

THE MAGAZINE FOR SHOPPING AND TRAVEL



2019 Media Kit Annual RETAIL REIMAGINED!

SHOP AMERICA MAGAZINE

TOTAL CIRCULATION 565,000

Digital: 479,500 in China via Wechat, Mexico and ShopAmericaTours.com/ShopTalk E-zine.

Print: 85,500 in UK, Mexico, US/Canada and at top travel trade shows including IPW!

- IPW distribution to all delegates in official hotel rooms, plus distribution at leading travel trade shows worldwide.
• Essentially America print insert to consumers in the UK. Mexico digital and print to Travel Trade and consumers. Essentially America China WeChat Digital to consumers with US visas.
• Digital exposure at ShopAmericaTours.com and via ShopTalk E-zine with 150,000+ impressions.
• High image layout and editorial features on Shopping, Dining & Travel.



2019 ISSUE

Table with 2 columns: Event/Deadline and Date. Includes Space Reservations Deadline (March 1, 2019), Editorial Submissions Deadline (March 6, 2019), Camera Ready Materials Deadline (March 11, 2019), and Distribution Begins (April 1, 2019).

DISTRIBUTION: 565,000 -- TRAVEL TRADE & CONSUMERS WORLDWIDE\*

- 50,000 Essentially America UK (April)
50,000 Mexico print via Boletin turistico and Amex Airport Lounges in Mexico City and Monterrey, plus digital via Travelers Guide and travel trade eblasts (Summer/Fall)
100,000 Essentially America China Wechat sent 3X in Aug-Sept = 300,000
15,000 Print for Travel Trade Shows and Consumers, April 2019-March 2020 including all IPW 2019 delegates in-room at official hotels
150,000+ Digital impressions at ShopAmericaTours.com and via ShopTalk E-zine

\*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.

SALES CONTACTS:

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

Andrea Nyquist | 719-640-2966 Andrea@ShopAmericaTours.com

EDITORIAL CONTACT:

Shop America Magazine 707-224-3795 ShopAmericaTours@aol.com



# 2019 Media Kit Annual

## RETAIL REIMAGINED!

### AD RATES - FOUR COLOR

USA/UK/MEXICO/CHINA, TOTAL CIRCULATION 565,000

Size	Net
Cover plus 1 Full page .....	\$18,000
Full page .....	\$8,775
Half page horizontal .....	\$5,775
Enhanced bold listing in North America's Best Shopping Guide with logo or image .....	\$495

**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.

ALL TRANSLATIONS INCLUDED

### AD SPECS & SIZES

SPACE	TRIM SIZE Width x Height	BLEED SIZE	
<b>(US/MEX/CH)</b>			
Full PG w/Bleed	8.125 x 10.875	with <b>Bleed 8.375 x 11.125</b>	<b>BLEED</b> - adds .125" to all four sides for safety
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>LIVE AREA</b> - .25" in from trim on each of the four sides
<b>(UK)</b>			
Full PG w/Bleed	8.2677 x 11.6929	with <b>Bleed 8.5177 x 11.95</b>	<b>MEXICO AND CHINA</b> Ads must include Native Files for translation in Spanish and Mandarin. Essentially America will translate at no additional cost.
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		

#### PLEASE NOTE

ADS MUST BE SUBMITTED IN 2 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:

**Larry Cohen,**  
 Northeast Media, Inc.  
 Office 203-255-8800  
 Mobile 203-434-3117  
[larrycohen@northeast-media.com](mailto:larrycohen@northeast-media.com)

**Liz Dion** | 919-637-0622  
[ldionetcie@gmail.com](mailto:ldionetcie@gmail.com)  
**Andrea Nyquist** | 719-640-2966  
[Andrea@ShopAmericaTours.com](mailto:Andrea@ShopAmericaTours.com)

#### EDITORIAL CONTACT:

*Shop America Magazine*  
 707-224-3795  
[ShopAmericaTours@aol.com](mailto:ShopAmericaTours@aol.com)