More Ways to Reach Collector’s

- In Print in Fine Books & Collections
- Online at FineBooksMagazine.com
- Digitally in Fine Books Notes and Mid-Month Notes
- Partner E-Blast
- Semi-Annual Auction Guide
- The Auction Slideshow
- A Directory Listing in the Collector’s Resource Guide

2018 Advertising Information

FINEBOOKS & COLLECTIONS
Most Widely Read Magazine for Book Collectors Worldwide

NEW SOCIAL MEDIA MARKETING NOW AVAILABLE!
An Affordable Way to Build New Customers

There are few options left to purveyors of books, maps, manuscripts, and photography who wish to promote the world of print.

*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 works on paper in a printed magazine. *Fine Books & Collections* recognizes the value that print and digital have for driving new customers and new sales to your business.

*Fine Books & Collections* is more than a magazine—it is a suite of book-related opportunities that allow you to reach our very engaged audience.

In print and online, *Fine Books & Collections* helps you promote your business—affordably, with taste, and with success!
**Fine Books Points of Engagement**

*Fine Books & Collections* reaches the book market in numerous ways:

**In Print...**
- **PAID SUBSCRIPTIONS** The core of our distribution is our worldwide subscriber base, regarded as the largest of any book collecting magazine in the world.
- **ANTIQUARIAN BOOKSTORES** Our network of fine bookstores makes copies available at points where collectors gather.
- **BOOK FAIRS & EVENTS** We distribute copies throughout Rare Book Weeks at the ABAA fairs in New York, California, and Boston. We also offer select distribution at other fairs, events, and exhibitions.
- **SPECIAL COLLECTIONS LIBRARIES** Every special collections library in the U.S. receives a copy of each issue to be made available to visitors.
- **BACK ISSUE SALES** Every month, collectors are “collecting” copies of *Fine Books & Collections*.

**Online...**
- **THE FINE BOOKS WEBSITE** Receives more than 50,000 page views a month.
- **FINE BOOKS NOTES AND MID-MONTH NOTES** Mails to more than 13,000 subscribers each month.
- **EMAIL MARKETING** our list of approximately 13,000 subscribers is available for rent.
- **SOCIAL** Facebook targeting and Open Web remarketing puts your message in front of known and likely visitors of the Fine Books websites.
- **RARE FINDS** our partner email with Biblio.com mails to approximately 160,000 subscribers every two weeks.

*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@finebooks.org for details.
## Print Calendar & Deadlines

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>What’s Special</th>
<th>Space Deadline</th>
<th>Materials Deadline</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING</strong> 2018</td>
<td><strong>NYC ABAA Fair &amp; Rare Book Week</strong></td>
<td>February 1st</td>
<td>February 5th</td>
<td>February 20th</td>
</tr>
<tr>
<td><strong>SUMMER</strong> 2018</td>
<td><strong>Extended Auction Coverage and Biblio 360: Education &amp; Event Guide</strong></td>
<td>April 17th</td>
<td>April 20th</td>
<td>May 15th</td>
</tr>
<tr>
<td><strong>AUTUMN</strong> 2018</td>
<td><strong>Extended Auction Coverage, Boston Book Fair Issue &amp; Holiday Gift Guide</strong></td>
<td>July 17th</td>
<td>July 20th</td>
<td>August 15th</td>
</tr>
<tr>
<td><strong>WINTER</strong> 2019</td>
<td><strong>CA Book Fair Issue &amp; 2018 Collector’s Resource Guide</strong></td>
<td>October 18th</td>
<td>October 22nd</td>
<td>November 15th</td>
</tr>
</tbody>
</table>
# 2018 Print Rates (NET)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>DIMENSIONS</th>
<th>4X RATE</th>
<th>1X RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page*</td>
<td>8-1/2&quot; x 10-7/8&quot;**</td>
<td>$1,170</td>
<td>$1,290</td>
</tr>
<tr>
<td>Two-thirds page</td>
<td>5&quot; x 10&quot;</td>
<td>$795</td>
<td>$825</td>
</tr>
<tr>
<td>One-half page horizontal</td>
<td>7-1/2&quot; x 4-3/4&quot;</td>
<td>$615</td>
<td>$649</td>
</tr>
<tr>
<td>One-third page vertical</td>
<td>2-3/8&quot; x 10&quot;</td>
<td>$465</td>
<td>$510</td>
</tr>
<tr>
<td>One-third page “square”</td>
<td>5&quot; x 4-3/4&quot;</td>
<td>$465</td>
<td>$510</td>
</tr>
<tr>
<td>Two-page Spread</td>
<td>17&quot; x 10-7/8&quot;**</td>
<td>$2,250</td>
<td>$2,400</td>
</tr>
<tr>
<td>One-quarter page</td>
<td>3-5/8&quot; x 4-3/4&quot;</td>
<td>$250</td>
<td>$275</td>
</tr>
<tr>
<td>One-sixth page vertical</td>
<td>2-3/8&quot; x 4-3/4&quot;</td>
<td>$179</td>
<td>$193</td>
</tr>
<tr>
<td>One-twelfth page</td>
<td>2-3/8&quot; x 2-1/4&quot;</td>
<td>$95</td>
<td>$115</td>
</tr>
</tbody>
</table>

See Ad Sizes on Next Page

Please inquire about discounted rates for multiple pages and special placement.

*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.
Two-Page Ad Featurette

The Two-Page Ad Featurette is published in Fine Books & Collections, and includes an ad page opposite an editorial page written about the advertiser by the Fine Books editorial team.

- The editorial page may include a combination of textual content, photography, and artwork.
- The ad page is supplied by the client.
- Topics may be far-ranging and inserted throughout the magazine.

Features of the Two-Page Ad Featurette include:

- Advertiser-approved editorial content.
- Ad supplied print-ready by advertiser.
- Advertiser receives a PDF of the layout for re-distribution.

Cost: $2,500 insertion
Ad Grouping and Placement
All 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.
Print Specifications & Policies

Print Ad Material Requirements
Ads should be sent camera-ready via email or mail to arrive by the deadlines. 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.

Ad Policies

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

**Leaderboard**
- 728 x 90 pixels
- $55/M Impressions

**Square**
- 180 x 150 pixels
- $42/M Impressions

**Tower**
- 180 x 600 pixels
- $55/M Impressions

Send us your press releases and we’ll post them in our news section. Email letters@finebooksmagazine.com.

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“Thanks so much for providing a forum for such a wonderful recollection (Fine Books Blog)”
OSEE MILLER
ASOONET, MA

---

50,000 PAGE VIEWS MONTHLY
With this cornerstone type of digital custom content, we tell a story that matches our audience’s information interests and needs with your marketing aims. Rather than write about you, we write about a real topic that is germane to your business. We’ll work with you to find just the right topic.

- Appears alongside like editorial content on website
- Heavily featured in Fine Books Notes
- Acknowledged as presented by you
- Banner takeover on story page
- Minimum of 10,000 promotional impressions
- Topic mutually agreed upon by client and publisher
- Written by our Custom Editorial staff
- Client has final signoff over content
- Client can post editorial on their own website
- PDF provided to client with label with “As seen on FineBooksmagazine.com”

Cost: $1,495 one-month run

See Online
E-letters

Our semi-monthly e-letters include fresh content, not seen in print.

Fine Books Notes
Notes mails the first week of every month.

Leaderboard
728 x 90 pixels
1x $400 per issue
6x $350 per issue

Mid-Page
518 x 90 pixels
1x $350 per issue
6x $325 per issue

Rectangle
180 x 300 pixels
1x $325 per issue
6x $300 per issue

All banners have linking URLs.

Learn about our Mid-Month edition on the next page.
E-letters cont.

Fine Books Notes Mid-Month

The Mid-Month Notes e-letter mails around the 15th of every month and includes fresh content not seen in print.

Leaderboard
728 x 90 pixels
1x $400 per issue
6x $350 per issue

Mid-Page
518 x 90 pixels
1x $350 per issue
6x $325 per issue

Rectangle
180 x 300 pixels
1x $325 per issue
6x $300 per issue

All banners have linking URLs.
## E-letter Mail Dates

### Fine Books Notes

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD DEADLINE</th>
<th>MAIL DATE</th>
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<tbody>
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<td>Dec. 28th</td>
<td>Jan. 4th</td>
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<tr>
<td>February</td>
<td>Jan. 29th</td>
<td>Feb. 1st</td>
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<td>March</td>
<td>Feb. 23rd</td>
<td>March 1st</td>
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<tr>
<td>April</td>
<td>March 30th</td>
<td>April 4th</td>
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<td>May</td>
<td>April 27th</td>
<td>May 3rd</td>
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<td>June</td>
<td>May 28th</td>
<td>June 5th</td>
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<td>July</td>
<td>June 28th</td>
<td>July 5th</td>
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<td>August</td>
<td>July 27th</td>
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<td>November</td>
<td>Oct. 25th</td>
<td>Nov. 6th</td>
</tr>
<tr>
<td>December</td>
<td>Nov. 29th</td>
<td>Dec. 5th</td>
</tr>
</tbody>
</table>

### Fine Books Notes Mid-Month

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD DEADLINE</th>
<th>MAIL DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Jan. 12th</td>
<td>Jan. 16th</td>
</tr>
<tr>
<td>February</td>
<td>Feb. 9th</td>
<td>Feb. 15th</td>
</tr>
<tr>
<td>March</td>
<td>March 9th</td>
<td>March 15th</td>
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<tr>
<td>April</td>
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<td>July</td>
<td>July 10th</td>
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<td>Aug. 10th</td>
<td>Aug. 15th</td>
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<tr>
<td>September</td>
<td>Sept. 10th</td>
<td>Sept. 18th</td>
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<tr>
<td>October</td>
<td>Oct. 12th</td>
<td>Oct. 16th</td>
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<tr>
<td>November</td>
<td>Nov. 12th</td>
<td>Nov. 15th</td>
</tr>
<tr>
<td>December</td>
<td>Dec. 12th</td>
<td>Dec. 18th</td>
</tr>
</tbody>
</table>
Partner E-Blast

Targeted specifically for your business and mailed to our subscriber list. With one of the highest open and click-thru rates throughout the internet, there is no better way to reach our engaged collectors online.

- 1 mailing: $1,950
- 5 mailings over 12 months: $7,950

Advertiser Provides
- 590 pixel wide image with click-thru URL

Fine Books provides
- Email proof prior to mail date
- Delivery of email to approximately 13,000 recipients
- Open and click-thru numbers after mailing upon request

POPULAR FEATURE

Sotheby’s E-Blast
Collectors gather here.

The Library of a European Gentleman
Hunting, Inscapes, Natural History and Atlases

Auction London 7 November 2017
Viewing 30 October – 1 November

Sotheby’s
New York
Online Specifications & Policies

Online Ad Requirements
A GIF or JPG should be provided by email to kimberly@finebooksmagazine.com no later than the ad deadline.
The click-through URL is the website 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.

Please allow 72 hours for new banners and click-thrus to appear online.

**PARTNER E-BLAST** An image 590 pixels wide and any length should be provided five business days in advance of mail date. Advertiser should also provide a click-thru URL.

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

Ad Policies

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Semi-Annual Auction Guide

The semi-annual Fine Books & Collections Auction Guide includes an editorial page written by Fine Books’ editorial team and an ad page provided by the auction house.

Features

• Includes an editorial page written by Fine Books’ award-winning editorial team.
• Editorial topics include items coming up for auction or note-worthy recent sales.
• Photography provided by the auction house.
• An ad page opposite the editorial page.

Points of Distribution

• A digital copy will be mailed to approximately 13,000 Fine Books Notes subscribers.
• Available to an additional 160,000 Rare Finds subscribers. Rare Finds is a partner email between Biblio.com and Fine Books & Collections that is mailed every other Tuesday.
• Bonus distribution at the New York and Boston Book Fairs.
• A digital copy will be available to all visitors of finebooksmagazine.com, until the last published sale date has passed.
• Two special emails to subscribers promoting each issue.

NEW PRINT DISTRIBUTION

• Special section with all participating auction houses’ advertorial spreads included in the spring and autumn print issues of Fine Books & Collections.

2018 Advertising Information

Build New Customers
Distribution
Print Calendar
Print Rates
Two-Page Featurette
Print Ad Sizes
Print Specs
Website Advertising
Web Exclusive
E-letters
E-letter Mail Dates
Partner E-Blast
Banner Specs
Auction Guide
Auction Slide Show
Resource Guide Directory
Contact Us
The Auction Slideshow

Launching February 1, 2018

The Auction Slideshow provides an immersive experience and allows auction houses to present up to 10 auction items via a banner ad in both our e-letter and Facebook, driving traffic to the event. Promotional ads are guaranteed a minimum of 10,000 impressions.

The Auction Slideshow provides the following benefits:

• Up to 10 auction items and descriptions
• Inclusion on the Fine Books website indefinitely.
• Promotion ad banner in e-letter and Facebook with guaranteed impressions
• Easy production; we need only images and descriptions
• Complete brand inclusion (logos, etc.)

Cost: $1,075/slideshow
Resource Guide Directory

Listings are published in print in our winter issue and appear online in early January.

Highlights

• Low-cost
• Year-round marketing
• Online and print distribution

2018 Collector’s Resource Guide

Place A Listing

See it online
More than 160,000 recipients

Contact Us
Contact

Kimberly Draper
ASSOCIATE PUBLISHER
kimberly@finebooksmagazine.com
(919) 945-0711

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101 Europa Drive
Suite 150
Chapel Hill, NC 27517