

FineBooks & COLLECTIONS

Most Widely Read Magazine for Book Collectors Worldwide

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

NEW
SOCIAL MEDIA
MARKETING
NOW
AVAILABLE!





77.2% of subscribers
report they read “nearly
all” of the magazine.

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 14,000 subscribers each month.
 - EMAIL MARKETING** our list of approximately 14,000 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.

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.

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**"Treated myself to a
Fine Books subscription.
I deserve it."**

**JIM STOKES
NEW JERSEY**

Print Calendar & Deadlines

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
2019**

NYC ABAA Fair & Rare Book Week

Space Deadline February 1st

Materials Deadline February 5th

Mail Date February 27th

**SUMMER
2019**

Extended Auction Coverage and Biblio 360: Education & Event Guide

Space Deadline April 24th

Materials Deadline April 26th

Mail Date May 22nd

**AUTUMN
2019**

Extended Auction Coverage, Boston Book Fair Issue & Booksellers' Best

Space Deadline July 17th

Materials Deadline July 22nd

Mail Date August 15th

**WINTER
2020**

CA Book Fair Issue & 2020 Collector's Resource Guide

Space Deadline October 16th

Materials Deadline October 22nd

Mail Date November 15th



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"Loved the spring issue—
beautiful magazine."

DEE RADCLIFFE
HONOLULU, HI

2019 Print Rates (NET)

	AD SIZE	DIMENSIONS	4X RATE	1X RATE
RUN OF PUBLICATION/ OPPOSITE EDITORIAL	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
	Two-page Spread	17" x 10-7/8"*	\$2,250	\$2,400
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

See Ad Sizes

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
(LEARN MORE)

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"Great issue. Read mine
cover to cover!"
KIRK FREEMAN

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

**ASK US ABOUT ADDING
ONLINE DISTRIBUTION.**



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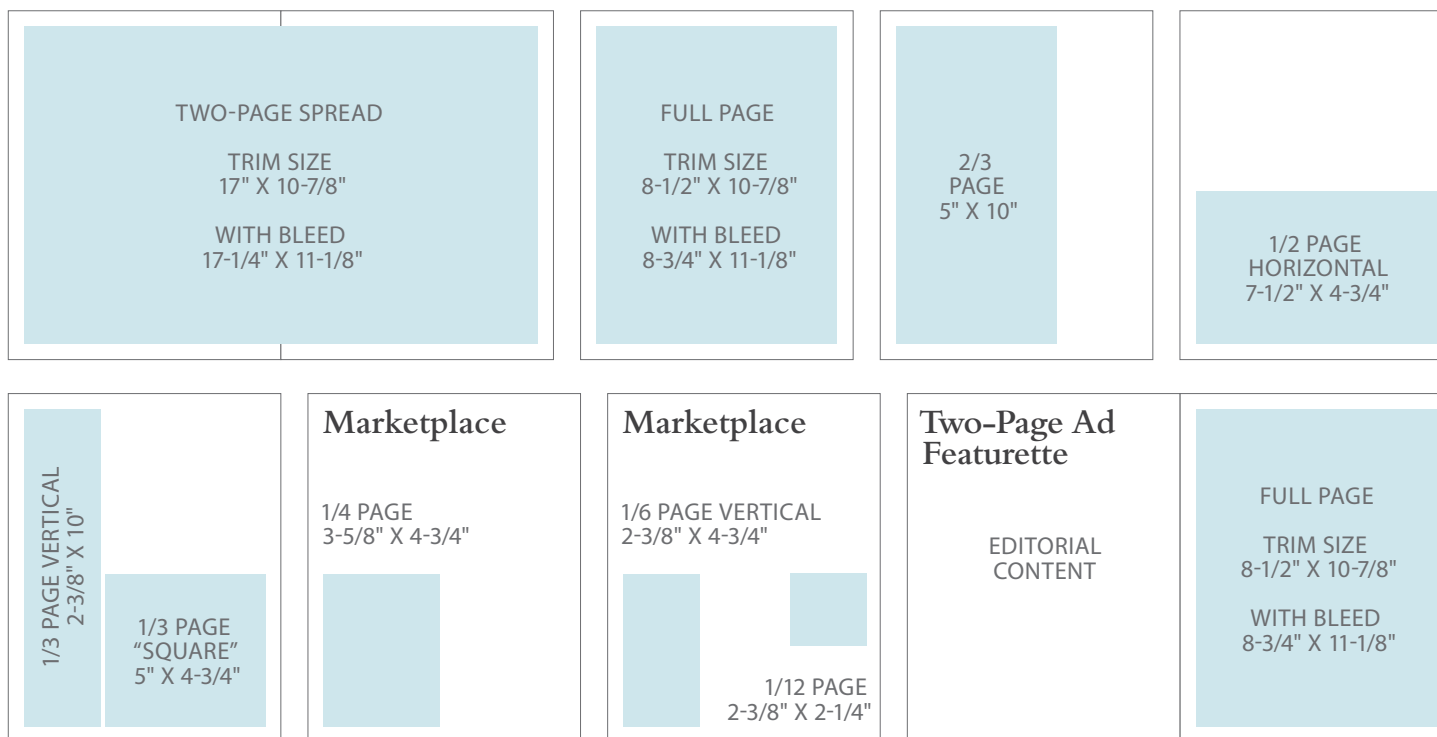
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Print Ad Sizes

"When I receive an issue of *Fine Books*, I think of little else other than reading it front to back."

CHERYL MILLER
FORT COLLINS, CO



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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. *Fine Books* cannot guarantee an exact color match. We will insure a close match if the advertiser provides a color match proof by the materials deadline. Proofs should be mailed to our **Chapel Hill offices** and must be calibrated to a SWOP-3 standard. 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

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.

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FineBooksmagazine.com

WEB
EXCLUSIVE

"Thanks so much for
providing a forum for such
a wonderful recollection
(*Fine Books Blog*)"

OSEE MILLER
ASOONET, MA

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.


50,000
PAGE VIEWS
MONTHLY

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FineBooks
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Free e-Letter for Book Collectors!
PUBLISHED TWELVE TIMES A YEAR [SUBSCRIBE](#)

LEADERBOARD



In the News
The 41st Boston Antiquarian Book Fair
The annual fall gathering for booklovers, the Boston International Antiquarian Book Fair returns to the Hynes Convention Center in Boston's Back Bay for its 41st year, November 10-12. More than 120 dealers will exhibit and sell a vast selection of rare, collectible, and antiquarian books, illuminated manuscripts, autographs, maps, photographs, and prints.


Search Site

SQUARE

TOWER


SQUARE


Buy Books, Back Issues, and Gifts at the

SUBSCRIBE TO THE MAGAZINE

\$19.98 A YEAR

Fine Books Store
Buy the Current Issue
Octavo Digital Rare Books
Books About Books
By Nicholas Basbanes
Back Issues
Slipcases
Gift Ideas

Coming Events
NOV 7 Sotheby's
NOV 10-12 Boston Book Fair
NOV 12 Skinner
NOV 14 Swann Galleries
NOV 17-19 China in Print
NOV 20 Bonhams
FIND MORE EVENTS IN THE FB&C CALENDAR

**The @China_in_Print fair opens today! See our highlights**
[t.co/kzPJ0QcjdC](#)
[@JAHBookseller](#)
[@jonkersrarebook...](#)

The Fine Books Blog

Volume Brings Online Publishing to Art Book World
Digital publishing has made enormous strides in recent years, upending the traditional book... [READ MORE](#)
Bright Young Collectors: Nora Benedict
Our Bright Young Collectors series continues today with Nora Benedict who collects Argentine printing... [READ MORE](#)
Preview the 'China in Print' Fair
Coming up this weekend in Hong Kong is China in Print, where thirty dealers... [READ MORE](#)
Kitchen Work
Perhaps you already kicked off the holiday season with an impressive Halloween yard display... [READ MORE](#)
Medieval English Manuscripts on View
A research visit to the Beinecke Rare Book & Manuscript Library at Yale last... [READ MORE](#)
Boston Rare Book Week Preview: Blake Etchings
The Boston International Antiquarian Book Fair opens today, the perfect prompt to preview... [READ MORE](#)
Bright Young Librarians:

In the News
FROM THE WORLD OF BOOK COLLECTING & MORE!
Designs for Thames Tunnel Sell for £200,000 at Bonhams Book Sale
Designs for the Thames Tunnel, signed by Marc Isambard Brunel and his son Isambard... [READ MORE](#)
New World Record for Harry Potter First Edition at Bonhams
A first edition of Harry Potter and the Philosopher's Stone by J K Rowling... [READ MORE](#)
Russian America and Polar Exploration: The Martin Greene Library at Christie's, Dec. 7
New York—Christie's is pleased to present Russian America and Polar Exploration: Highlights from the... [READ MORE](#)
Christie's Books & Manuscripts Sale, Dec. 5
New York—Christie's announces the fall various owner sale of Fine Printed Books & Manuscripts... [READ MORE](#)
Singular Private Collection of Fraternal Order Books at National Book Auctions
Ithaca, NY—National Book Auctions, located in Ithaca, NY, announces the launch of their next... [READ MORE](#)

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Monthly Auction Slideshow

NEW

New for 2019! Each month, we'll put together a slideshow of some of the most noteworthy pieces up for auction.

Monthly Inclusion provides the following benefits:

- **INEXPENSIVE** – put your upcoming sales in front of our audience for a minimal cost.
- **EASY PRODUCTION** – all we need is an image, a description, the sale name and date, and a linking URL.
- **NO LIMIT** – you can buy just one slide or a whole group.
- **GUARANTEED AUDIENCE** – at least 10,000 viewers each month.
- **TRACKABLE RESULTS** – monitor your click-thru rates by providing URLS specific to Fine Books (ask us how).

Cost:

- 1 slide: \$300
- 6 slides: \$275/slide
- 12 slides: \$250/slide

Clients are welcome to divide their slides however they choose.

The screenshot displays the FineBooks & Collections website. At the top, there's a navigation bar with links: CALENDAR, CONTACT US, SUBSCRIBE, STORE, ARTICLES, BLOG, NEWS, and RESOURCE GUIDE. Below this is a banner for 'Free e-Letter for Book Collectors!' and 'SUBSCRIBE TO THE FB&C NEWSLETTERS!'. The main content area features a large central slideshow titled 'The Auction Slideshow' showing a book cover for 'The Grapes of Wrath' by John Steinbeck. To the left of the slideshow is a sidebar with 'Fine Books Store' links and 'Coming Events' for November. To the right is a 'Search Site' bar and links to 'Free from FB&C Autumn Auction Guide' and 'The Fine Books Blog'. At the bottom right, there's a 'SUBSCRIBE TODAY!' button and a 'Spend a Year in the World of Fine Books' graphic.

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Web Exclusive

NEW

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 real a 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

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FineBooks & COLLECTIONS


Free e-Letter for Book Collectors!

PUBLISHED TWELVE TIMES A YEAR

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\$19.98 A YEAR

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Buy the Current Issue
Octavo Digital Rare Books
Books About Books
By Nicholas Basbanes
Back Issues
Slipcases
Gift Ideas

Coming Events

NOV 7
Sotheby's

NOV 10-12
Boston Book Fair

NOV 12
Skins

NOV 14
Swann Galleries

NOV 17-19
China in Print

NOV 20
Bonhams

FIND MORE EVENTS IN THE FB&C CALENDAR

In the News

Bound Photographic Album by Ringl + Pit Among Works Acquired by the National Gallery of Art

2018 at the British Library: Major Exhibition on Cook's Voyages; Acquisition of Penelope Fitzgerald's Archive

Bidsquare's Holiday Gift Guide

Madame Condé Nast Shines in Watercolor & Gold at Swann Galleries, Dec. 14

Items from Lincoln, Washington, JFK Reagan at University Archives Auction, Dec. 6

Eyewitness Account of Lincoln Assassination Among Treasures in New "Antiques Roadshow" Season

Unique Collection of First Editions With Original Dust Jackets Created By Leading Artists and Designers


Original Disney Watercolor Paintings at R.R. Auction

SPONSORED CONTENT

New Auction House Sets Records

Forum Auctions may be young, but its expert team achieves strong results.
By Peggy Carouthers

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Viewing for one of Forum Auctions' sales of Fine Books at the Westbury Hotel, Mayfair. COURTESY OF FORUM AUCTIONS.

Stephan Ludwig had an idea. The former CEO of Dreweatts and Bloomsbury Auctions, he envisioned an international auction house that provided a high level of customer experience that could carry that experience into online bidding and the digital space. Now, in less than two years, Forum Auctions has emerged, growing and even setting sales records.

Forum Auctions has three departments: Books, Old Master and Decorative Prints, and Modern and Contemporary Prints and Editions. The house also handles all manner of manuscript material, printed ephemera, maps, and photographs. Said Rupert Powell, deputy chairman and head of books at Forum, "Our company was born out of a desire to enhance much of what many of us had spent years establishing, but developing that further in terms of online bidding and customer experience."

In founding this new auction house, Ludwig recruited many former colleagues with whom he had worked —specialists and support staff members who would create a cohesive team with a strong background in the auction world.

"I think I speak for all my colleagues when I say that we are rejuvenated and inspired by what

Forum Auctions initially promised and, a year on, has already spectacularly delivered," Powell said. "We are genuinely thrilled to be working together, and there is a fabulous team spirit. That positivity translates into exciting and interesting consignments, successful auctions, and satisfaction for both buyer and seller."

Powell joined the Forum Auctions team in July 2016. Only two weeks later, the house's first auction reached nearly a £1 million hammer total with a two-day sale featuring antiquarian books, modern literature, and master prints. Forum Auctions has continued to grow from there.

Also in 2016, Forum Auctions became the world's top auctioneer for prints by

YOUR SQUARE

YOUR TOWER

YOUR SQUARE

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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

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1x \$325 per issue

6x \$300 per issue

13,000
READERS

All banners have linking URLs.

Learn about our *Mid-Month* edition on the next page.

Fine Books Notes

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The 2017 FB&C Holiday Gift Guide

Our shortlist of gift ideas for book lovers

LIKE US ON FACEBOOK FOLLOW US ON TWITTER

FINE BOOKS BLOG

Postcard from INK Fair London



Credit: A.N. Devers

At the second annual INK Fair London, an intimate and lavish environment provided a wonderful backdrop against which to feature international book dealers with an emphasis on exceptional antiquarian and rare books and fine art sourced from around the world.

Left Bank Books is Back

Erik DuRon and Jess Kuronen relaunched the Greenwich Village book hub as an online shop with a curated inventory of vintage, collectible, and rare materials.

MID-PAGE

Bright Young Collectors: Sherese Francis

Sherese Francis, of Queens, New York, collects literary material from southeast Queens and makes her collection available to others through the J. Expressions mobile library.

FDR, Book Collector

"A rather scarce little book, in fine condition with the map," was how Franklin Delano Roosevelt, then governor of New York, inscribed a treasured first edition.

IN THE NEWS

The 41st Boston Antiquarian Book Fair



Courtesy of John Windle

The annual fall gathering for booklovers, the Boston International Antiquarian Book Fair returns to the Hynes Convention Center for its 41st year, November 10-12. More than 120 dealers will exhibit and sell a vast selection of rare, collectible, and antiquarian books, illuminated manuscripts, autographs, maps, photographs, and prints.

Centennial Edition of Ian Fleming Goes to Auction

The top lot at Swann Galleries on November 14 is expected to be the deluxe centenary limited edition set of thirteen volumes comprising the

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RECTANGLE

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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.

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728 x 90 pixels

1x \$400 per issue

6x \$350 per issue

Mid-Page

518 x 90 pixels

1x \$350 per issue

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Rectangle

180 x 300 pixels

1x \$325 per issue

6x \$300 per issue

All banners have linking URLs.

13,000
READERS

LEADERBOARD

Curatorial Quest Yields Discovery



Courtesy of Honolulu Museum of Art.

A few months ago, a curator at the Honolulu Museum of Art stumbled upon a rare 19th-century manual on Japanese art that was previously unknown.

Lincoln Papers Now Online in Full Color

Abraham Lincoln's papers from his time as a lawyer, congressman and the 16th president are now online in full color in a new presentation after a multi-year digitization effort at the Library of Congress.

Unknown Copy of the Waldseemüller Gores

On December 13, Christie's Valuable Books and Manuscripts sale will offer a copy of the first map to name America by the most important cartographer of the early sixteenth century, Martin Waldseemüller.

Holiday Exhibition at the Grolier Club

The Grolier Club is heralding the Winter holiday with the exhibition *Radiant with Color & Art: McLoughlin Brothers and the Business of Picture Books, 1858-1920*. More than 200 vibrantly colored children's illustrated picture books, drawings, watercolors, and ephemera are on view.

MID-PAGE

Washington Spy Letter Leads Auction



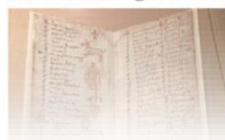
Courtesy of Swann Galleries.

Swann Galleries' auction on Tuesday, November 7 saw fine results for Autographs by important historical figures in a variety of fields. The top lot of the sale was a letter from George Washington to his spy master, Benjamin Tallmadge, requesting intelligence at the height of the Revolutionary War.

National Library of Israel and Russian State Library Agree to Share Collection

An historic agreement was signed on November 7 in Jerusalem between the National Library of Israel in Jerusalem, the Russian State Library in Moscow, and the Moscow-based Peri Foundation regarding the future of the Gunzburg Collection.

Medieval English Manuscripts on View



A research visit to the Beinecke Rare Book & Manuscript Library at Yale last week afforded *Fine Books* the opportunity to see its current, magnificent exhibition, *Making the Medieval English Manuscript: The Takamiya Collection*.

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Coming Events

AUGUST 21ST-24TH
Baltimore
Summer Antiques Show

AUGUST 23RD
Addison & Sarova
Auctioneers

AUGUST 27TH
Swann Auction Galleries

AUGUST 25TH
PBA Galleries

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Fine Books Notes

ISSUE	AD DEADLINE	MAIL DATE
January	Dec. 28th	Jan. 3rd
February	Jan. 28th	Feb. 5th
March	Feb. 8th	March 5th
April	March 29th	April 4th
May	April 27th	May 2nd
June	May 27th	June 4th
July	June 26th	July 2nd
August	July 26th	Aug. 1st
September	Aug. 30th	Sept. 5th
October	Sept. 30th	Oct. 3rd
November	Oct. 28th	Nov. 5th
December	Nov. 27th	Dec. 3rd

Fine Books Notes Mid-Month

ISSUE	AD DEADLINE	MAIL DATE
January	Jan. 11th	Jan. 15th
February	Feb. 11th	Feb. 14th
March	March 8th	March 14th
April	April 10th	April 16th
May	May 11th	May 15th
June	June 10th	June 18th
July	July 10th	July 16th
August	Aug. 12th	Aug. 15th
September	Sept. 10th	Sept. 17th
October	Oct. 11th	Oct. 15th
November	Nov. 11th	Nov. 19th
December	Dec. 12th	Dec. 18th



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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

POPULAR FEATURE

- Open and click-thru numbers after mailing upon request.

Sotheby's
Collectors gather here.

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

Auction London 2 November 2017
Viewing 29 October – 1 November

The Library of a European Gentleman contains an impressive collection of books on hunting and natural history, as well as atlases and incunabula. The emphasis is on German books, including some elegant calligraphic works and many illustrated books and prints from the sixteenth century. There is also a fine and comprehensive series of prints and drawings by Johann Elias Ridinger. The hunting theme is continued in the decorations used in the library, from paintings to snuff boxes to historical weapons and a silk sofa rug, which also feature in this sale.

ENQUIRIES
charlotte.miller@sothebys.com
+44 (0)20 7293 5893
sothebys.com/europeangentleman
FOLLOW US @SOthebys

[VIEW DETAILS](#)

FINE BOOKS & MANUSCRIPTS
Featuring Exploration & Travel
Tuesday, September 26, 2017, 1pm
New York

ROBERTS, DAVID, 1790-1864
Roberts' Gazetteer of Great Britain and Ireland, with natural descriptions by William Jackson
London: F. & J. Murray, 1846-54
\$20,000 - 30,000

INQUIRIES
+1 (212) 713 1300
books@bonhams.com

Bonhams
NEW YORK

FineBooks
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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

TERMS Mail date is around the 28th of the month materials are due. 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.

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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*.

ONLINE
& PRINT
DISTRIBUTION



SPRING 2019

Space Deadline February 1st
Materials Deadline February 5th
Mail Date February 27th

AUTUMN 2019

Space Deadline July 17th
Materials Deadline July 22nd
Mail Date August 15th

COST

\$2,500 per issue
\$3,650 for both issues

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NEW

The Auction Slideshow

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

The screenshot displays the Fine Books & Collections website. At the top, there's a navigation bar with links: CALENDAR, CONTACT US, SUBSCRIBE, STORE, ARTICLES, BLOG, NEWS, RESOURCE GUIDE. Below this is a banner for 'Free e-Letter for Book Collectors!' and 'SUBSCRIBE TO THE FB&C NEWSLETTERS!'. The main content area features a large carousel titled 'The Auction Slideshow' showing a book titled 'THE GRAPES OF WRATH' by John Steinbeck. To the left of the carousel is a sidebar with 'Fine Books Store' (Buy the Current Issue, Octavo Digital Rare Books, Books About Books, Back Issues, Slipsaves, Gift Ideas) and 'Coming Events' (Nov 7 Sotheby's, Nov 10-12 Boston Book Fair, Nov 12 Skinner, Nov 14 Swann Galleries, Nov 17-19 China in Print, Nov 20 Bonhams). To the right of the carousel is a 'Search Site' bar and a 'Free from FB&C Autumn Auction Guide' link. Below the carousel, there's a 'SUBSCRIBE TODAY!' button and a 'Spend a Year in the World of Fine Books' link. The bottom of the page shows 'In the News' and 'FIND MORE EVENTS IN THE FB&C CALENDAR'.

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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

The screenshot shows the FineBooks & Collections website. At the top, there's a navigation bar with links like CALENDAR, CONTACT US, SUBSCRIBE, STORE, ARTICLES, BLOG, NEWS, and RESOURCE GUIDE. Below this is a banner for the '2019 Collector's Resource Guide' with a search bar and a 'Place Your Listing in the 2019 Resource Guide' button. The main content area displays a list of auction houses under the 'Auction House' category. The first entry is 'Addison & Sarova Auctioneers' with contact information and a description of their services. Other entries include 'Christie's', 'A. Karamitsos', 'Baranovich', and 'Bloomsbury Auctions'. A red banner with the text 'SEE IT ONLINE' is overlaid on the right side of the screenshot.

The screenshot shows the '2019 Collector's Resource Guide' for 'SECTION ONE: DEALERS'. It lists various dealers categorized by type, such as 'Autograph Dealers', 'Book Dealers: Book Arts', 'Book Dealers: Children's Books', 'Book Dealers: Used & Rare', 'Map Dealers', 'Memorabilia Dealers', and 'Photography Dealers'. A large red banner with the text 'PLACE A LISTING' is overlaid on the right side of the page. The bottom of the page features a blue circle with the text 'MORE THAN 160,000 RECIPIENTS'.

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