

WINNER OF



COINage

Media Kit





People turn to us for insightful, reliable, and practical information.

Regardless of the number of years or amount of collecting experience a person has, we believe there is always something more to learn. That's why, since 1964, we've partnered with industry professionals and seasoned experts to provide award-winning editorial coverage of current events and trends in numismatics, intriguing historical details about coins, notes, precious metals, profiles highlighting innovative and inspiring numismatists, and social, political, and cultural events that impact the market and influence coin buying and selling.

In the same way, our approach to supporting advertisers involves tailored, innovative, engaging, and multimedia promotional strategies.

Partner with COINage to make the most of every customer connection!

COINage is proud to be the recipient of multiple Numismatic Literary Guild awards.

Testimonials to Success

"COINage has, by far, the best editorial content compared to the many other coin mags, which don't even come close. It is an absolute pleasure partnering with you."

— R. M.

"I love COINage! The best content of any of the coin collector magazines out there!"

— R. P.

"I've been a devoted COINage reader for over 30 years."

— E.N.

Our magazine is distributed to and available at key retailers nationwide:

**PETSMART
PETCO
TRACTOR SUPPLY CO.
BARNES & NOBLE
TARGET
WALMART
ORSCHN FARM & HOME
BLAINES FARM & FLEET
RURAL KING**

COINage explores the ever-evolving numismatic hobby, and helps advertisers connect with, serve, and support the community.

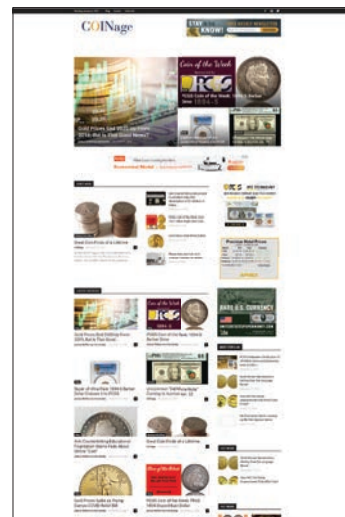


As they say, change is the only constant, but there are tremendous opportunities to grow and expand in light of change. Interesting, relevant content provided by award-winning authors and numismatic experts (many names you recognize) along with popular columns including Market Report by Mike Fuljenz, It's News to Me by Donn Pearlman, News Strikes by Joshua McMorro-Hernandez, Investment Report by James Passin, and COINage Confidential by Scott Travers, remain at the heart of COINage. Plus, more exclusive online-only columns appear on www.coinagemag.com.

These editorial efforts frame opportunities to develop tailored, innovative, and engaging promotional strategy for our advertising partners. The pairing of our editorial philosophy and advertising mindset cultivates an atmosphere of success.

COINage Audience By the Numbers:

9,000	Magazine print run
5,500	Avg. monthly unique visitors to www.coinagemag.com
7,000	Avg. monthly sessions at www.coinagemag.com
48%	Percent of visitors on mobile devices
6,000	Social media likes and followers



Advertiser Spotlight and Product Showcase

Print media allows brands to reach our community of numismatists in unique and engaging ways. We offer standard units, as well as tailored presentations.

Advertising opportunities

- Standard display
- Custom content
- Inserts
- Sponsorships



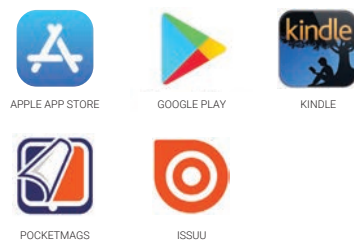
Digital Issue

With our new digital editions, each print issue is faithfully replicated, with options to amplify your advertising message with video or animation. Readers can also access an archive of back issues, providing added exposure and lasting impressions for our advertising partners long after the printed edition disappears from newsstands.

Advertising opportunities

- Sponsored launch image
- Edition sponsorships
- Banner ads

Available On





Getty Image

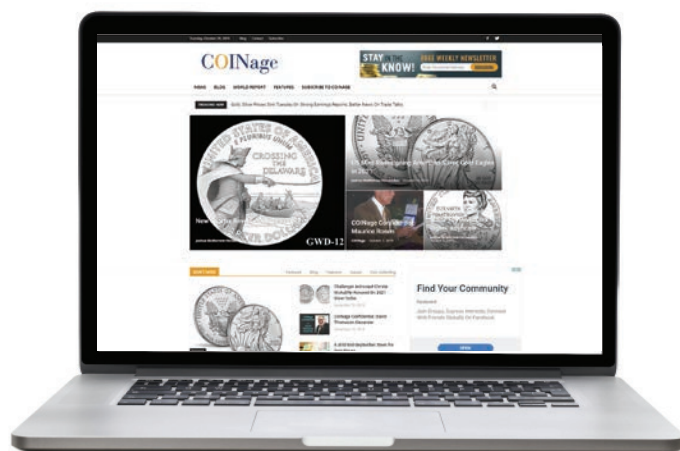
Web & Social Platforms

Our site allows companies to interact directly with our audience thanks to a responsive design and accessibility across all devices. We specialize in helping drive brand awareness and engagement through integrated digital programs and will create a custom program tailored to your mission..

Our audiences love everything from historical accounts detailing the evolution of coin design and mint operations to insightful articles about collecting efforts and experiences and the latest news and developments that shape today's coin collecting hobby. All of this and more is the type of activity happening regularly via our social media feed and web site, where audiences want to engage—catch their attention online.

Advertising opportunities

- Native content
- Banner ads
- Social media promotional campaigns
- **Bi-Weekly, e-newsletter**
- Stand-alone dedicated e-blasts
- **Featured blog sponsorships**





Editorial Calendar

April/May

Theme: Complete Guide to Coins Online

Exploring new trends in mobile device coin trading, grading service registry sets, and new coin platform emergence.

Ad Close Date: 2/11/2021

Materials Due Date: 2/18/2021

On Newsstand Date: 3/30/2021

October/November

Theme: Record Breaking Coins and Currency at Auction

Considering gold and silver coin bargains, pocket change rarities, and copper coin stunners.

Ad Close Date: 8/12/2021

Materials Due Date: 8/19/2021

On Newsstand Date: 9/28/2021

June/July

Theme: Future of the Coin Hobby and Industry

Examining coin collecting and investing in 2041, cryptocurrency and digital exchanges, and collecting modern proof coins.

Ad Close Date: 4/15/2021

Materials Due Date: 4/22/2021

On Newsstand Date: 6/1/2021

December/January

Theme: Ultimate Holiday Coin Gifts

Reviewing Scott Travers' top 12 coins for 2022, selling coins for melt value, and the complete 2022 coin and precious metals forecast.

Ad Close Date: 10/14/2021

Materials Due Date: 10/21/2021

On Newsstand Date: 11/30/2021

August/September

Theme: Protecting Yourself and Your Coins

Discovering the latest home security and storage tips, how to cherrypick a dealer's online inventory, and preparing your coins for the next big event.

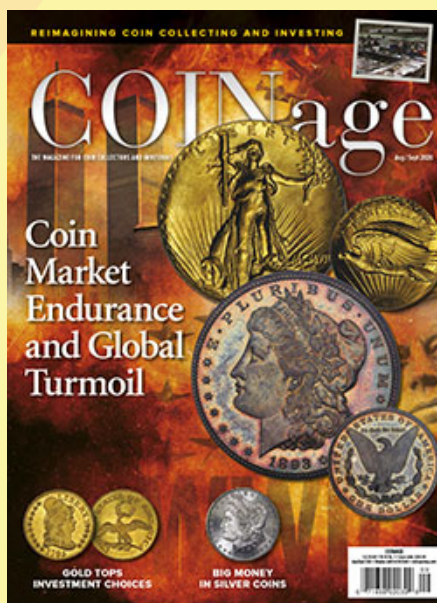
Ad Close Date: 6/10/2021

Materials Due Date: 6/17/2021

On Newsstand Date: 7/27/2021

Let's Get Started

Click To View Current Issue



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