

HOBBY MERCHANDISER

THE TRADE MAGAZINE FOR THE MODEL-HOBBY INDUSTRY

Your Voice
Your Industry
Your Magazine

Trade Shows



- The National Retail Hobby Stores Association (NRHSA) partners with Hobby Merchandiser to produce the annual NRHSA Convention, the model-hobby industry's trade-exclusive event. The 2010 show will be held in Las Vegas May 3-6.

HOBBY MERCHANDISER

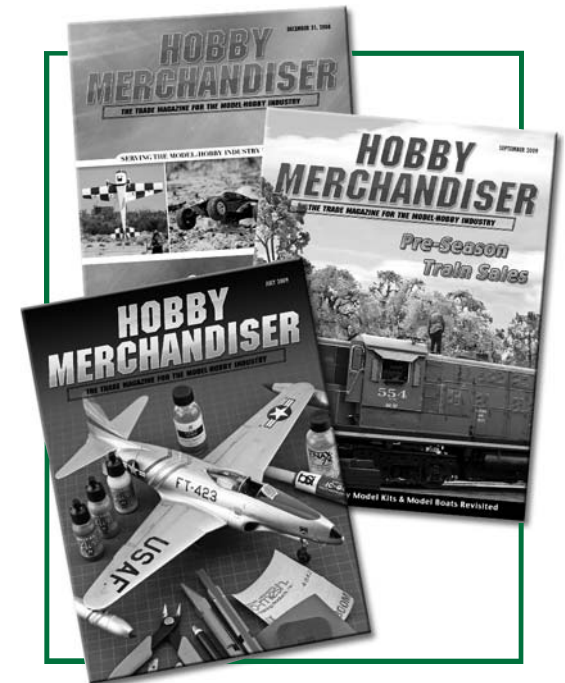
THE TRADE MAGAZINE FOR THE MODEL-HOBBY INDUSTRY

Hobby Merchandiser
207 Commercial Court
Morganville, NJ 07751
Toll-free voice: 800-969-7176
Voice: 732-536-5160
Fax: 732-536-5761
E-mail: info@hobbymerchandiser.com
Web: www.hobbymerchandiser.com

Other Hobby Publications magazines are:
Design NJ
Picture Framing Magazine

HOBBY MERCHANDISER

THE TRADE MAGAZINE FOR THE MODEL-HOBBY INDUSTRY



2010 MEDIA KIT

*Celebrating 64 Years of
Dedicated Service to the
Model Hobby Industry*

Advertising Rates

ADVERTISING RATES EFFECTIVE
JANUARY 1, 2010

BLACK & WHITE RATES

PAGE SIZE	1 TIME	6 TIMES	14 TIMES
Full Page	\$1980	\$1850	\$1630
2 Pg Spread	3335	3075	2940
1/2 Pg Spread	2320	2200	1900
2/3 Page	1425	1325	1160
1/2 Page	1170	1125	995
1/3 Page	800	750	665
1/4 Page	630	600	535
1/6 Page	465	435	380
1/12 Page	255	230	215

FOUR COLOR RATES

PAGE SIZE	1 TIME	6 TIMES	14 TIMES
Full Page	\$2815	\$2600	\$2295
2 Pg Spread	4630	4300	3775
1/2 Pg Spread	2795	2600	2500
2/3 Page	2270	2095	1850
1/2 Page	1760	1760	1670
1/3 Page	1185	1150	1065
1/4 Page	985	950	920
1/6 Page	550	525	500
1/12 Page	400	350	305

ADDITIONAL COLOR RATES

Metallic Colors (per color) \$650
PMS Colors (per color) \$425
Standard Colors (per color) \$200
Matched Color (per color) \$300

CATALOG MAILING OPTIONS

Have your catalog polybagged with Hobby Merchandiser
Call for prices.

INSERT PRICES

PAGES			
2 Page	\$1400	(Front and Back)	
4 Page	2000	" "	
6 Page	2600	" "	
8 Page	3100	" "	

Prices will be quoted for inserts of more than eight pages.

Production Requirements

STANDARD AD SIZES (non-bleed)

SIZE	VERTICAL	HORIZONTAL
2 Page Spread	15 1/4" by 10"	X
Full Page	7 3/8" by 10 5/8"	X
2/3 Page	4 5/8" by 10"	7" by 6 1/2"
1/2 Page	3 3/8" by 10"	7" by 4 5/8"
1/3 Page	2 1/8" by 10"	7" by 3 1/4"
1/4 Page	2 1/8" by 7 1/4"	7" by 2 3/8"
1/6 Page	2 1/8" by 4 7/8"	4 5/8" by 2 3/8"
1/12 Page	2 1/8" by 2 3/8"	X
1/2 Island	4 5/8" by 7 3/8"	X
1/3 Island	4 5/8" by 4 7/8"	X
1/4 Island	3 3/8" by 4 7/8"	4 5/8" by 3 1/4"

PUBLICATION TRIM SIZE: 8 1/4" by 10 5/8"

Full Page ad with bleed 8 3/8" by 11 1/8"

Bleeds are acceptable for full-page units and two-page spreads.

Keep all important images and text at least 1/4" from trim edge.

LIVE AREA 7 3/8" by 10 5/8"

PRINTING Web Offset, Computer-to-Plate

SENDING DIGITAL FILES

Preferred Digital File Formats

PDF (Portable Document File) - (professionally prepared)

Adobe Acrobat: Press Optimized: composite CMYK; all fonts embedded; 300 dpi

We can accept both PC & Mac format of the following programs:

QuarkXPress, Illustrator (.eps), Photoshop (.eps, .tif or .psd)

We do not accept word processing documents for ads. All images should be at a resolution of 300 dpi as CMYK or grayscale Tiffs. Photoshop bitmapped Tiffs should be 1200 dpi. We can accept PostScript fonts only (please include suitcase and printer fonts). Files created in Adobe Illustrator should be saved as .EPS prior to submission. All images placed within the file should be included in case there is a problem during output; all fonts must be outlined.

Proof Specifications:

In order to ensure accurate and professional printing all two-, three-, and four-color ads must be submitted with either a Kodak Approval, Imation Matchprint, Digital Halftone, or SWOP certified proof. All contract proofs must be made according to SWOP standards and must include color bars. Proofs that do not meet SWOP criteria will be used for color break only. All digital ads must be accompanied by one content (laser) proof that is an identical match to the furnished file. We maintain the highest standard for printing excellence and our goal is a high-quality reproduction. Following these guidelines will help ensure that your ad prints properly. Information on SWOP standards can be found at www.swop.org.

ACCEPTABLE MEDIA

Files may be submitted on CD-ROMS and Zip disks

E-mail ads to hmads@hobbypub.com (5MB Limit).

FTP guest instructions will be e-mailed to you upon request.

PRODUCTION CHARGES

We have full ad production services available, including photography, typesetting, layout, and color separations. Ads requiring contract proof out-pub will be billed to client at cost. Prices for other services will be quoted on a per-job basis.

Advertising Information

SALES CONTACTS

Rob Gherman – 800-969-7176 ext. 219, rgherman@hobbypub.com

Donna Dean – 800-969-7176 ext. 265, ddean@hobbypub.com

Sending in your Ad

MAILING INSTRUCTIONS

Sending hard-to-replace materials through regular US mail is not recommended; for safety, send ad materials via registered mail, UPS, Federal Express, or any courier whose packages can be tracked. E-mailed to: hmads@hobbypub.com • Call us for FTP information.

SEND ALL AD MATERIALS TO:

Hobby Merchandiser
Ad Materials
207 Commercial Court
Morganville, NJ 07751
Tel. 800-969-7176 Fax 732-536-5761

Circulation

Hobby Merchandiser is celebrating more than 64 years of service to the model hobby industry. Our foundation is a solid circulation, built and maintained with the most effective programs.

In the United States, more than 6,500 of the most active hobby and toy buyers receive Hobby Merchandiser each month. Overseas, HM's circulation steadily increases in direct proportion to the international demand for U.S. hobby products.

Independent retail stores	3,879
Specialty chain stores	601
Distributors/Wholesalers	184
Other	672
Circulation Mailed	5,336
Overseas and Trade Show Distribution	1,334

FREQUENCY

15 times per year

SPECIAL SUPPLEMENTS & ISSUES

January - Nuremberg

February - Toy Fair

April - National Retail Hobby Stores Association Show Guide

September - Fall Buyers Guide

October - iHobby

November - The Annual Industry Directory

Advertising Deadlines

	AD SPACE	AD MATERIALS
JANUARY	11/20/09	11/27/09
FEBRUARY	12/16/09	12/23/09
MARCH	01/22/10	02/05/10
APRIL	02/19/10	02/26/10
NRHSA SUPPLEMENT	02/26/10	03/05/10
MAY	03/19/10	03/26/10
JUNE	04/23/10	04/30/10
JULY	05/21/10	05/28/10
AUGUST	06/18/10	06/25/09
SEPTEMBER	07/23/10	07/30/10
SEPT. FALL SUPPLEMENT	08/27/10	09/03/10
OCTOBER	08/20/10	08/27/10
NOVEMBER	09/17/10	09/24/10
ANNUAL TRADE DIRECTORY	11/10/10	11/17/10
DECEMBER	10/22/10	10/29/10