



# 2018 Media Kit ANNUAL

## SHOP AMERICA MAGAZINE

TOTAL CIRCULATION 350,000

Print: 130,000 in UK, Mexico, Latin America, US/Canada and at top travel trade shows including IPW buyers!

Digital: China 100,000+ via Wechat



- **IPW distribution to all delegates** in official hotel rooms, plus distribution at landing travel trade shows worldwide.
- Essentially America print insert to consumers in the UK (50,000) and Mexico/Latin America (50,000). Essentially America China Wechat Digital 100,000 sent 3 times.
- 30,000 print with The Cultural Traveler guide and distributed to travel trade and consumers via America's Byways Welcome Centers, Select Registry Inns, AAA/CAA club members, AIA/NTA Visitor Centers including Grand Canyon National Park.
- Online exposure at ShopAmericaTours.com with more than 120,000 impressions
- High image layout and editorial features on Shopping & Travel

### 2018 ISSUE

Space Reservations Deadline .....	February 28, 2018
Editorial Submissions Deadline.....	March 5, 2018
Camera Ready Materials Deadline .....	March 9, 2018
Distribution Begins.....	April 1, 2018

### DISTRIBUTION: 350,000 -- TRAVEL TRADE & CONSUMERS WORLDWIDE\*

- 50,000 Essentially America UK (April)
  - 50,000 Essentially America Mexico/Latin America (April)
  - 100,000 Essentially America China Wechat sent 3X in Aug-Sept
  - 30,000 Print version April 2018–March 2019, Travel Trade Shows, America's Byways Welcome Centers, Select Registry Inns, AIA/NTA Visitor Centers, AAA/CAA members
  - 120,000 Digital impressions at ShopAmericaTours.com
- \*Subject to updates

### SPECIAL OFFER COMP EDITORIAL FOR SHOP AMERICA ALLIANCE PARTNERS

Shopping Sections can be produced and reprinted cost effectively. Ask your sales representative for more details.

<b>SALES CONTACTS:</b>		<b>EDITORIAL CONTACT:</b>
Larry Cohen, Northeast Media, Inc., Office 203-255-8800, Mobile 203-434-3117 larrycohen@northeast-media.com	Liz Dion 919-637-0622 ldionetcie@gmail.com	Shop America Magazine 707-224-3795 ShopAmericaTours@aol.com



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## AD RATES - FOUR COLOR

USA/UK/MEXICO/LATIN AMERICA/CHINA, TOTAL CIRCULATION 350,000

Size	Net
Cover plus 1 Full page .....	\$17,500
Full page .....	\$8,500
Half page .....	\$5,500

ALL TRANSLATIONS INCLUDED

**General advertising policy:** Publisher reserves the right to reject any advertising. Advertisers assume liability for all content of advertising published, and for any claims arising from the advertising. Publisher reserves the right to place the word "advertisement" on ads which, in the publisher's opinion, resemble editorial matter. Cancellations accepted only in writing prior to space close. Rates subject to change with 90 days written notice.

## AD SPECS & SIZES

SPACE	TRIM SIZE Width x Height	BLEED SIZE
<b>(US/Mex)</b> Full PG w/Bleed	8.125 x 10.875	with <b>Bleed 8.375 x 11.125</b>
Full Page	7.125 x 9.875	
1/2-Page Horiz. w/Bleed	8.125 x 5.125	with <b>Bleed 8.375 x 5.375</b>
1/2-Page Horiz.	7.125 x 4.75	
<b>(UK)</b> Full PG w/Bleed	8.2677 x 11.6929	with <b>Bleed 8.5177 x 11.95</b>
Full Page	7.2677 x 10.6929	
1/2-Page Horiz. w/Bleed	8.2677 x 5.546	with <b>Bleed 8.5177 x 5.7961</b>
1/2-Page Horiz.	7.2677 x 5.1433	
<b>(CH)</b> Full PG w/Bleed	8.26 x 11.25	with <b>Bleed 8.5177 x 11.5</b>
Full Page	7.26 x 10.25	
1/2-Page Horiz. w/Bleed	8.271 x 5.3351	with <b>Bleed 8.5177 x 5.5851</b>
1/2-Page Horiz.	7.26 x 4.9155	

**BLEED** - adds .125" to all four sides for safety

**LIVE AREA** - .25" in from trim on each of the four sides

**MEXICO AND CHINA** Ads must include Native Files for translation in Spanish and Mandarin. Essentially America will translate at no additional cost.

### PLEASE NOTE

ADS MUST BE SUBMITTED IN 3 DIFFERENT SIZES:

- USA/Mexico
- China
- UK

Advertisers may also provide ad material in Spanish for Mexico and Mandarin for China Insertions.

## DIGITAL SPECIFICATIONS

### MATERIAL INFORMATION

For Display Ads. Digital File Requirements:

Acceptable programs include: InDesign, Quark, PhotoShop, Illustrator or PDF files. All images must be 300 dpi or greater. Disks should include both screen and printer fonts. A color proof must accompany all ads. Changes to submitted ads are subject to additional cost to be incurred by the advertiser.

### SHIPPING INFORMATION

All materials must be at Skies America in Beaverton, Oregon, on or before closing date.

Send all art materials, and electronic files and final proof to:

**Cindy Pike**  
**Skies America Publishing Company**  
 9735 SW Sunshine Ct., Suite 800  
 Beaverton, OR 97005  
 Phone: 503-726-4960

Ads and Advertorial materials sent by e-mail should go to [cindyp@skies.com](mailto:cindyp@skies.com).

### FTP ADDRESS

Server / Host: <ftp.skies.com>  
 User Name / User ID: [ads@skies.com](mailto:ads@skies.com)  
 Password: [skiesads](#)  
 Path / Directory: [Shop\\_America](#)  
 Protocol: FTP with TLS/SSL

\*Please do not include spaces or symbols other than underscores in file names. You must notify [cindyp@skies.com](mailto:cindyp@skies.com) after your files have been transferred.

\*\*FTP access not available through Internet. Search Internet for FREE FILE TRANSFER or FTP software

### SALES CONTACTS:

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