

2011 Folio: Award Winner – Consumer Enthusiast Category

FineBooks & COLLECTIONS

5 Ways to Reach this Market

- In Print in *Fine Books & Collections*
- Online at FineBooksMagazine.com
- A Directory Listing in the *Collector's Resource Guide*
- Custom Emails
- Digitally in *Fine Books Notes*

2012

Advertising Information

Most Widely Read Magazine for Book Collectors Worldwide



FineBooks & COLLECTIONS

An affordable way to build new customers.

There are few options left to purveyors of books who wish to promote the world of print in a print medium.

Fine Books & Collections remains a ray of golden light—a thoughtful, beautifully illustrated magazine that engages readers on every page. It is truly your very best opportunity to promote books and works on paper in a print magazine.

And yet *Fine Books & Collections* recognizes the value of other mediums, too, that can help you drive new customers and new sales to your business.

Fine Books & Collections is more than a magazine—it is a suite of media products that allows you to reach our very engaged audience.

In print and online, *Fine Books & Collections* can help you promote your business—affordably, with taste, and with success!

“I love the print version of Fine Books, and look forward to every issue. It feels like it’s my community!”

Lillian Cole, Marina Del Ray, CA

“I keep a notepad with me when I read Fine Books because of the many ‘follow-ups’ it inspires me to investigate.”

Jared Ash, Newark, NJ

Fine Books & Collections has numerous points of distribution, including:

Paid Subscriptions: The core of our distribution is our subscriber base, regarded as the largest of any book collecting magazine.

Antiquarian Book Stores: Our network of fine book stores makes copies available at points where collectors gather.

Book Fairs: We distribute copies at the ABAA fairs in New York, California, Boston, and other selected fairs.

Back Issue Sales: Every month, collectors are “collecting” copies of *Fine Books & Collections*.

The Fine Books Web Site: Receives more than 50,000 page views a month.

Fine Books Notes: Mails to more than 10,000 subscribers each month.

Fine Books & Collections is the largest circulated book collecting magazine available in the world. We have an audited circulation, and our numbers are verifiable. We invite you to inquire about the current distribution.

Have an open shop? Drive new traffic by selling *Fine Books & Collections* in your shop. Zero risk, 100% buy-back guarantee. Contact Nancy at circulation@finebooksmagazine.com for details.

Published four times a year, but read for years to come. *Fine Books & Collections*, noteworthy print issue focuses and deadlines are:

ISSUE	WHAT'S SPECIAL
Spring 2012	NY Book Fair Issue SPACE DEADLINE: March 1st MATERIALS DEADLINE: March 6th
Summer 2012	Biblio 360: Education & Event Guide SPACE DEADLINE: May 31st MATERIALS DEADLINE: June 6th
Fall 2012	Boston Book Fair Issue & Holiday Gift Guide SPACE DEADLINE: September 1st MATERIALS DEADLINE: September 4th
Winter 2013	2012 Book Buyer Resource Guide & CA Book Fair Issue SPACE DEADLINE: November 30st MATERIALS DEADLINE: December 6th



FineBooks & COLLECTIONS

Five Ways to Reach This Market

1

2012 Print Rates (NET)

	AD SIZE	DIMENSIONS	4x RATE	1x RATE
RUN OF PUBLICATION	Full page*	8-1/2" x 10-7/8"	\$1,170	\$1,290
	Two-thirds page	5" x 10"	\$795	\$825
	One-half page horizontal	7-1/2" x 4-3/4"	\$615	\$649
	One-third page vertical	2-3/8" x 10"	\$465	\$510
	One-third page "square"	5" x 4-3/4"	\$465	\$510
MARKETPLACE	One-quarter page	3-5/8" x 4-3/4"	\$250	\$275
	One-sixth page vertical	2-3/8" x 4-3/4"	\$179	\$193
	One-twelfth page	2-3/8" x 2-1/4"	\$95	\$115

“Every time a new issue of Fine Books & Collections magazine appears, I want to drop everything and read it cover-to-cover (like right now!)”

Carrie Phillips, via Twitter, Bluffton, OH

*Full page ads that “bleed” should be sized to fit the overall trim of 8-1/2" x 10-7/8". Leave 1/4" bleed beyond the trim and keep all live materials 1/2" inside the trim.

FULL PAGE
TRIM SIZE
8-1/2" X 10-7/8"
WITH BLEED
8-3/4" X 11-1/8"

2/3 PAGE
5" X 10"

1/2 PAGE HORIZONTAL
7-1/2" X 4-3/4"

1/3 PAGE VERTICAL
2-3/8" X 10"

1/3 PAGE "SQUARE"
5" X 4-3/4"

Marketplace
1/4 PAGE
3-5/8" X 4-3/4"

Marketplace
1/6 PAGE VERTICAL
2-3/8" X 4-3/4"

Marketplace
1/12 PAGE
2-3/8" X 2-1/4"

Ad sizes

Ad Grouping and Placement

All two-page spreads in the magazine carry some text. Ads less than 2/3 page may be grouped on a page with other advertisers. Please speak with us directly about our ad placement policy.

Online Advertising

2

FineBooksMagazine.com

The *Fine Books* website is updated daily with current news from the world of book collecting.

SQUARE
(180 x 150)
\$42/M
IMPRESSIONS

TOWER
(180 x 600)
\$55/M
IMPRESSIONS

SQUARE
(180 x 150)
\$42/M
IMPRESSIONS

4

Custom E-mail

Targeted specifically for your business and mailed to our subscriber list

- 1 time: \$1,800
- 5 times: \$6,000

For more info contact kimberly@finebooksmagazine.com

5

Fine Books Notes

Notes is our monthly eletter which includes fresh content not seen in print.

LEADERBOARD (728 x 90) \$350*

SQUARE
(180 x 300)
\$275*

SQUARE
(180 x 300)
\$275*

3

FB&C Bookseller Resource Guide

Resource Guide Directory listings are published in print in our winter issue and appear online in early January. Visit finebooksmagazine.com/advertising/resourceguide for more information or contact kimberly@finebooksmagazine.com.

*PER ISSUE COST

All Banners Have Linking URLs

Requirements & Policies

Fine Books & Collections Magazine Issues

ISSUE	SPACE DEADLINE	MATERIALS DEADLINE
Spring 2012	March 1st	March 6th
Summer 2012	May 31st	June 6th
Fall 2012	September 1th	September 6th
Winter 2013	November 30th	December 6th

Fine Books Notes Monthly Online Issues

ISSUE	AD DEADLINE	MAIL DATE
January	December 30th	January 4th
February	January 31st	February 2nd
March	February 28th	March 1st
April	April 4th	April 6th
May	May 2nd	May 4th
June	May 30th	June 1st
July	July 1st	July 5th
August	August 1st	August 3rd
September	August 29th	September 1st
October	October 3rd	October 5th
November	October 31st	November 2nd
December	December 2nd	December 6th

Ad Policies

TERMS: Mail date is around the 28th of the month prior to the month of issue. The publisher assumes no liability for errors or omissions in the publication or any advertisement beyond the value of the contracted space rate. On multi-issue contracts, ads will be picked up from the previous issue unless instructed otherwise and ad materials are furnished by the materials deadline. Invoices are issued at time of publication. Terms are Net 30. The publisher makes no warranty on the space provided and assumes no liability or makes any representation about the products advertised. The publisher reserves the right to reject any advertisement it deems unsuitable for its audience.

CANCELLATION: Advertisers canceling after the space deadline and failing to furnish materials will have their most current ad run and will be billed for that contracted space. If no ad is available, publisher is authorized to run any content to fill the space and such space will be billed to the advertiser at the contracted space rate.

NON-PAYMENT: Any advertiser failing to pay for advertising within 30 days of billing is subject to a finance charge at an annual percentage rate of 18% plus loss of discounts when applicable. Any advertising unpaid within 60 days is subject to collections, and advertiser agrees to pay any collection and legal fees including but not limited to a 30% collection agency fee. This agreement is subject to the laws of North Carolina.

Print Ad Requirements

Ads should be sent camera-ready via email or mail to arrive by the deadlines above. A high-res PDF is preferred. **Images must be 300dpi.** Other electronic formats accepted: Quark, InDesign, and standard graphic formats (gif, tiff). Ads over 5MB must be placed on our FTP server at:

www.finebooksmagazine.com/advertising/drop.phtml

Fractional ads must have a border in the form of either a rule or shading. Full page ads that “bleed” should keep live material 1/2" from the trim size of the magazine (8-1/2" x 10-7/8"). *Fine Books* cannot guarantee the colors used in an ad will appear the same in print unless a color proof is provided in addition to the PDF file. Advertisers who intend to provide a color proof must do so by the materials deadline.

Fine Books & Collections advises all advertisers to send print-ready digital ad materials. Ads that are not print-ready or require design work will incur production charges. *Fine Books* will advise advertisers of any production fees prior to making changes.

PRODUCTION FEES: Full Page: \$350
Fractional Ads: \$200
Marketplace Ads: \$100

Online Ad Requirements

A GIF or JPG should be provided by email to kimberly@finebooksmagazine.com no later than the issue deadline.

The click-through URL is the web site to which users will be directed when clicking a banner ad. The advertiser must submit the click-through URL with the ad. Advertisers are responsible for maintaining a working click-through URL. *Fine Books* does not guarantee any click-through rates.

Banners are not to exceed 25KB maximum for standard banners (GIF, animated GIF, or JPG). Banners may not have animation in any way.

If you have questions or concerns about your ad production, please contact Kimberly Draper at kimberly@finebooksmagazine.com.

kimberly@finebooksmagazine.com

Fine Books & Collections

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