



AWARDS, ENGRAVING & EVERYTHING PERSONALIZED

2019 Print &
Digital Media
**Campaign
Planner**

AUDIENCE | EDITORIAL CALENDAR | RATES

Audience

**16,000
SUBSCRIBERS**

Magazine advertising rates are based on minimum distribution to 16,000 active industry subscribers, delivered in either print or digital formats, or both.

- Electronic copies are sent consistent with standards set by the CAN SPAM Act of 2003.
- Printed copies follow USPS Periodicals mailing guidelines.

 **Certified Audience** Certified Audience Statement available for every issue.

As an advertiser, *Awards & Engraving* will extend your reach to a new audience beyond the readers of our print magazine. In addition to the monthly magazine content, we offer eNewsletters, Product Showcases, quarterly Catalog Connections, Website Advertising, Social Media Updates, THE NBM SHOW and much more. With our expanded offerings, we provide the tools for you to have customer contact 24/7.

A TARGETED READERSHIP

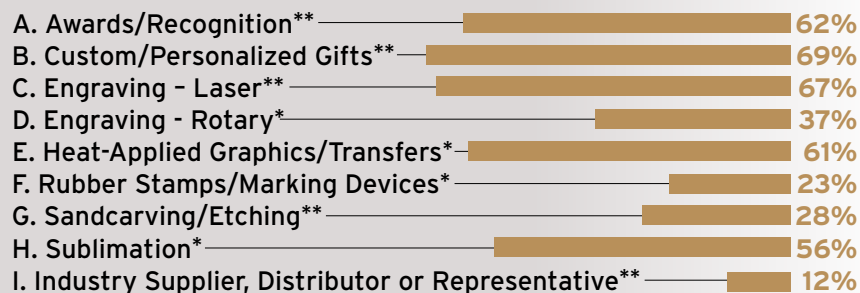
96% of subscribers are **decision makers** (president, owner, CEO, management or purchasing)*

83% of industry professionals choose A&E as the best source of industry information.**

83% of A&E readers keep a catalog of back issues as reference material. **

98% of subscribers surveyed say that they purchase products from advertisers featured in A&E.**

WHAT OUR READERS DO:



*July 2018 Certified Audience Statement

**July 2018 Reader Survey

A&E offers regular articles written by well-known industry veterans covering a wide range of disciplines, each zeroing in on specific areas of interest.

PANEL OF EXPERTS

Bob Hagel
Eagle's Mark Awards & Signs

Cheryl Kuchek
Just My Imagination DeZigns Inc.

Stephen Capper
A-1 Awards


Colin VanLint
JDS Industries

Ruth Dobbins
EtchMaster/Professional Glass Consultants


Michael Perrelli
Direct Color Systems

SPECIAL ISSUES


D2 Report..... January
 **PRINTWEAR**

Team Sales Report March
 **PRINTWEAR**

Sublimation ReportApril
 **PRINTWEAR**

Custom Gift Annual Mid-May


Hot Graphics ReportJuly
 **PRINTWEAR**

UV-LED Report.....October


Start HereMid-October
 **PRINTWEAR** 

Laser Engraving Report...November
 **SIGN**

Glass & Crystal Report...December




2019 Edit Calendar

Legend: 🏆=Sublimation 🏆=Sandcarving 🏆=Engraving 🏆=Direct-to-Substrate 🏆=Business/Marketing 🏆=Awards, Trophies & Plaques

JANUARY 2019

Issue Close 11/16/2018
🏆🏆🏆🏆Product Focus: Promotional Products
🏆🏆🏆Custom Gifts: Apparel Decorating
🏆Feature: UV-LED Applications: Soft vs. Hard Substrates
🏆🏆Feature: Trending Academic Awards
🏆Special Double Issue: *The D2 Report*

FEBRUARY 2019

Issue Close 12/17/2018
🏆🏆🏆Product Focus: Acrylic Products
🏆🏆🏆The Trophy Case: Spring Sports
🏆🏆🏆Feature: How to Create Small-Format Signage
🏆Feature: Sandcarving Q&A
Bonus Distribution: THE NBM SHOW, Phoenix, Arizona

MARCH 2019

Issue Close 01/18/2019
🏆🏆🏆🏆Product Focus: New Products Spring 2018
🏆🏆🏆The Trophy Case: Scholastic Awards
🏆Feature: Rotary Engraving Techniques
🏆Feature: Sublimation Best Practices
🏆🏆Special Double Issue: *The Team Sales Report*

APRIL 2019

Issue Close 02/21/2019
🏆🏆🏆🏆Product Focus: Medals, Medallions, and Ribbons
🏆🏆🏆Custom Gifts: Moms, Dads, and Grads
🏆Feature: Selling to the Wedding Market
🏆Feature: Technical Tips: Laser Engraving
🏆Special Double Issue: *The Sublimation Report*
Bonus Distribution: THE NBM SHOW, Irving, Texas

MAY 2019

Issue Close 03/21/2019
🏆🏆Product Focus: Glass, Crystal, and Sandcarving
🏆🏆🏆The Trophy Case: Summer Sports
🏆Feature: The Memorial Market
🏆🏆🏆Feature: Metal-Marking Techniques

MID-MAY 2019

Issue Close 04/1/2019
A&E Presents *The Custom Gift Annual*
The Custom Gift Annual features the latest items and equipment for personalizing gifts.
Bonus Distribution: Remaining 2019 and all 2020 Shows

JUNE 2019

Issue Close 04/18/2019
🏆Product Focus: Laser Engraving Equipment and Supplies
🏆🏆🏆Custom Gifts: Photo Products
🏆🏆🏆Feature: Wood-Decorating Tips and Tricks
🏆Feature: Routing 101
Bonus Distribution: THE NBM SHOW, Milwaukee, Wisconsin

JULY 2019

Issue Close 05/14/2019
🏆🏆🏆🏆Product Focus: Made in the USA
🏆🏆🏆The Trophy Case: Plaques
🏆🏆Feature: State of Made-in-the-USA Market
🏆Feature: UV-LED Equipment Update
🏆🏆Special Double Issue: *The Hot Graphics Report*
Bonus Distribution: THE NBM SHOW, Meadowlands, New Jersey

AUGUST 2019/A&E'S THE GUIDE

Issue Close 06/14/2019
🏆Product Focus: Sublimation and Full-Color Solutions
🏆🏆🏆Custom Gifts: Metal Products
The A&E Guide and How-To Book: The most comprehensive and thoroughly vetted list of suppliers in the industry. Also featuring articles covering every technology and business aspect in the awards, engraving, and personalization industry.
Bonus Distribution: Fall 2019 and all 2020 Shows
THE NBM SHOW, Long Beach, California

SEPTEMBER 2019

Issue Close 07/18/2019
🏆🏆🏆Product Focus: Promotional Products
🏆🏆🏆The Trophy Case: New Products Fall 2019
🏆Feature: How to Create ADA Signage
🏆🏆Feature: School Sports Awards
Bonus Distribution: THE NBM SHOW, Columbus, Ohio

OCTOBER 2019

Issue Close 08/21/2019
🏆🏆🏆Product Focus: Drinkware
🏆🏆🏆Custom Gifts: Holiday Gifts
🏆Feature: New on the Sublimation Scene
🏆Special Issue: *The UV-LED Report*
Bonus Distribution: THE NBM SHOW, Denver, Colorado

START HERE

Special Issue
Issue Close 9/13/2019
The guide to the production side of the printed graphics, decoration and personalization businesses; filled with 101-level tutorials on techniques and processes to help new businesses get started and established businesses grow.
Distribution: 50,000 subscribers of A&E, *Printwear* and *Sign & Digital Graphics* magazines
Bonus Distribution: Remaining 2019 shows and all 2020 shows

NOVEMBER 2019

Issue Close 09/18/2019
🏆Product Focus: Rotary Engraving Equipment and Supplies
🏆🏆🏆The Trophy Case: Corporate Awards
🏆Feature: Sandcarving Applications: Various Substrates
🏆Feature: Heat-Applied Graphics How-To
🏆Special Double Issue: *The Laser Engraving Report*
Bonus Distribution: THE NBM SHOW, Charlotte, North Carolina

DECEMBER 2019

Issue Close 10/18/2019
🏆🏆Product Focus: Signage and I.D. Products
🏆🏆🏆Custom Gifts: Plaques
🏆🏆🏆Feature: Popular Wood Substrates
🏆Feature: CoreIDRAW Tips and Tricks
🏆🏆Special Issue: *The Glass & Crystal Report*

We are accepting cover submissions. Please ask your sales representative for details.

Rates

PRINT MEDIA RATES

Spread.....	\$6,600
Full page	\$3,880
2/3 page	\$3,120
1/2 page	\$2,550
1/3 page	\$1,930
1/4 page	\$1,480
1/6 page	\$1,200
Product Highlight.....	\$1,020
1 Inch Marketplace	\$240

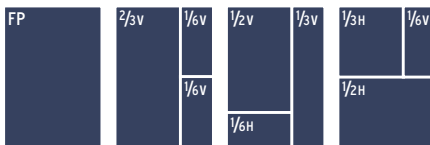
Covers

Back Cover	\$4,650
Inside-Front Cover	\$4,480
Inside-Back Cover.....	\$4,130

Special Print Media Programs

2-page Insert <i>Limited Inventory</i>	\$6,100
4-page Insert <i>Limited Inventory</i>	\$6,600
Ride Along.....	\$6,800
Cover Tip	\$6,900
Belly Band	\$7,650
List Rental.....	\$230 per 1,000
French Gate.....	\$7,210
Post Card <i>3x run required</i>	\$3,000

SIZE	WIDTH	HEIGHT
Two-page spread - full bleed ...	16.5"	X 11.125"
Full page - full bleed	8.375"	X 11.125"
2/3-page (vertical).....	4.625"	X 9.875"
1/2-page (vertical).....	4.625"	X 7.375"
1/2-page (horizontal).....	7.125"	X 4.875"
1/3-page (vertical).....	2.25"	X 9.875"
1/3-page (horizontal).....	4.625"	X 4.875"
1/4-page (vertical).....	3.375"	X 4.875"
1/4-page (horizontal).....	4.625"	X 3.5"
1/6-page (vertical).....	2.25"	X 4.875"
1/6-page (horizontal).....	4.625"	X 2.375"



PRINT ADVERTISING DIGITAL FILE REQUIREMENTS

The most effective way to ensure your files will print without error is to provide a press-ready PDF (please see the below specifications). PDFs are the preferred file format, however we can accept tiff, jpg, eps file formats and all files that are compatible with the Adobe CC Creative Suite or older as long as they follow the below specifications:

- All fonts and images are embedded in the file.
- CMYK color mode (spot, lab, index and RGB colors are not accepted).
- The file and all of the images it contains need to have a resolution of 300 dpi or higher.
- The ink density limit should remain below 300%.

Insert Requirements: Inserts are quoted individually. Two samples of the insert must be submitted for production and Post-Office approval prior to acceptance of the order. Tip-on specifications differ—please contact your sales representative for details.

Bound-In Insert Specifications: Inserts must be supplied to the printer folded and pre-trimmed. Indicate front, back and binding edges. All inserts MUST have a 1/8" head trim and 1/16" millout on the spine. (Face trim will occur 8-1/8" from millout. Foot trim will occur 10-7/8" from head trim.) Insert paper stock should not exceed 100 lbs. or cover weight. Paper stock under 60 lbs. coated or 50 lbs. uncoated will not be accepted. Keep live matter 1/2" from final trim on all sides. One stay stitch, when needed, is acceptable. Please send 6% to 10% over the required quantity to allow for waste. Each box of inserts must be clearly marked with the name of the advertiser and quantity of inserts in each box, along with the name of the magazine and the issue in which the insert will run. Ship inserts to Schumann Printers Inc., 200 Swarthout Rd., Fall River, WI 53932, Attn: A&E.

DIGITAL MEDIA RATES

Digital Advertising

Benefit from A&E's industry-leading digital presence, including the acclaimed daily eNewsletter, weekly deals and a-e-mag.com—the online center of the universe for the awards and engraving industry.

eNews Tower <i>Package Pricing Available</i>	\$850
eNews Text <i>Package Pricing Available</i>	\$265
eNews Promo Video	\$495
Products & Deals <i>Package Pricing Available</i>	\$530
Catalog Connection.....	\$530
DV Sponsorship.....	\$1,190
Video Overlay	\$515
Blow-In Card.....	\$515
Slideshow.....	\$515
Website Marquee	\$1,015
Website Billboard	\$765
eDirect	\$230 per 1,000

The NBM LOCK

You have the key. We want to help you plan a marketing campaign that gives you peace of mind with predictability and flexibility. With THE NBM LOCK, you can negotiate your long-term rate at any time and lock it in for the duration of your schedule—even if it flows into the next calendar year—avoiding potential rate increases. We know change happens in business, but you always have the key to modify or cancel your plan without penalties. *

*Print advertising cancellations must be submitted in writing by the stated issue closing date. Digital advertising cancellations must be submitted in writing by the 15th of the month prior to month of insertion.

THE NBM SHOW

Expand your opportunities with an event like no other—THE NBM SHOW. In 2019, each city brings multiple graphics markets together that connect eager buyers to YOU.

February 1-2, 2019Phoenix, AZ
 March 28-30, 2019 Irving, TX
 May 17-18, 2019 Milwaukee, WI
 July 25-26, 2019... Meadowlands, NJ
 August 15-17, 2019 ... Long Beach, CA
 September 12-14, 2019 Columbus, OH
 October 11-12, 2019 Denver, CO
 November 8-9, 2019 ... Charlotte, NC

Please contact your show representative or visit THENBMSHOW.com for details, updates and/or booth reservations.