



# COINage

**TM**  
TRIMBACH  
MEDIA



# COINage Magazine

Dear Advertiser:

Since 1964, *COINage* magazine has been a leading name in numismatic publications.

We take great pride in how, over the decades, we have evolved to meet the advancing needs of our audiences. Our print titles are now complemented by online media and a strong Web presence. And while print publishing remains at our core, it is only part of our offering. Our new company name reflects our new direction and structure.

What do you get when you advertise in *COINage* magazine?

**COMMITMENT.** That's what Trimbach Media's publications are all about. We are committed to publishing the very best titles, meeting the ever-changing demands of a very large and diverse consumer group. From coins to digital photography, our expert staff of editors, writers and designers provides our readers with the intensive, quality-driven publications they have come to expect from *COINage* and the Trimbach name.

**QUALITY.** Featuring the most experienced and respected names in coin collecting, *COINage* magazine is a trusted and referred-to title in the numismatic field. It is the "true source" for experienced numismatists and beginners alike.

**VITALITY.** Our readers are active in the hobby, many of them over a lifetime. They want the latest and greatest in products and collecting information. It is their staying power—plus the continuous addition of new, young hobbyists to the field—that keeps the hobby going strong. Their dedication to expanding their knowledge drives our magazine to greater heights. *COINage* is always growing and improving to meet the demands of these loyal consumers.

**INCREASED EXPOSURE.** In addition to the traditional printed magazine, readers can now find *COINage* online. All Web site and e-mail addresses in your ad are converted to Hot Links that take readers directly to your site. We are also opening up opportunities to advertise on our Web site, [www.coinagemag.com](http://www.coinagemag.com).

**RESPONSE.** *COINage* magazine's sales are solidly based on subscriptions, but we also enjoy a healthy newsstand circulation. Our dedicated readers pore over every page to find the information and products that appeal to them. Unlike other magazines, *COINage* does not use direct mail to artificially "grow" its rate base with readers you already reach in other venues (while charging you for the expense!)

Should you have any questions at all concerning running your advertisements in *COINage*, please do not hesitate to contact me personally.

Sincerely,



Mike Gumpel, Advertising Director  
*COINage* magazine

[mgumpel@coinagemag.com](mailto:mgumpel@coinagemag.com)  
(805) 644-3824 ext. 114, (805) 644-3875 FAX





## Reader's Survey

Our June 2012 Readership Survey provided new insight into readers' profiles, interests and buying habits. Here are key findings:

66.9% have an annual income of \$60,000 or higher

35.4% listed occupation as Professional/Skilled

95.2% rated *COINage* good or excellent

77.5% keep their issues of *COINage* more than a month

99% scored U.S. Coins and Commemoratives as one of their top five areas of interest in the hobby.

90.2% have been collecting coins for over seven years

69.7% attended coin shows

82.3% make five or more coin purchases each year

50.7% will travel in the next 12 months

32.1% will purchase a cell phone, smart phone, e-reader or tablet in the next 12 months

28.3% plan to make financial investments this year

## Reader's Comments

"I have purchased from several of the advertisers and have been satisfied every time." —*H. Cook, June 2012*

"Just keep up the fantastic work. I was hooked from the first issue that I bought some 5 or 6 years ago... I take the issues of several months gone by and give them to a friend to take to her coin club meetings." —*W. Taylor, June 2012*

"I recently got my 38 year old son interested in silver coins and he has already compiled almost two complete sets of Peace Dollars which he purchased from one of your advertisers." —*J. Corrado, June 2012*

## Value in Print Advertising

"With 82% of the U.S. population reading one or more magazines a month, can we afford to ignore that loyal readership?"

"According to a MRI Data Report in 2011, magazine readership has increased in every age and gender category, compared to newspapers, in the last year, with the biggest gains in the 18-34 age bracket."

—*Marc Brownstein,*  
*Ad Agency News, June 2012*

## Editorial Calendar

Every issue includes several **feature length** articles on topical aspects of numismatics and our long-standing and popular **Coin Capsule**. Each is written by our knowledgeable, talented writers who are well versed in the field.

### Plus

#### My Two Cents' Worth

Senior editor Ed Rieter draws on his decades of experience to provide informed and valuable insights.

#### Reader Letters

Open forum for readers to respond to articles and pose questions

#### Price Guide

Monthly price comparison on important coins

#### COINage Price Averages

Reflects the monthly activity of the wholesale coin market.

#### COINage News & Notes

A collection of interesting tidbits, press releases and announcements

## Special Series

#### PRO and COIN

A single feature that explores both sides of a number of issues affecting our readers.

#### Presidential Dollars and America the Beautiful Quarter Series

In-depth profiles of the people and places featured on these two coins

#### Book Notes

Reviews of hobby-themed books.

We do not lock ourselves in to themes for every month so that we can respond to market and hobby news in a timely manner, when it is most topical. However, the following issues do concentrate every year on a special topic:

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**JANUARY** 2013 Coin Forecast

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**FEBRUARY** Typically gold

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**MARCH** U.S. Coin Update: What's Hot?

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**JULY** Best Buys of 2013

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**AUGUST** **Advertiser's Special:** This issue is widely distributed at the annual ANA convention



## COINage Advertising Rates

Ad Size	1x Agency/ Press Ready	6 x Agency/ Press Ready	12 x Agency/ Press Ready
Page	\$1391.00	\$1182.35	\$1245.00
2nd Page	1265.00	1075.25	1130.00
2/3 Page	1046.00	889.10	936.00
1/2 Page	828.00	703.80	741.00
1/3 page	586.00	498.10	525.00
1/4 Page	477.00	405.45	426.00
1/6 Page	327.00	277.95	291.00
Per Inch	67.00	56.95	60.00

## COLOR RATES

## 4-COLOR

Plus 28%

Fractional ads, plus \$250

## 2-COLOR

Plus 16%

Fractional ads, plus \$175

## PREFERRED POSITION RATES (per issue)

Covers 2, 3, or 4: Additional 10% of total charged rate

Pages 3, 5, 7 &amp; center spread: Additional 5% of total charged rate

## WEBSITE ADVERTISING

You can now advertise on  
[www.COINagemag.com](http://www.COINagemag.com)

Ad Size	Ad Size in Pixels	Site Location	Per Month*
Leaderboard	468 x 60	Run of Site	\$125.00
Medium Rectangle	300 x 250	Run of Site	\$90.00
Square Button	125 x 125	Run of Site	\$45.00

\* Three month minimum. Advertising specifications: 72 dpi. JPEG, GIF or PNG format.

Multi-ad Discount and Remnant Space rates available upon request.

Publisher reserves the right to change rates at any time due to changes in production and distribution costs. Signed contracts hold contracted rate until end of contract.



## Plate and Unit Size

Spread	Bleed size	16-1/4 in. x 11 in.
	Trim size	16 in. x 10-3/4 in.
	Live matter	15 in. x 10 in.
	Gutter	1/4 in.

Full Page	Bleed size	8-1/4 in. x 11 in.
	Trim size	8 in. x 10-3/4 in.
	Live matter	7 in. x 10 in.

2/3 Page	Vertical (2 col)	4-5/8 in. x 10 in.
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1/2 Page	Horizontal (3 col)	7 in. x 5 in.
	Vertical (2 col)	4-5/8 in. x 7-1/2 in.

1/3 Page	Horizontal (2 col)	4-5/8 in. x 5 in.
	Vertical (1 col)	2-1/4 in. x 10 in.

1/4 Page	Horizontal (2 col)	4-5/8 in. x 2-1/2 in.
	Vertical (20 picas)	3-1/4 in. x 5 in.

1/6 Page	Horizontal (2 col)	4-5/8 in. x 2-1/2 in.
	Vertical (1 col))	2-1/4 in. x 5 in.

Call for Special Sizes

## Preferred Materials

- 1) PDF-X1a
- 2) InDesign, PageMaker or Quark file with all fonts and support elements;
- 3) High Resolution EPS, TIFF or PDF with fonts and images embedded;
- 4) All other formats, submit for approval.

## Mechanical Requirements

Grayscale or CMYK, as appropriate. 2/C is black + color of our choice.

Image Resolution: 300 recommended, 150 minimum. Screen: recommended 133. 4/C Density: maximum combined 270%. Color proof required for critical matches.

## Contract &amp; Copy Regulations

- Benefit of time or space discounts secured only by contract for same, signed in advance.
- Cancellation of space or time contract (by publisher or advertiser), in whole or in part, forfeits the right to the contract rate, readjusting the rate on past and subsequent insertions to conform with the actual space used at current rates.
- Contract rates will be extended upon placement of ad. Should advertiser not use proper space during calendar year, corrected billing will be forwarded.
- Till Forbid orders do not hold rate.
- When change of copy is not received by the closing date, contracted advertiser's copy run in previous issue will be inserted.
- All advertisements ordered set and not used will be charged for composition.
- The publisher reserves the right to make an additional charge for advertisements containing difficult composition.
- The publisher assumes no liability, if for any reason, it becomes necessary to omit an advertisement.
- The publisher reserves the right to change rates at any time due to changes in production and distribution costs. Signed contracts hold contracted rate until end of contract.
- We reserve the right to reject any advertising submission which we feel is objectionable or unethical. We also reserve the right to edit advertising copy to conform to minimum standards.
- The publisher's liability for an error in any advertising will not exceed actual cost of the space which was occupied by the error itself. The publishers accept no liability for errors made from copy that is not digitally submitted.

Issue	Space Reservation 4th Fri. of:	Copy Due 1st Wed. of:	Issue On Sale Month of:
January	October	November	January
February	November	December	February
March	December	January	March
April	January	February	April
May	February	March	May
June	March	April	June
July	April	May	July
August	May	June	August
September	June	July	September
October	July	August	October
November	August	September	November
December	September	October	December

For Rates, Placement, Contract, Space Reservations,  
Commission and Agency Discount:

**Mike Gumpel, Advertising Director**  
[mgumpel@coinagemag.com](mailto:mgumpel@coinagemag.com)

3585 Maple Street, Suite 232, Ventura, CA 93003  
 (805) 644-3824 ext. 114 • (805) 644-3875-FAX

Submit Ad Materials and Production Questions to:

**Celeste Weingardt, Production Manager**  
[ads4coinage@coinagemag.com](mailto:ads4coinage@coinagemag.com)  
 (805) 644-3824 ext. 127

