

SOUVENIRS & GIFTS & NOVELTIES

1962-2012

Our 50th Anniversary Year

The Most Trusted Name in the
Souvenir, Gift and Resort Marketplace



"Qualified" Readership By Geographic Region

New England	3,653
Middle Atlantic	6,886
East North Central	4,766
West North Central	2,635
South Atlantic	11,817
East South Central	2,655
West South Central	2,521
Mountain	2,689
Pacific	5,201
United States	42,823
U.S. Territories	114
Canada	219
Mexico	6
Foreign	78
APO/FPO	4

**Total Qualified
Readership** 43,244*

* as of October 2011

2012 Media Kit

**Now Mailing to
Over 42,000
BUYERS!**

**SG&N—The best of
everything for you:**

1. Best Readership
2. Best Value
3. Best Editorial
4. Best Pricing

Read by buyers at:

- Airport Gift Stores
- Amusement Parks
- Aquariums
- Cruise Lines
- General Gift Shops
- Museums
- National Parks
- Waterparks
- Zoos
- Destination Location Stores

Bonus Distribution

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
- CAMEX
- Columbus
- Denver
- Fort Lauderdale
- Galveston
- Grand Strand
- Gulf Coast
- Halloween and Party Expo
- IAAPA
- IGES Show
- LV Souv/Gift
- Market Square
- Mid-Atlantic
- New York
- N.Y. Stationery
- Oasis
- Ocean City
- Orlando
- Philadelphia
- San Francisco
- Seattle
- Smoky Mountain Gift Show
- Sports Licensing and Tailgate Show
- Surf Expo
- The Winter
- Baseball Show
- Transworld Halloween, Costume and Party Show
- Tucson Jewelry Show

Recurring Editorial Sections:

1. Zoos and Aquariums
2. National and State Parks
3. Museum Stores
4. Hospital Gift Shops
5. College Bookstores
6. Minor League Baseball Fan Stores
7. Party Stores
8. Inspirational Merchandise Shops
9. Carts and Kiosks

Advertising Rates 2012

Rate Card #51 January, 2012

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 (see below).

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.

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

SOUVENIRS & GIFTS
NOVELTIES

*Celebrating 50 Years
of Editorial Excellence
and Service to
the 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 Are 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 50 Years
of Editorial Excellence and
Service to the 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 tiff, 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 are 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
Ex: (YourCompanyName_January12)

FTP Information for PC

1. Open browser window
2. Type [ftp.bluetraindesign.com](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
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
dclarke@bluetraindesign.com

Advertising in Souvenirs, Gifts & Novelties is the Right Choice

The magazine is read by retailers at resorts, college bookstores, hotels, independent shops, hospitals, carts and kiosks, zoos and aquariums and many other destination locations.

Be a part of the number-one resource for retailers. SGN features in-depth editorial including retailing success stories, how-to tools 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!



2012 Editorial Calendar

January 2012

Candles and Scented Merchandise

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- Country Giftware
- Pet Gifts
- Mother's Day, Father's Day and Nurse's Day
- Graduation Season
- Minor League Baseball Fan Shops
- Inspirational Gift Shops

>> 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 and San Francisco Gift shows.

Ad closing: Nov. 25, 2011

February 2012

Toy Fair and Annual Plush Report

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- Sales Trends at General Gift Stores
- College Bookstores
- Games, Puzzles and Playthings
- Sports Licensed Products
- ASD Gift & General Merchandise Special Report
- Gourmet Foods and Products
- Teens' Top Picks
- Halloween Merchandise and Show Preview
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

>> Bonus Distribution: CAMEX and ICBA, Denver, Transworld, The Western Toy and Hobby Show, Halloween show and Las Vegas ASD shows.

Ad closing: December 23, 2011

March 2012

Spring Buying Issue

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- Annual Megabucks Feature
- Nautical-Themed Merchandise
- Christmas Trends
- Spotlight on T-shirts, also covering apparel, hats, sweatshirts, socks and moccasins
- Visual merchandising and displays
- Inspirational Merchandise
- Pirate Themed Merchandise
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

>> Bonus Distribution: Boston, Indianapolis and Ocean City shows.

Ad closing: January 20, 2012

May 2012

Summer Profiles in Excellence - A Forum for Advertisers

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- The New York National Stationery Show Preview issue
- 2013 Calendars
- Writing Instruments
- Stickers
- Jewelry Trends Licensing — from Coca Cola to UCLA
- Gifts and Souvenirs
- Airport
- Personalized name-drop products
- Christmas, Thanksgiving and Grandparent's Day
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

>> Bonus Distribution: New York Stationery Show.

Ad closing: March 23, 2012

June/July 2012

Christmas in July

- Zoos and Aquariums
- Museum Stores
- National Parks
- Hospital Gift Shops and Party Stores
- College Bookstores
- July Shows Issue
- Pet-Related gifts
- Art Glass/Stained Glass
- Wind Chimes, Flags and Banners
- Back to School
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

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

Ad closing: May 4, 2012

August/September 2012

Annual Buyers' Guide Directory

- Zoos and Aquariums
- National Parks
- Museum Stores
- Hospital Gift Shops and Party Stores
- College Bookstores
- Christmas Merchandise
- Candles and Scented merchandise
- General Merchandise Special Report
- New Year's Merchandise
- Music Products
- Men's Gifts
- Store Fixtures and Accessories
- Minor League Fan Shops
- Inspirational Gift Stores

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

Ad closing: June 22, 2012

October 2012

The BIG Resort Show Issue

- Zoos and Aquariums
- Hospital Gift Shops and Party Stores
- Museum Stores
- National Parks
- College Bookstores
- Botanical Garden and Garden Center Merchandise
- Wildlife Themed Products
- Nostalgia Today
- Valentine's Day merchandise
- Amusement Park and Waterpark Souvenir Shops
- Cruise Line Merchandise
- Candy and Snacks
- Resort and Beach Merchandise
- Truck Stops and Travel Centers
- Minor League Baseball Fan Stores
- Inspirational Gift Shops

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

Ad closing: August 17, 2012

November/December 2012

Winter Profiles in Excellence - A Forum for Advertisers

- Zoos and Aquariums
- Hospital Gift Shops and Party Stores
- Museum Stores
- St. Patrick's Day and Easter merchandise
- College Bookstores
- National Parks
- Winter Show Preview Issue
- Life's a Beach at Surf Expo and "Magic" shows - Resort/Beach Products and Show Previews
- Minor League Baseball Fan Shops
- Inspirational Gift Stores

>> Bonus Distribution: Myrtle

Beach, Sports Licensing and Tailgate Show and Winter Baseball Meetings.

Ad closing: October 5, 2012