



# Gift Shop

# 2019 Media Kit

PRINT  
WEB  
EMAIL  
CUSTOM



REACH BUYERS | DISCOVER LEADS | INCREASE SALES

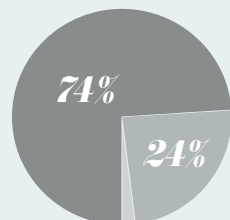
# WHY CHOOSE *Gift Shop?*

Distributed at 40 markets annually, expanding your reach to more than

# 30,000 RETAILERS

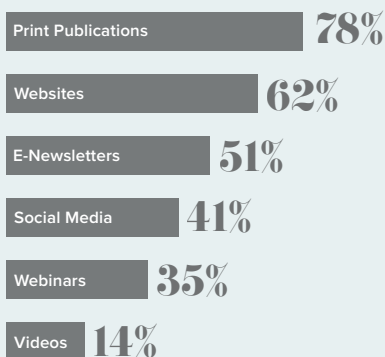
## Ranked #1

Specialty gift shop buyers picked the magazine as their most valuable resource in a recent third-party survey.



- Gift Shop
- Gifts & Decorative Accessories
- Giftware News

Retailers' preferred resources



Source: 2018 Signet Survey

## OUR LOYAL SUBSCRIBERS

- |  |                               |                                   |
|--|-------------------------------|-----------------------------------|
| Specialty Gift Shops                         | Stationery, Card & Book Shops | Museum, Zoo & Aquarium Gift Shops |
| Housewares & Home Décor Stores               | Apparel & Jewelry Gift Shops  | Children's & Toy Stores           |
| Resort, Hotel, Airport & Hospital Gift Shops | Craft & Floral Shops          | Manufacturers                     |
|  |                               | Online Retailers                  |

## TOTAL MARKET ACCESS

Save time and resources by utilizing our team to create a customized multimedia program to reach your target audience.



**PRINT**  
30,000 +



**E-NEWSLETTER**  
7,500 +



**WEBSITE**  
409,688 +



**SOCIAL COMMUNITY**  
30,200 +



**EVENTS**  
500,000 + impressions for event sponsor

## CONTACT US



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## Winter

### Features:

Bath & Body  
 Products With Purpose  
 Stationery & NSS Preview  
 Toys & Games  
 Winter Show Introductions

### Special Section:

Garden & Outdoor Living  
 Lookbook\*

### Showcases:

Coastal & Lake  
 Gifts for Grads & Teachers  
 Global Accents  
 Jewelry & Accessories  
 Men's Gifts  
 Plush

### DEADLINES

**Editorial** Oct. 12, 2018  
**Ad Space** Nov. 16, 2018

## Spring

### Features:

All-Natural Products  
 Books & Greeting Cards  
 Entertaining & Celebrations  
 Customization & Name Drop

### Special Section:

Fashion & Accessories  
 Lookbook\*

### Showcases:

Candles  
 Collegiate  
 Greeting Cards & Stationery  
 Green Retailer  
 Halloween  
 Inspirational & Quotable  
 Made in America

### DEADLINES

**Editorial** Feb. 22, 2019  
**Ad Space** March 8, 2019

\*With bonus digital distribution

## Summer

### Features:

Home Décor  
 Jewelry  
 Products With Purpose  
 Summer Show Introductions

### Special Section:

Holiday Gift Guide\*

### Showcases:

Baby Apparel & Décor  
 Bath & Body  
 Food & Drink  
 Giftwrap & Packaging  
 Holiday Ornaments & Décor  
 Tabletop

### DEADLINES

**Editorial** April 3, 2019  
**Ad Space** May 17, 2019

## Fall

### Features:

Candles & Home Fragrance  
 Specialty Foods  
 Baby  
 Resort & Souvenirs

### Special Section:

Housewares, Kitchenware  
 & Tabletop Lookbook\*

### Showcases:

Green Retailer  
 Frames & Desk Accessories  
 Pillows & Throws  
 Impulse Buys  
 Valentine's Day

### BONUS:

Signet Advertising Study Issue

### DEADLINES

**Editorial** Aug 2, 2019  
**Ad Space** Aug. 16, 2019

## IN EVERY ISSUE

Product Showcases	Business Operations
Social Connections	Social Media
Trend Report	Trade Show Calendar
Gift Shop Features	Industry News
Display Inspirations	Meet the Maker

## DISTRIBUTION

### Winter

American Handcrafted  
 Philadelphia  
 AmericasMart Atlanta  
 American International  
 Toy Fair  
 Chicago Gift Market  
 Dallas Total Home &  
 Gift Market  
 Halloween & Party Expo  
 International Home &  
 Housewares Show  
 LA Mart  
 Las Vegas Market  
 National Stationery Show  
 NY NOW  
 OFFPRICE Show  
 Philadelphia Gift Show  
 Rocky Mountain  
 Gift Show  
 Seattle Gift Show  
 Surf Expo  
**Spring**  
 American Handcrafted  
 Las Vegas  
 Dallas Total Home &  
 Gift Market  
 Greeting Card Association  
 Trade Show  
 Mississippi Market

### Summer

AmericasMart Atlanta  
 Chicago Gift Market  
 Dallas Total Home &  
 Gift Market  
 LA Mart  
 Las Vegas Market  
 Las Vegas Souvenir &  
 Resort Show  
 NY NOW  
 OFFPRICE Show  
 Panama City Beach Gift  
 Show  
 Rocky Mountain  
 Gift Show  
 Seattle Gift Show  
 Surf Expo

### Fall

Grand Strand Resort &  
 Merchandise Show  
 International Gift Exposition  
 in the Smokies  
 Ocean City Resort  
 Gift Expo  
 Smoky Mountain  
 Gift Show

*All show distribution is  
 subject to change based  
 on show dates.*



# MAGAZINE

Gift Shop magazine is the #1 publication for specialty gift shop buyers. Its high-quality editorial provides retailers with top trends and ideas to keep their stores ahead of the curve. Published quarterly, Gift Shop presents a balanced look at the latest products along with timely industry news and engaging human interest stories.

## Print Deadlines

Issue	Space Deadline	Materials Due
Winter 2019	Nov. 14, 2018	Nov. 27, 2018
Spring	March 8, 2019	March 15, 2019
Summer	May 17, 2019	May 24, 2019
Fall	Aug. 16, 2019	Aug. 23, 2019
Winter 2020	Nov. 14, 2019	Nov. 22, 2019

## Print Specs

### AD REQUIREMENTS

- For full-page ads the live area (area that all text and logos must fall inside) must be at least 3/8" from the trim, and all bleeds must extend at least 1/8" beyond trim.
- Ads and embedded artwork must be CMYK and at least 300 dpi.
- Only PDF or TIFF files will be accepted.
- We are not responsible for the readability of copy below 10-point in size.

**2-Page Spread (Full Bleed)**  
Final Trim Size 2-Page Spread: 16.25" w x 10.875" h  
Live Area: 15.5" w x 10.125" h

**Full Page (Full Bleed)**  
Final Trim Size Full Page: 8.125" w x 10.875" h  
Live Area: 7.375" w x 10.125" h

**2/3 Page**  
4.5" w x 9.7" h

**1/2 Page Vertical**  
3.35" w x 9.7" h

**1/2 Page Horizontal**  
6.875" w x 4.75" h

**1/3 Page Vertical**  
2.2" w x 9.7" h

**1/4 Page**  
3.35" w x 4.75" h

**1/3 Page Square**  
4.5" w x 4.65" h

## SPECIAL PRINT OPPORTUNITIES

- Belly bands
- Cover corner\*
- Cover spotlight
- False cover, gatefold or barndoor
- Brochure Inserts, Catalog Inserts, Postcard Inserts *tipped, bound or polybagged*
- Post-It Note
- Mailing list rental
- Geo-targeting  
\*Only available with the purchase of a full-page ad.

**Belly Band**

**Cover Corner\***

**False Cover**  
7.875" w x 10.625" h

**Cover Spotlight**

**Gatefold**

**Post-It Note**

**Insert**

### AD SUBMISSION QUESTIONS?



**Samantha Orsi**  
Traffic Manager  
616-520-2148  
ors@greatamericanpublish.com

### FILE SUBMISSION

Visit <http://upload.greatamericanmediaservices.com>  
Complete the submission details, select file(s) for upload.

# PRODUCT SPOTLIGHT SECTION

(SAMPLE PRODUCT SPOTLIGHT LISTING)



**COMPANY NAME**  
**Product Title**  
 Product Description (25 words)  
**www.website.com | 800-547-9727**

**On Display ads include:**

- Company name
- One image
- Product title
- 25-word description
- Website and phone number

## FREE LEAD GENERATION

Nearly 85,000 leads generated in the last year!

- All advertisers receive measurable sales leads; encourage interest and drive traffic to your website through this free program.
- Readers can complete the Reader Service Card in the print publication or online. Each week, leads will be delivered to you via the email address you provide to Gift Shop so you can follow up with the interested party.
- Both clicks to your website and reader requests are stored in the Gift Shop database, and reports of these are available.

## DIGITAL EDITIONS

Gift Shop offers a digital edition of each issue, available online year-round and emailed to all subscribers. Each interactive issue provides an additional opportunity for advertisers to reach key buyers as they make their purchasing decisions including:

- “Sponsored by” Welcome Pop-up
- Video embedded into your digital edition ad

## NEW! GIFT SHOP PETS

Reach the \$69 billion pet industry in this new publication, focused on the latest products for pets and the people who love them. Contact Nancy or Ric for details.

### DIGITAL ADVERTISING

## MARKETING PARTNERS EMAIL PROGRAM

Deliver a custom email to Gift Shop subscribers, and put your products in front of them when the time is right for you. Designed by you or our team of design experts for a nominal fee, you have the option of up to two versions, A/B testing and analytics to gauge success. Targeted strategically based on your company and products, custom emails have proven highly effective in generating quality new business for customers.

**BONUS** ↪

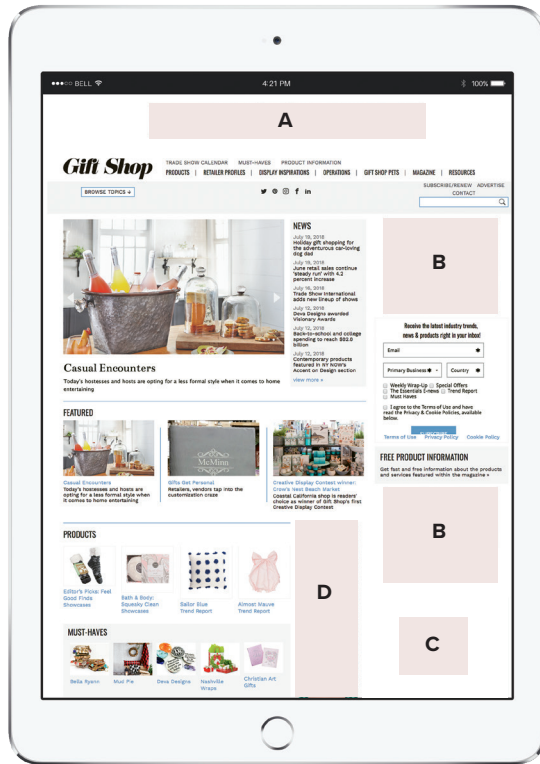
Custom email analytics now include heat maps to demonstrate the effectiveness of your email content and design. See what is grabbing the attention of readers, where they are clicking and how to adjust your design for the best results.



# WEBSITE

Feature your company on the recently redesigned giftshopmag.com for a truly integrated marketing campaign. Gift Shop's website is a leading information source for retailers looking for the hottest trends in the industry. Online article archives, exclusive articles, photo galleries and product news keep retailers coming back day after day.

- Upon refresh, placements rotate within the set position area. Each ad will rotate with up to two other ads.
- All website ads must be RGB and 72 dpi to the specs (right). Only Web-ready files formatted as .gif or .jpg, will be accepted.



## Web ad Deadlines

Month	Deadline
January	Dec. 18, 2018
February	Jan. 18, 2019
March	Feb. 15, 2019
April	March 18, 2019
May	April 17, 2019
June	May 17, 2019
July	June 17, 2019
August	July 18, 2019
September	Aug. 16, 2019
October	Sept. 17, 2019
November	Oct. 18, 2019
December	Nov. 15, 2019

## Web Ad Specs

Ad Type	Specs	Max Size
<b>A</b> Leaderboard	728 px x 90 px	40 kb
<b>B</b> Medium Rectangle	300 px x 250 px	40 kb
<b>C</b> Rectangle	180 px x 150 px	40 kb
<b>D</b> Skyscraper	160 px x 600 px	40 kb

If artwork is submitted past the ad deadlines noted, there is no guarantee that the ad will be live on the first day of the scheduled month.

## AD SUBMISSION QUESTIONS?



**Samantha Orsi**  
Traffic Manager

616-520-2148  
sorsi@greatamericanpublish.com

## FILE SUBMISSION

Visit <http://upload.greatamericanmediaservices.com>  
Complete the submission details, select file(s) for upload.

# MUST-HAVES EMAIL

Gift Shop also offers a shared e-blast program, giving you the ability to market one of your products to our exclusive email list. With this email program, you have the opportunity to include a product shot with description, your website and contact information — with click-through capability. Only five companies' products are featured in each email.

## Specs/Requirements

Each listing includes: one image, product title, up to 40-word description, company name, phone number and website.

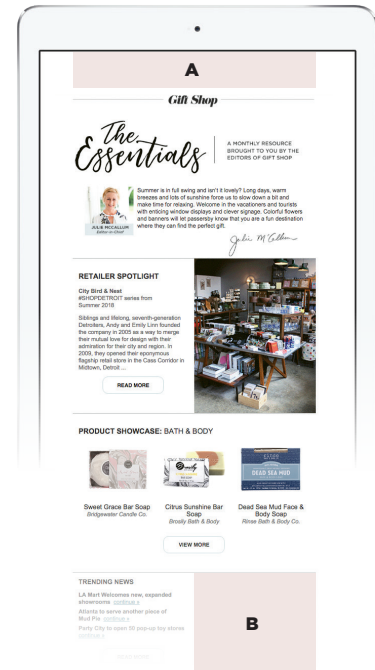


# THE ESSENTIALS

## MONTHLY E-NEWSLETTER

The Essentials, delivers everything retailers need to know to succeed. From trend reports to industry news and interviews with successful retailers, specialty gift store buyers and managers will find tips, tricks and products to continue to grow their business — put your products front-and-center with placement in this must-read newsletter.

Month	Ads Due	Send Date	Month	Ads Due	Send Date
January	Dec. 31, 2018	Jan. 7	July	June 24	July 1
February	Jan. 28	Feb. 4	August	July 29	Aug. 5
March	Feb. 25	March 4	September	Aug. 26	Sept. 2
April	March 25	April 1	October	Sept. 30	Oct. 7
May	April 29	May 6	November	Oct. 28	Nov. 4
June	May 27	June 3	December	Nov. 25	Dec. 2



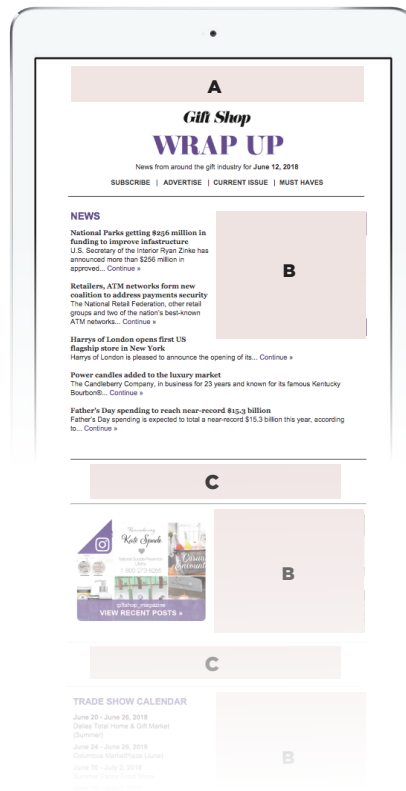
# WRAP UP

## WEEKLY E-NEWSLETTER

Reach retailers via email through sponsorship of Wrap Up, Gift Shop's weekly e-newsletter featuring important industry information. As part of the sponsorship, your ad will be paired with product news, industry information and other exclusive content. Thousands of retailers read each edition of Wrap Up.

**SENDS EVERY TUESDAY.**  
**AD MATERIALS DUE ONE WEEK BEFORE FIRST SEND.**

Only a limited number of advertising spaces are available in each issue of Wrap Up, so sign up today to guarantee placement.



Month	Ads Due
January	Dec. 26, 2018
February	Jan. 29
March	Feb. 26
April	March 26
May	April 30
June	May 28
July	June 25
August	July 30
September	Aug. 27
October	Sept. 24
November	Oct. 29
December	Nov. 26

### E-newsletter Specs

Ad Type	Specs	Max Size
<b>A</b> Leaderboard	600 px x 90 px	40 kb
<b>B</b> Medium Rectangle	300 px x 250 px	40 kb
<b>C</b> Banner (Wrap Up Only)	468 px x 60 px	40 kb

## SPONSORSHIP OPPORTUNITY



### GIFT + STATIONERY 40 UNDER 40 AWARDS

Launched in 2017, this awards program honors 40 emerging industry leaders under the age of 40. Honorees are celebrated at the Summer Las Vegas Market.

Discuss exclusive or shared sponsorship packages with your Integrated Marketing Consultant.



## CUSTOM MARKETING SERVICES

Gift Shop is a powerful resource beyond print. In addition to our successful publication, we provide unique and innovative solutions that allow businesses to engage with customers in nontraditional ways. To discuss these unique offerings in more detail, contact your integrated marketing consultant.

Content Creation / Integrated Editorial

Custom E-Blasts

Event Planning and Promotion

Retargeting

Social Media Sponsored Posts

Surveys and Research Studies

Video Production and Promotion

Webinars

White Papers

Case Studies

Contact Nancy or Ric to discuss Custom Marketing solutions that will drive results and generate new business leads.

## OTHER GREAT AMERICAN MEDIA SERVICES RETAIL PUBLICATIONS

STATIONERY  
*Trends*

*More*  
Museums &

L&GR  
LAWN & GARDEN RETAILER

Party & Halloween  
RETAILER

## NEW THIS YEAR!

Visit our Media Kit site at [giftshopmag.media](http://giftshopmag.media) for audience insight, additional options and much more.

