

SOUVENIRS*GIFTS & NOVELTIES

2023 MEDIA PLANNER



Powerful reach through a wide range of high-quality print, digital and online media solutions that deliver remarkable results!

AMERICA'S MOST TRUSTED PUBLICATION FOR THE SOUVENIR & RESORT GIFT INDUSTRY



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 media publishing. We produce award-winning and engaging content that will get you noticed.



AT YOUR SERVICE

We understand the needs of advertisers and will guide you through the process. We want to help you make the biggest impact for your investment.

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

SGN 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!

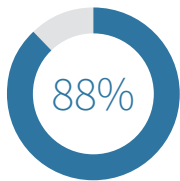
Each issue of SGN magazine features store profiles, souvenir spotlights, product trends, merchandising inspiration, product ideas and wholesaler news. Our in-depth coverage of retailers at resorts, tourist attractions, and travel destinations is a must-read for gift and souvenir owners, managers and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



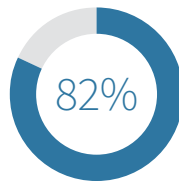
Put the power of print to work for you!

Print advertising is an effective and powerful tool for businesses looking to reach their target audience. A majority of consumers view print advertising as a highly reliable form of marketing, making it a successful way to reach potential new customers. It can generate high response rates and lead to increased website visits.

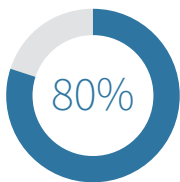
Even in the digital age, print ads still have the power to sway consumer opinion and drive sales. The ability to establish a close connection between your brand and readers is essential to maximizing the impact of your brand. By reaching potential customers with targeted messages that appeal directly to their purchasing decisions, it is still one of the most cost-effective ways to reach potential new customers!



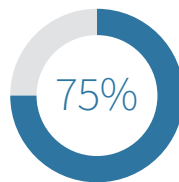
Consumers who take the time to look through print ads.*



Consumers who trust print ads most when making a purchase.*



Consumers who say they look forward to receiving print ads.*



Consumers who say they can recall a brand after seeing a print ad.*

Print ads generate a **27% increase** in visits to advertisers websites, up from 12% in 2009.**

When print advertisements are used together with email marketing, businesses average a **49% increase** in sales and a **125% increase** in inquiries.**

DID YOU KNOW? Print readers usually spend **20 minutes or more** with their publication in hand.*

*www.conquestgraphics.com; **www.earlystagemarketing.com

TOP 5 BENEFITS OF ADVERTISING IN SGN:

#1 AFFORDABLE OPTIONS: A wide range of options and frequency discounts offer SGN advertisers an affordable range of options. Reach each new potential buyer for just pennies!

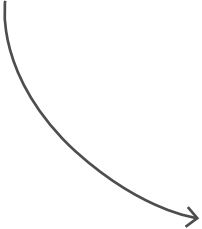
#2 TARGETED REACH: SGN's readers are retailers who purchase the types of products you sell. With our highly-targeted demographics, your ad will be reaching thousands of potential new customers.

#3 BRAND RECOGNITION AND CREDIBILITY: SGN is a respected publication in the retail industry. When your ads are among the pages of a trusted source such as SGN, it adds credibility to your brand.

#4 A LONG SHELF LIFE: Informative B2B publications like SGN are saved and referred back to time and again. This provides the potential for repeat exposure.

#5 PASS-ON EXPOSURE: Copies of SGN can be shared among co-workers and employees. This can increase the number of people per issue who see your advertisement.

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



NEW DESIGN!
 Our fresh new look will help get your ad noticed by key retailers!

2023 Editorial Calendar

JULY/AUGUST 2023

Sales Close: June 15
Ads Due: June 22

Show Preview: Las Vegas
Souvenir & Resort Gift Show

Souvenir Focus: Casinos & Indian resorts

Product Trends:

- Licensed sports products
- Toys and games
- Personalized souvenirs
- Jewelry at museums
- Christmas-themed gifts & souvenirs
- Magnets and keychains

Merchandising:

- Men's gifts
- Coastal souvenirs
- Name-drop apparel and accessories
- Kitchen and housewares
- Impulse buy souvenirs

Retailer Spotlight:

- Collegiate products
- Coastal and beach products
- Desert & Southwest products

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

SEPTEMBER/OCTOBER 2023

Sales Close: July 27
Ads Due: August 3

Show Preview: Smoky Mountain
Gift Show

Souvenir Focus: Beach & coastal stores

Product Trends:

- Candy and gourmet foods
- Health and beauty impulse buys
- Hospital gift shop jewelry
- Stickers, pins and patches
- Sustainable gifts and souvenirs
- Airport gift shop collectible souvenirs

Merchandising:

- Name-drop decor
- Plush toys
- Resortwear
- Seasonal gifts
- Shopping bags/totes

Retailer Spotlight:

- Lake, lodge & mountain souvenirs
- Boutique pet products
- Zoo gifts and souvenirs

Bonus Distribution: Coastal Connections Conference; Smoky Mountain Gift Show; IGES/Sevierville; Ocean City Resort Gift Expo; Corpus Christi Souvenir & Resort Show; Panama City Beach Gift Show

NOVEMBER/DECEMBER 2023

Sales Close: September 21
Ads Due: September 28

Show Preview: Grand Strand Gift &
Resort Merchandise Show

Souvenir Focus: Sports & collegiate shops

Product Trends:

- Gifts at hardware stores
- Beaded and woven jewelry
- Magnets & keychains
- Animal-themed souvenirs
- Posters and wall art
- T-shirts and sweatshirts

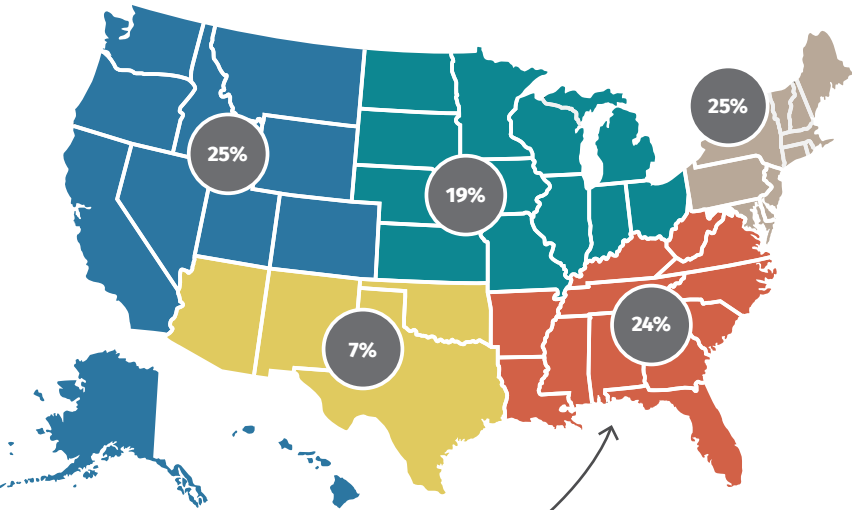
Merchandising:

- Drinkware
- Candles & aromatherapy
- Hats & caps
- Children's beach products
- Charitable products

Retailer Spotlight:

- Party/holiday products
- Inspirational/religious gifts
- Souvenirs at landmarks

Bonus Distribution: Grand Strand Gift & Resort Merchandise Show; Surf Expo; Atlanta Market; Las Vegas Market; Sports Licensing & Tailgate Show



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

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

SGN offers bimonthly distribution to 24,000+ retailers. An additional 5,000+ 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.

■ West Region	25%
■ Northeast Region	25%
■ Southeast Region	24%
■ Midwest Region	19%
■ Southwest Region	7%

Reach a wide variety of retailers interested in your products!

SGN has a strong readership of retail decision-makers at brick-and-mortar retail locations such as:

- Amusement park gift shops
- Aquarium gift shops
- Apparel & accessories stores
- Bath and personal care stores
- Beach and surf shops
- Botanical garden gift shops
- Campground gift stores
- Candy and gourmet food stores
- Card and stationery stores
- Cave and cavern gift shops
- Christmas stores
- Collegiate gift shops
- Country stores
- Drug stores and pharmacies
- Florists
- General gift stores
- Hardware stores
- Historical home gift shops
- Home decor stores
- Hospital gift shops
- Hotel and resort gift shops
- Inspirational and new age stores
- Jewelry stores
- Museum gift shops
- National park gift shops
- Outdoor recreation stores
- Party stores
- Pet boutiques
- Souvenir stores
- Sports gift shops
- State park gift shops
- Toy stores
- T-shirt shops
- Water park gift shops
- Winery gift shops
- Zoo gift shops

SPECS & PRICING

SGN offers a variety of print ad sizes suitable for all budgets. Place an ad in multiple issues and take advantage of our frequency discounts.

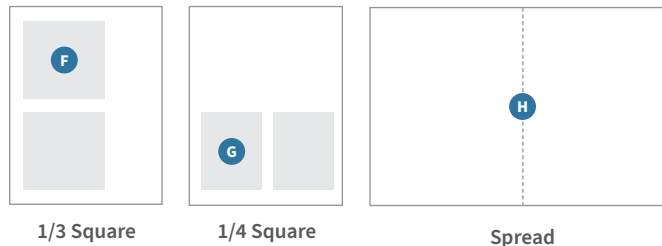
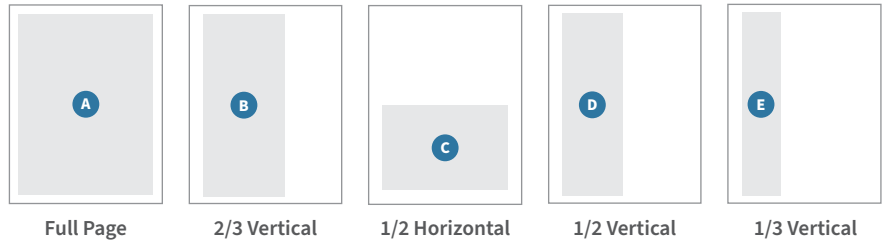
2023 PRINT SPECS		
	Ad	Size
A	Full Page	7.75" × 10.75"
B	2/3 Page Horizontal	4.25" × 9.25"
C	1/2 Page Horizontal	6.5" × 4.5"
D	1/2 Page Vertical	3.125" × 9.5"
E	1/3 Page Vertical	2.125" × 9.5"
F	1/3 Page Square	4.25" × 4.25"
G	1/4 Page Square	3.125" × 4.5"
H	Spread	15.5" × 10.75"

- Trim size: 7.75" x 10.75"
- Bleeds: Add .125" on each side
- Margins: Allow .5" for live area

Print ad specifications: Preferred format is as a flat file (i.e. no layers) in a jpeg format with a minimum of 300 dpi CMYK. Jpeg must be saved in highest quality for large file email. PDF file X1a-compliant-all fonts and images must be embedded. Send hi-res PDF under 10 MBs direct to: debby@breakwallpublishing.com. Name files with your company name, month and year. For example: YourCompanyName_January2023.

2023 PRINT RATES						
Ad	1x	2x	3x	4x	5x	6x
Full Page						
2/3 Page						
1/2 Page						
1/3 Page						
1/4 Page						
Spread						
Back Cover						
Inside Front Cover						
Inside Back Cover						

CONTACT US FOR CURRENT RATES!



NEW!
Redesigned
Website

NEW!
Monthly
Product
Spotlight



NEW!
Monthly
News
Update



NEW!
Bimonthly
Digital
Edition

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 and digital options that create brand visibility!

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

- ABanner Ad728 x 90 pixels
- BTower Ad300 x 600 pixels
- CRectangle Ad300 x 250 pixels

Digital Edition E-blast: Available to one exclusive advertiser per issue, the banner ad appears in the e-blast subscribers receive featuring the digital edition.

- DBanner Ad728 x 90 pixels

News Update: Monthly e-newsletter providing news updates, tips and product ideas. Three advertising positions are available each month.

- EBanner Ad728 x 90 pixels

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

- F.....Product Spot.....image + 20 words



WEBSITE



DIGITAL EDITION



NEWS UPDATE



PRODUCT SPOTLIGHT

Digital ad specifications: Preferred format is as a flat file (i.e. no layers) in jpeg format with a minimum of 300 dpi CMYK. Jpeg must be saved in highest quality for large file email. Send hi-res pdf under 10 MBs direct to: debby@breakwallpublishing.com. Name files with your company name, month and year. For example: YourCompanyName_January2023.

Contact us today to learn how we can help you reach souvenir, gift and destination-driven retailers!

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SOUVENIRS*GIFTS
*NOVELTIES



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