mountain Gift Show

NOVEMBER/DECEMBER 2025

Sales Close: October 3 • Ads Due: October 10

- **Souvenir Focus:** Zoos
- **Product Trends:** Magnets & Keychains; Wall Decor
- **Merchandising:** Name-Drop & Custom; Headwear
- **Theme Focus:** Natural History Museums
- **Fresh Ideas:** Insects; Cards & Stationery; Science; Landmarks; Valentine's Day; Military
- **Retailer Spotlight:** Carolinas: Beach Store; Central: Pet Gift shop; West: Souvenir Store

Bonus Distribution: Ocean City Resort Gift Expo; Grand Strand Gift & Resort Merchandise Show



IN EVERY ISSUE

Store Owner Profiles • Souvenir Focus • Next Exit
Retailer News • Wholesaler News • Trade Show News
Product Trends • Product Showcase • Expert Columns
Fresh Ideas • Merchandising Trends • Sunshine Award
Retailer Trends • On the Road with Heart on Main Street

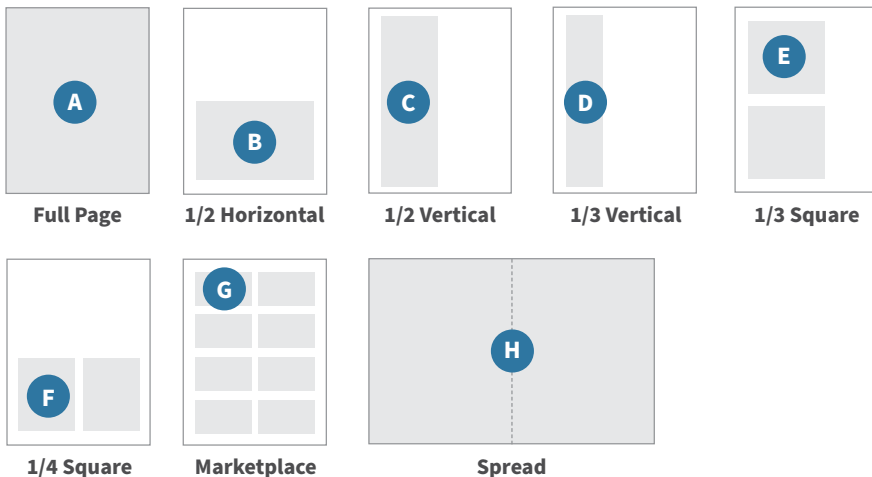
TRENDING PRODUCTS

Souvenirs • Gifts • Apparel • Name Drop • Plush • Stickers
Jewelry • Holiday gifts • Signs • Candy and Gourmet Food
Resort and Beach Merchandise • Pet Gifts • Outdoor Gifts
Stationery • Games and Puzzles • Sports Licensing Gifts
Bath and Body • Southwestern Gifts • Rocks and Gems
Wildlife-Themed Gifts • Made in the USA • Eco-Friendly
Drinkware • Magnets • Keychains • Religious Gifts

2025 MEDIA PLANNER • PRINT AD RATES & SIZE SPECS

2025 PRINT SPECS		
Ad	Size	
A	Full Page Trim	7.75" x 10.75"
A	Full Page Bleed	8.0" x 11.0"
B	1/2 Page Horizontal	6.5" x 4.5"
C	1/2 Page Vertical	3.125" x 9.5"
D	1/3 Page Vertical	2.125" x 9.5"
E	1/3 Page Square	4.25" x 4.25"
F	1/4 Page Square	3.125" x 4.5"
G	Marketplace	3.125" x 2.125"
H	Spread Trim	15.5" x 10.75"
H	Spread Bleed	15.75" x 11"

2025 PRINT RATES - FULL COLOR						
Ad	1x	2x	3x	4x	5x	6x
Full Page - A						
1/2 Page - B & C						
1/3 Page - D & E	CONTACT YOUR SALES REPRESENTATIVE FOR CURRENT PRICING!					
1/4 Page - F						
Marketplace - G						
Spread - H						



Full page ads: Text and logos should be a minimum of .25" from trim or .375" from bleed.

Spread ads: Text and logos should be a minimum of .25" from trim or .375" from bleed with a minimum .25" inside margin.

Preferred format: Flat file (i.e. no layers) in a .tif, .eps, .jpg or PDF format with a minimum of 300 DPI CMYK. Highest quality format required for .jpg files. PDF files must be saved as press-ready quality and all fonts and images must be embedded.

File names: Include your company name, magazine name and issue.

Interested in making an even BIGGER IMPRESSION? Talk to your sales representative about our custom publishing opportunities!

Affordable and impactful options include belly bands, catalogs, gatefolds, postcards, outsert polybags and advertorials!



Our highly targeted content is created for destination-driven retailers — the customer base you target with your merchandise!

2025 MEDIA PLANNER • DIGITAL AD RATES & SIZE SPECS

Website

Updated regularly with news, advice, events and product ideas. Creates an online community where retailers and wholesalers can connect.

- A) Banner Ad 728 x 120 pixels
- B) Rectangle Ad 300 x 250 pixels
- C) Tower Ad 300 x 600 pixels

Digital Edition E-Newsletter

Available to one exclusive advertiser per issue, the banner ad appears in the digital edition e-blast.

- D) Banner Ad 728 x 120 pixels

SGN News Update E-Newsletter

Monthly e-newsletter providing news updates, tips and product ideas.

- E) Banner Ad 728 x 120 pixels

SGN Product Spotlights E-Newsletter

Monthly product e-newsletter featuring trending products. Advertiser supplies image, 20-word description and URL. Each edition is limited to 10 spots for a highly visible experience.

- G) Product Spot

NEW! Online Marketplace Directory

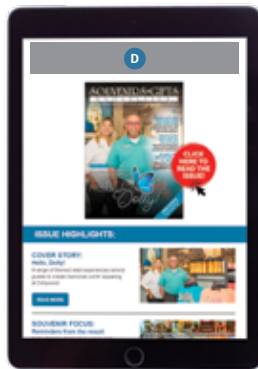
Leverage the power of SGN's website with a page dedicated to your brand. Includes: company category; company name; photo carousel (max. 10 photos); company and product information (max. 300 words); logo; website, email address and phone number; social media handles; contact name and address; trade shows where you'll be exhibiting.

- H) 6 months.....
- H) 12 months.....

SGN's website and digital products provide effective ways to reach your target audience directly, frequently, and easily. More wholesale orders from your potential customers are just a click away!



WEBSITE



DIGITAL EDITION



NEWS UPDATE



PRODUCT SPOTLIGHT



MARKETPLACE DIRECTORY

Digital ad specifications: Preferred format is as a flat file (i.e. no layers) in .jpeg format with a minimum of 300 dpi CMYK. Highest quality format required for .jpeg files. File name should include your company name, month and year. Example: YourCompanyName_January2024

CONTACT US TODAY TO LEARN MORE ABOUT SGN ADVERTISING OPPORTUNITIES!

SALES

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