



# STATIONERY *Trends*



## 2020 Media Kit

REACH BUYERS  
GENERATE LEADS  
INCREASE SALES

# WHY CHOOSE *Stationery Trends?*

Stationery Trends is the industry's exclusive, award-winning publication for the greeting card, social stationery and lifestyle gift industry, providing compelling editorial throughout the publication's beautifully designed and inspiring pages. On the pulse of emerging trends, the latest designs, hot new products and promising young designers, Stationery Trends provides retailers, your customers, with insightful information that helps their businesses thrive.



## TOTAL MARKET ACCESS

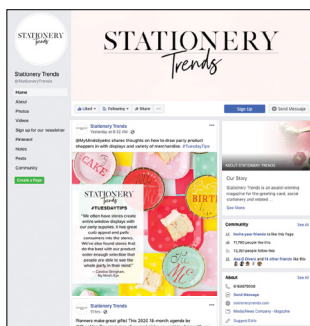
Save time and resources by utilizing our team to create a customized multimedia program to reach your target audience.



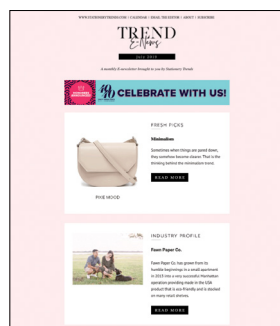
**PRINT**  
**27,000+**



**WEBSITE**  
**250,000 pageviews**



**SOCIAL**  
**38,000**



**E-NEWSLETTER**  
**6,900**

## CUSTOMER OVERVIEW



Stationery/Card Shops



Specialty Gift Shops



Resort/Hospital/Airport Gift Shops

Drugstore/Supermarket/Mass Merchants

## SOCIAL MEDIA



StationeryTrends.com



/showcase/stationery-trends



@stationerytrend



@stationerytrends



# 2020 Editorial Calendar

83% of retailers say Stationery Trends is their most valued publication

## WINTER

### THE SHOW ISSUE

- Product Category & Design Trends
- 10 Designers to Watch
- NSS Preview
- Giftwrap & Packaging

#### Trade Show Distribution

- Atlanta International Gift & Home Furnishings Market
- Dallas International Gift & Home Accessories Market
- National Stationery Show
- NY NOW
- Las Vegas Market

#### Editorial Deadline:

Nov. 19, 2019

#### Ad Space Deadline:

Nov. 19, 2019

#### Materials Deadline:

Nov. 26, 2019

## SPRING

### THE TRENDS ISSUE

- Market Style Update: Baby, Bridal, Gifts, Office, Holiday
- Spring Shows Preview
- NOTED Lookbook
- Planners, Calendars, Journals

#### Trade Show Distribution

- Dallas Total Home & Gift Market
- NOTED: The Greeting Card Expo

#### Editorial Deadline:

March 12, 2020

#### Ad Space Deadline:

March 12, 2020

#### Materials Deadline:

March 19, 2020

## SUMMER

### THE OCCASIONS ISSUE

- Holiday Décor & Party
- Impulse Gifts & Small Splurges
- DIY
- Custom Invitations & Personalization

#### Trade Show Distribution

- Atlanta International Gift & Home Furnishings Market
- NY NOW
- Las Vegas Market

#### Editorial Deadline:

May 21, 2020

#### Ad Space Deadline:

May 21, 2020

#### Materials Deadline:

May 28, 2020

## FALL

### THE DESIGN ISSUE

- The A to Z of Design
- The Artisanal Card: From Letterpress to Hand-Lettering
- The Makers' Market: Integrating Handmade
- Desk & Office
- Sneak Peek: 2021 Market Introductions

#### Editorial Deadline:

Sept. 25, 2020

#### Ad Space Deadline:

Sept. 25, 2020

#### Materials Deadline:

Oct. 2, 2020

### DEPARTMENTS ALSO APPEARING THROUGHOUT THE YEAR INCLUDE:

- The Creative Process
- The Color Wheel
- Show Me Some Gifts
- Event to Remember
- Fresh Picks
- Designer Profile
- Retailer Profile
- The Hit List

### EDITORIAL SPONSORSHIP OPPORTUNITIES:

- Company Q&A with Editor-in-Chief
- State of Paper Infographic Series

### IN EVERY ISSUE:

- The State of Paper Infographic
- What's In the Cards: Trends for the Season Ahead
- Trade Show Calendar
- Industry News

## WINTER 2021

### THE SHOW ISSUE

#### Editorial Deadline:

Nov. 23, 2020

#### Ad Space Deadline:

Nov. 23, 2020

#### Materials Deadline:

Nov. 30, 2020

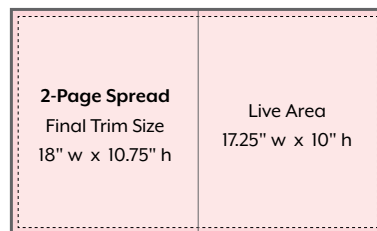
## EDITORIAL SUBMISSION

<https://stationerytrends.com/uploads>

Complete the submission details and select file(s) for upload. Call Sarah Schwartz at 216-577-4821, or email [stedit@stationerytrendsmag.com](mailto:stedit@stationerytrendsmag.com) with any editorial questions.

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

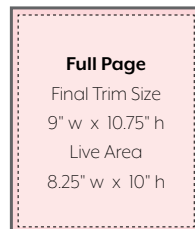
# Print Advertising



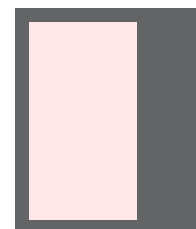
**2-Page Spread (Full Bleed)**  
18.25" w x 11" h

## PRINT ADVERTISING RATES

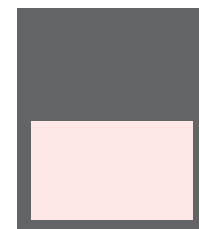
Position	1x	2x	4x	8x
Cover 2	\$6,625	\$5,835	\$5,660	\$5,380
Cover 3	\$6,125	\$5,335	\$5,160	\$4,880
Cover 4	\$6,625	\$5,835	\$5,660	\$5,380
2-Page Spread	\$9,225	\$8,435	\$7,985	\$7,475
Full Page	\$5,625	\$4,835	\$4,660	\$4,380
2/3 Page	\$4,220	\$3,820	\$3,615	\$3,375
1/2 Page Horizontal/ Island/Vertical	\$3,790	\$3,595	\$3,375	\$3,150
1/3 Page Square/ Vertical	\$2,585	\$2,250	\$2,080	\$1,910
1/4 Page	\$2,195	\$2,020	\$1,900	\$1,740
Spotlight	\$830	\$780	\$700	\$650
On Display*	\$450	\$425	\$399	\$365



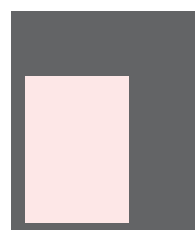
**Full Page (Full Bleed)**  
9.25" w x 11" h



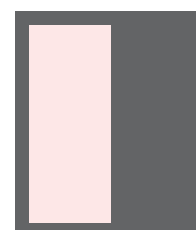
**2/3 Page**  
5.1" w x 9.6" h



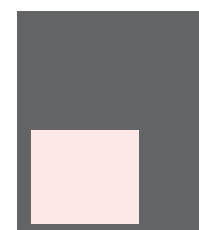
**1/2 Page Horizontal**  
7.75" w x 4.75" h



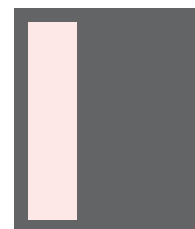
**1/2 Page Island**  
5.1" w x 7.25" h



**1/2 Page Vertical**  
4" w x 9.6" h



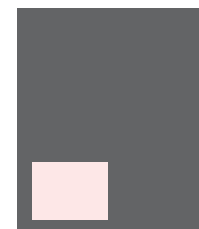
**1/3 Page Square**  
5.1" w x 4.6" h



**1/3 Page Vertical**  
2.4" w x 9.6" h



**1/4 Page**  
3.8" w x 4.6" h



**Spotlight**  
3.8" w x 2.8" h

All prices are gross. Rates are per insertion based on electronically submitted artwork. Ad insertions are non-cancelable. \*Book a Full Page of 5 images for only \$1,795.

## PRINT ADVERTISING DEADLINES

Issue	Space Closes	Ads Due
Winter	Nov. 19, 2019	Nov. 26, 2019
Spring	March 12, 2020	March 19, 2020
Summer	May 21, 2020	May 28, 2020
Fall	Sept. 25, 2020	Oct. 2, 2020
Winter 2021	Nov. 23, 2020	Nov. 20, 2020

## ON DISPLAY ADS

### On Display ads include:

- Company name
- One image
- Product title
- 25-word description
- Contact information
- Booth number, if applicable

### Sample On Display Listing



Company Name  
**PRODUCT TITLE**  
Product Description  
www.website.com  
Phone 800-547-9727  
Booth NSS: 1234

For full-page ads the live area (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 ad copy below 10-point in size.

## PRINT AD SUBMISSION

<https://upload.greatamericanmediaservices.com>

Complete the submission details and select file(s) for upload. Call Samantha Orsi at 616-520-2148, or email [sorsi@greatamericanpublish.com](mailto:sorsi@greatamericanpublish.com) with any submission questions.



## LEAD GENERATION

Receive measurable sales leads, encourage interest and drive traffic to your website through this free program available with any ad placement.

Each week, leads will be delivered to you via the email address you provide to Stationery Trends so you can follow up with the interested party.

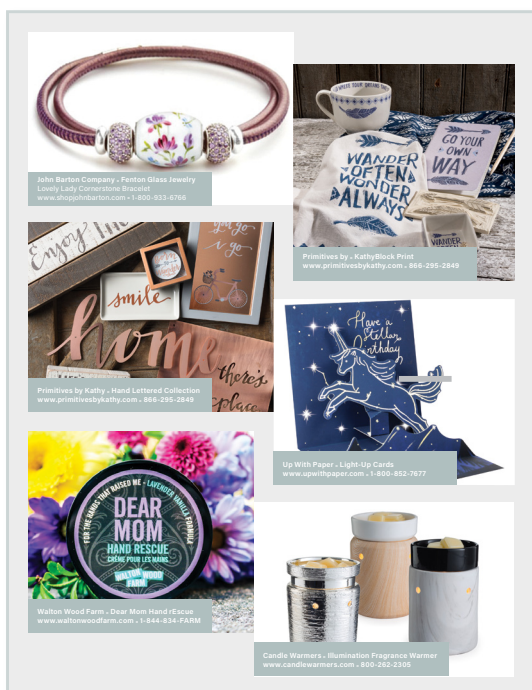
## THE GUIDE

Five industry leading brands have come together to deliver the specialty retail industry's most comprehensive product sourcing guide with over 500 product listings from over 30 categories.

**NEW IN  
2020!**

Impactful listings and ad page packages give you maximum exposure and increase sales all year by reaching your buyers — the subscribers of Stationery Trends, Gift Shop, Gift Shop Pets, Museums & More and Party & Halloween.

The  
*guide*



## CELEBRATIONS & OCCASIONS

Published twice annually, Celebrations & Occasions offers informative content for buyers of party products for every occasion and serves as a new multimedia marketing platform to reach gift shop and stationery store owners who purchase these products through wholesale channels.

**NEW IN  
2020!**

Product categories include:

- Balloons
- Celebration service providers
- Décor
- Giftwrap
- Favors
- Floristry
- Invitations
- Rentals
- Tableware

**Ad Space Deadline:**  
Aug. 4, 2020

**Materials Deadline:**  
Aug. 11, 2020

## DIGITAL EDITION OPPORTUNITIES

Stationery Trends 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. Unique digital-only opportunities are available.



# Digital Advertising

## WEBSITE ADVERTISING

### 250,000 Annual Pageviews

Create a truly integrated marketing campaign by featuring your company on StationeryTrends.com. Stationery Trends' website is a leading go-to information source for retailers looking for the hottest trends in the stationery industry. Online article archives, exclusive articles, photo galleries and product reviews keep bringing retailers back for more throughout the year.

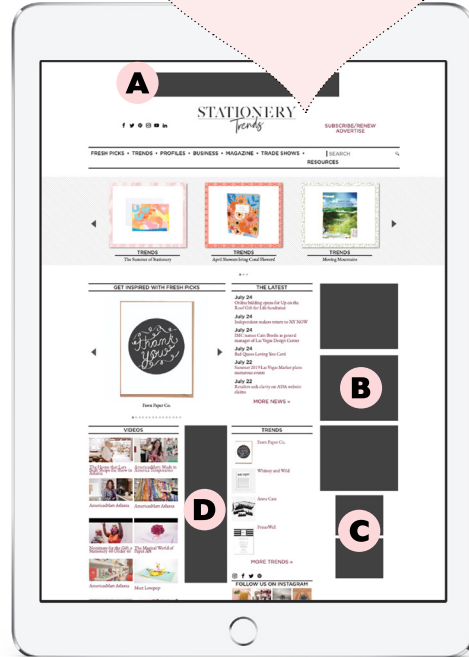
### WEB ADVERTISING DEADLINES

Month	Deadline	Month	Deadline
January	Dec. 18, 2019	July	June 17, 2020
February	Jan. 17, 2020	August	July 17, 2020
March	Feb. 14, 2020	September	Aug. 18, 2020
April	March 18, 2020	October	Sept. 17, 2020
May	April 17, 2020	November	Oct. 16, 2020
June	May 18, 2020	December	Nov. 17, 2020

### WEB ADVERTISING RATES

Position	1x	3x	6x	12x
Leaderboard	\$630	\$600	\$580	\$550
Medium Rectangle	\$520	\$500	\$470	\$450

Advertise on  
StationeryTrends.com and  
ensure your message is  
in front of retailers when  
they need it most.



### SPECS

#### A Leaderboard

728 x 90 px

#### B Medium Rectangle

300 x 250 px

#### C Rectangle

180 x 150 px

#### D Skyscraper

160 x 600 px

#### E Channel Takeover

Includes all ad spots above

Max Size: 40 KB

File Formats:  
JPG, GIF

## IN THE NEWS

Impact stationery retailers' inboxes with a weekly e-newsletter from Stationery Trends, delivering the top headlines of the week plus product picks.

### SPECS

#### A1 Leaderboard

600 x 90 px

#### E Banner

468 x 60 px

#### F Sponsored Content Includes

1 image: 4 x 6 inches; 150 dpi

5- to 10-word title

Up to 75-word description

Max Size: 40 KB

File Formats:  
JPG, GIF



Rates are per insertion based on Web-ready, electronically submitted artwork.  
Ad placements are non-cancelable.

\*Google Analytics Data, July 1, 2018 - July 1, 2019

## EXCLUSIVE E-BLASTS

Deliver a custom email to Stationery Trends 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.

For email specifications visit [stationerytrends.media/digital/e-newsletters-email](http://stationerytrends.media/digital/e-newsletters-email).

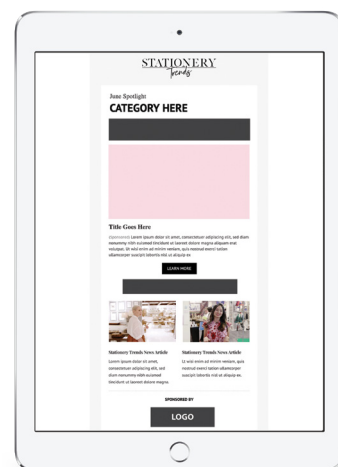


## CATEGORY SPOTLIGHT

Reach prospective customers by positioning your brand alongside curated content relevant to your products and services. Includes all ad positions and sponsored content. Each Category Spotlight is emailed to subscribers and shared with social media followers.

For email specifications visit [stationerytrends.media/digital/e-newsletters-email](http://stationerytrends.media/digital/e-newsletters-email).

NEW IN  
2020!



## DIGITAL AD SUBMISSION

<https://upload.greatamericanmediaservices.com>

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# Grow Your Business

## WITH TIME-SAVING MARKETING STRATEGIES

## SMART SOLUTIONS

SmartSolutions is a team of expert marketers who bring their unique perspectives and diverse experiences together to provide a one-stop, full-service marketing solution to help your business thrive. Engage SmartSolutions as your marketing department and gain a team of professionals who care about your business and want to tell your story.

### That team includes:

- Dedicated project manager
- Marketing strategists
- Copywriters
- Designers
- Data specialists
- Audience development managers

SCHEDULE  
A FREE  
CONSULTATION  
TODAY WITH  
BRIAN.



**Brian Virgona**  
**Publisher (Advertising)**

616-520-2140  
[stads@stationerytrends.com](mailto:stads@stationerytrends.com)



## TREND OF THE MONTH CLUB

Emailed monthly, Trend of the Month Club reveals exclusive trends identified by our own Sarah Schwartz. Readers get an early look at the newest products supporting these trends, which could be their next best sellers. Half and full-year sponsorships available.



## CUSTOM MARKETING SERVICES

Stationery Trends 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 Brian Virgona.**

### SERVICES

- Content Creation
- Case Studies
- Custom E-Blasts
- Event Planning and Promotion
- Integrated Editorial
- Retargeting
- Social Media Sponsored Posts
- Surveys and Research Studies
- Video Production and Promotion
- Webinars
- White Papers
- Maker Look Books



## CONTACT US



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*Trends*

 **great american**  
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