



MILITARY TRADER 2017 MEDIA KIT

2017



THE #1 AUTHORITY ON MILITARY COLLECTING

MILITARY TRADER[®]



Military Trader is the most widely read magazine in the U.S.A. dedicated to the military collecting hobby

It's the ideal source for you to reach hard core buyers & sellers in military collecting

For more than 20 years, **Military Trader** has lead the way in the military collectibles community. Dealers and collectors rely on **Military Trader** to deliver the latest and best information on trends and pricing.

Each issue is jam-packed with contents the active hobbyist finds invaluable to their hobby:

- Current news affecting collecting trends
- Auction reports and tips
- Real-or-Fake analysis of military relics
- In-depth exploration or prime, collectible artifacts
- Profiles of dealers, shows and collectors
- "WHATIZITS" page
- The JAG File—A collector's views of the hobby
- Historical photographs
- Reenacting news and information
- Calendars of upcoming shows and auctions



There's no better way to reach leading military buyers and sellers in the world than by placing your message in **Military Trader** magazine and MilitaryTrader.com.

There are effective advertising programs available for every size budget.

Contact Steve Madson at 800.726.9966 x13441 or 715.318.4018

Email: steve.madson@fwcommunity.com

You can use **Military Trader** every month to reach leading militaria hobbyists:

ISSUE	AD CLOSE	MAIL DATE
February 2017	Jan 9	Jan 17
March 2017	Feb 13	Feb 21
April 2017	Mar 13	Mar 21
May 2017	Apr 10	Apr 18
June 2017	May 8	May 16
July 2017	Jun 12	Jun 20
August 2017	Jul 10	Jul 18
September 2017	Aug 7	Aug 15
October 2017	Sep 11	Sep 19
November 2017	Oct 9	Oct 17
Ambassador Issue	Oct 23	Oct 31
December 2017	Nov 13	Nov 21
January 2018	Dec 11	Dec 19



2017 Military Trader Advertising

DISPLAY ADVERTISING: Black & White Ads

AD SIZE	W X D	1-2X	3-5X	6-11X	12-13X
Full Page	7" x 10"	\$768	\$730	\$688	\$655
1/2 Horizontal	7" x 4.75"	450	427	405	385
1/2 Vertical	3.4375" x 10"	450	427	405	385
1/4 Horizontal	7" x 2.25"	245	230	215	206
1/4 Vertical	3.4375" x 4.75"	245	230	215	206
Collector to Collector	3.25" x 2.875"	175	155	125	100
Web Directory	3.25 x 1.25				295

Premium Ad Positions (full-color ads):

AD SIZE	W X D	1-13X
Inside front cover	7" x 10"	\$1,245
Inside back cover	7" x 10"	1,245
Back cover	7" x 10"	1,495
Page inside issue	7" x 10"	1,100

Costs listed are per ad, per issue.

ONLINE ADVERTISING:

We can create a unique advertising package on MilitaryTrader.com to fit your needs and your budget. Call for more information and rates on our online advertising opportunities.

Dedicated E-mail Broadcasts – Reach a targeted military audience with a message dedicated to your events, products or services.

E-Newsletter Advertising – Target military enthusiasts each week with our Militar-E-News electronic newsletter.

Website Advertising – Reach your audience worldwide with an ad on our website: www.militarytrader.com.

PRODUCTION SPECIFICATIONS

MECHANICALS (FULL PAGE):

1. Trim Size: 8" wide x 10.75" tall
2. Live Area: 7" wide x 10" tall
3. Bleed Size: 8.5" wide x 11.25" tall
4. Resolution: Photos: 300 dpi • Line Art: 800 dpi
5. Line Screen: B&W – 85 • Full Color – 133

COMPLETE ADS:

- Preferred Format: PDF (PDF/X-1a)
- PDF 1.4 or 1.3

OTHER ACCEPTABLE FORMATS:

- Adobe InDesign CS3-CS6 (.indd). Make sure files are packaged with fonts and images included.
- Adobe Photoshop CS3-CS6 (.psd, .tif/.tiff or .jpg/jpeg or .eps). Include fonts for files that are unflattened.
- Adobe Illustrator CS3-CS6 (.ai or .eps). Include fonts, or create outlines of them.
- QuarkXPress 6.0 – 8.0 (.qxd) Include all fonts and images.

FORMATS THAT ARE NOT RECOMMENDED:

- Microsoft Word
- Microsoft Publisher
- Microsoft Excel
- Coral Draw
- Microsoft PowerPoint

NOTE: Any other formats should be approved prior to submission.

FOR AD CREATION:

Images:

- Raster or Continuous tone Artwork: .tif, .psd, .jpg, .eps, .png, 300ppi at 100% image size to be used.
- Vector or Line art: .ai or .eps

Text:

- Microsoft Word (.doc or .docx)
- Microsoft Excel (.xls or .xlsx)
- Text Edit (.txt)

COLOR MODE:

- CMYK color mode
- NOTE: RGB, lab, spot/Pantone and index colors will be converted to CMYK, some color shifts may occur.

TECHNICAL REQUIREMENTS:

- 300 ppi (pixels per inch) for raster or continuous tone artwork. 200 ppi will be acceptable for tabloids for raster or continuous tone.
- NOTE: Anything less than 300/200 ppi will result in poor print reproduction, the images will appear "fuzzy" on the printed product.
- 600 ppi for vector or line art created in Illustrator or Photoshop.
- NOTE: Any text layed out in a Photoshop document should be 600 ppi as well.
- 300 ppi will be acceptable for vector/line art for tabloids.
- All fonts need to be embedded
- Avoid Composite fonts
- Avoid using colored 6pt text
- Make sure any small text uses 100% K or 100% black ink
- Double check overprints and transparency
- Avoid using spot colors, when they are converted to CMYK.
- Do not exceed 280% ink density for enamel and 260% for newsprint stock.

FTP INSTRUCTIONS:

Directions on how to FTP files:

Mac and PC Users:

- Use an ftp client software like Filezilla, Transmit or Cyberduck, CuteFTP, ect.
- Host: ftp.krause.com
- User ID: anonymous
- Password: their email address
- Go to the Inbound folder and look for the publication folder.
- Drag and drop your file into the publication folder.
- Files should be zipped or compressed prior to upload for unlocked file formats (native apps).

CONTACTS:

Steve Madson, sales representative
 800.726.9966 x13441 or 715.318.4018
steve.madson@fwcommunity.com
 F+W, 700 East State Street, Iola, WI 54990
 Fax: 715-445-4087

MILITARY TRADER®



700 East State St.
Iola, WI 54990
www.fwmedia.com

www.militarytrader.com

F+W MEDIA, INC. ADVERTISING TERMS & CONDITIONS

1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney's fees, collection agency fees, and court costs.

2. F+W Media will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant

that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person's right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. F+W Media is not responsible for errors in key numbers or any other typesetting done by F+W Media. The advertiser and the advertising agency each agree to indemnify and save harmless F+W Media and its employees and representatives from any and all loss, expense, or other liability, including attorney's fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. F+W Media reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, F+W Media may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose F+W Media to any liability. F+W Media's failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for F+W Media's charge for each advertisement placed. Thus, F+W Media may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. In order to cancel a contract, F+W Media as well as the sales representative must be notified in writing.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to "pleasing color". If a SWOP proof is not provided, F+W Media is not responsible for quality of reproduction.

- See more at: <http://www.fwmedia.com/terms#sthash.755wRrkX.dpuf>

