

Now Mailing to Over
43,000 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
- Museums
- National Parks
- Waterparks
- Zoos

**Recurring Editorial
Sections:**

1. Zoos and Aquariums
2. National & State Parks
3. Museum Stores
4. Hospital Gift Shops
5. College Bookstores
6. Minor League Baseball

“Qualified” Readership By Geographic Region

Maine	451	Kentucky	698
New Hampshire	343	Tennessee	1,012
Vermont	245	Alabama	734
Massachusetts	1,319	Mississippi	238
Rhode Island	171	East South Central	2,682
Connecticut	830	Arkansas	397
New England	3,359	Louisiana	226
New York	2,308	Oklahoma	390
New Jersey	1,976	Texas	1,478
Pennsylvania	3,124	West South Central	2,491
Middle Atlantic	7,408	Montana	213
Ohio	1,026	Idaho	129
Indiana	708	Wyoming	133
Illinois	1,169	Colorado	1,090
Michigan	1,004	New Mexico	221
Wisconsin	786	Arizona	531
East North Central	4,693	Utah	206
Minnesota	375	Nevada	237
Iowa	363	Mountain	2,760
Missouri	900	Alaska	170
North Dakota	96	Washington	381
South Dakota	164	Oregon	271
Nebraska	297	California	4,317
Kansas	366	Hawaii	105
West North Central	2,561	Pacific	5,244
Delaware	408	United States	44,251
Maryland	1,441	U.S. Territories	124
Washington DC	192	Canada	195
Virginia	1,810	Mexico	7
West Virginia	267	Foreign	69
North Carolina	1,645	APO/FPO	5
South Carolina	1,049	Total Qualified Readership	44,651
Georgia	1,133		
Florida	5,108		
South Atlantic	13,053		

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:

- | | | | |
|-------------------|-------------------|------------------|--|
| • New York | • Denver | • Smoky Mountain | • LV Souv/Gift |
| • Atlanta Mart | • San Francisco | Gift Show | • Surf Expo |
| • Chicago | • Toy Fair | • Grand Strand | • St. Louis |
| • Miami | • Columbus | • Philadelphia | • Louisville |
| • Minor League BB | • Boston | • Orlando | • APPL |
| • California | • N.Y. Stationery | • Miami | • Panama City |
| • Seattle | • Portland | • IAAPA | • Sports Licensing
and Tailgate
Show |
| • Oasis | • ASD-Las Vegas | • IGES Show | |
| • Halloween Show | • Ocean City | • Market Square | |
| • LA Mart | • Oklahoma | • CAMEX | |

SOUVENIRS & GIFTS & NOVELTIES

Advertising Rates 2010

RATE CARD #51 January, 2010

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 okay, 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 & Email Report Banner

Custom Publishing Sections Available-

Call for quotes

CANCELLATIONS must be made 30 days prior to closing dates. Previous ads will be short rated. FINANCE CHARGES 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.

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Mechanical Requirements

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	7 3/8 x 10 3/8	(7.375 x 10.375)
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 and images embedded.
4. Black and white files may be sent as grayscale.
5. Send hi-res pdf Under 7 megs direct to: dclarke@bluetraindesign.com
6. Name files with your company name, month and year
Ex: (CompanyName_October09)

FTP Information Using a 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
dclarke@bluetraindesign.com

FTP Information Using 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

2010 - 2011 EDITORIAL CALENDAR

FEBRUARY 2010

TOY FAIR & ANNUAL PLUSH REPORT.

- Zoos & Aquariums
- Museum Stores
- Gift Stores
- Games, Puzzles and Playthings
- **ASD Gift & General Merchandise Special Report**
- Halloween Merchandise and Show Preview
- National Parks
- Hospital
- * ICBA
- Sports Licensed products
- Gourmet Foods and Products
- Teens' Top Picks

BONUS DISTRIBUTION: The International Toy Fair, CAMEX & ICBA, Denver, Biloxi, Louisville, Halloween show and Las Vegas ASD shows. *Ad reservations by December 23, 2009*

MARCH 2010

SPRING BUYING ISSUE

- Zoos & Aquariums
- Museum Stores
- * ICBA
- **Head-To-Toe:** T-Shirts, Hats and Resort Apparel
- Visual merchandising and displays
- **Pirate Themed Merchandise**
- National Parks
- Hospital Gift Shops
- Annual Megabucks Survey
- Nautical-Themed Merchandise
- Christmas Trends
- Inspirational Merchandise

BONUS DISTRIBUTION: Portland, Boston, Indianapolis and Ocean City shows.

Ad reservations by January 22, 2010

MAY 2010

"SUMMER PROFILES IN EXCELLENCE—A FORUM FOR ADVERTISERS

- Zoos & Aquariums
- Museum Stores
- * ICBA
- 2010 Calendars
- Writing Instruments
- **Jewelry Trends Licensing—**from Coca Cola to UCLA
- Personalized name-drop products
- Thanksgiving
- National Parks
- Hospital Gift Shops
- The New York National Stationery Show Preview issue
- Stickers
- Gifts and Souvenirs
- Airport
- Christmas
- Grandparents Day

BONUS DISTRIBUTION: New York Stationery Show.

Ad reservations by March 19, 2010

JUNE/JULY 2010

CHRISTMAS IN JULY

- Zoos & Aquariums
- National Parks
- * ICBA
- Pet-Related gifts
- Wind Chimes, Flags, and Banners
- Museum Stores
- Hospital Gift Shops
- **July Shows Issue**
- Art Glass/Stained Glass
- Back to School

BONUS DISTRIBUTION: California, Chicago, Atlanta, St. Louis, Philadelphia, Orlando & Portland shows.

Ad reservations by May 3, 2010

AUGUST/SEPTEMBER 2010

ANNUAL BUYERS GUIDE DIRECTORY

- Zoos & Aquariums
- Museum Stores
- * ICBA
- Candles and Scented merchandise
- New Year's Merchandise
- Men's Gifts
- National Parks
- Hospital Gift Shops
- Christmas Merchandise
- General Merchandise Special Report
- Music Products
- Store Fixtures and Accessories

BONUS DISTRIBUTION: New York, Denver, Boston, Miami, Biloxi, San Francisco, Surf Expo, Seattle, Louisville, Indianapolis & ASD shows. Las Vegas Souvenir.

Ad reservations by June 18, 2010

OCTOBER 2010

THE BIG RESORT SHOW ISSUE

- Zoos & Aquariums
- Museum Stores
- * ICBA
- Wildlife Themed Products
- Valentine's Day merchandise
- Cruise Line Merchandise
- Hospital Gift Shops
- National Parks
- Botanical Garden merchandise
- Nostalgia today
- Theme Park/Amusement Park merchandise

BONUS DISTRIBUTION: Smoky Mountain Gift Show, IGES Show, Grand Strand, Panama City & East Coast Resort Expo and IAAPA (Amusement Park Show)

Ad reservations by August 10, 2010

NOVEMBER/DECEMBER 2010

WINTER PROFILES IN EXCELLENCE—A FORUM FOR ADVERTISERS

- Zoos & Aquariums
- Museum Stores
- * ICBA
- National Parks
- **Life's a Beach at Surf Expo and "Magic" shows—**resort/beach products and show previews
- Hospital Gift Shops
- St. Patrick's Day and Easter merchandise
- **Winter Show Preview Issue** Previewing the 2010 Winter Show season

BONUS DISTRIBUTION: Myrtle Beach, St. Louis, Market Square shows and Winter Baseball Meetings.

Ad reservations by October 8, 2010

JANUARY 2011

CANDLES & SCENTED MERCHANDISE.

- Zoos & Aquariums
- Museum Stores
- *ICBA
- Pet Gifts
- Father's Day
- Graduation
- National Parks
- Hospital Gift Shops
- Country Giftware
- Mother's Day
- Nurse's Day

BONUS DISTRIBUTION: New York, Chicago, Atlanta, Miami, California, Seattle, Oasis, LA Gift Mart, Kansas City Mart, Surf Expo, Philadelphia, St. Louis, Columbus, Pittsburgh, Western New York & San Francisco Gift shows.

Ad reservations by Nov. 24, 2010