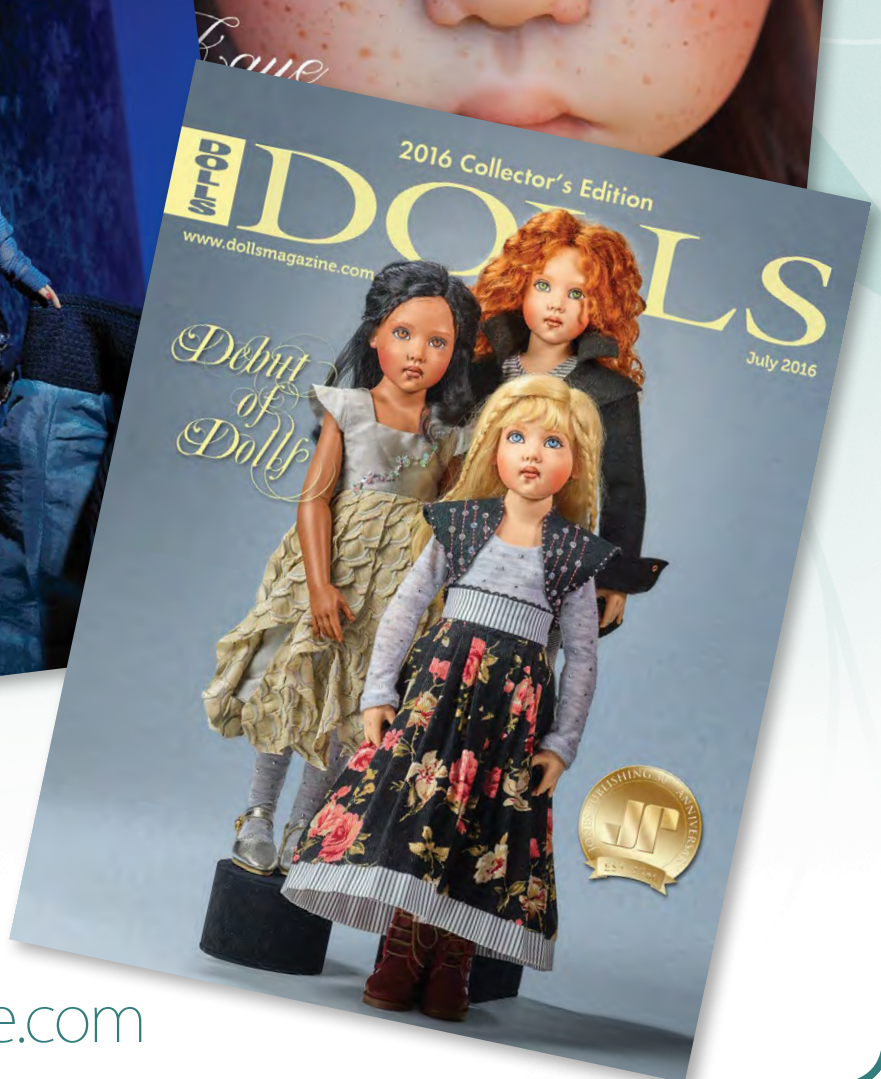
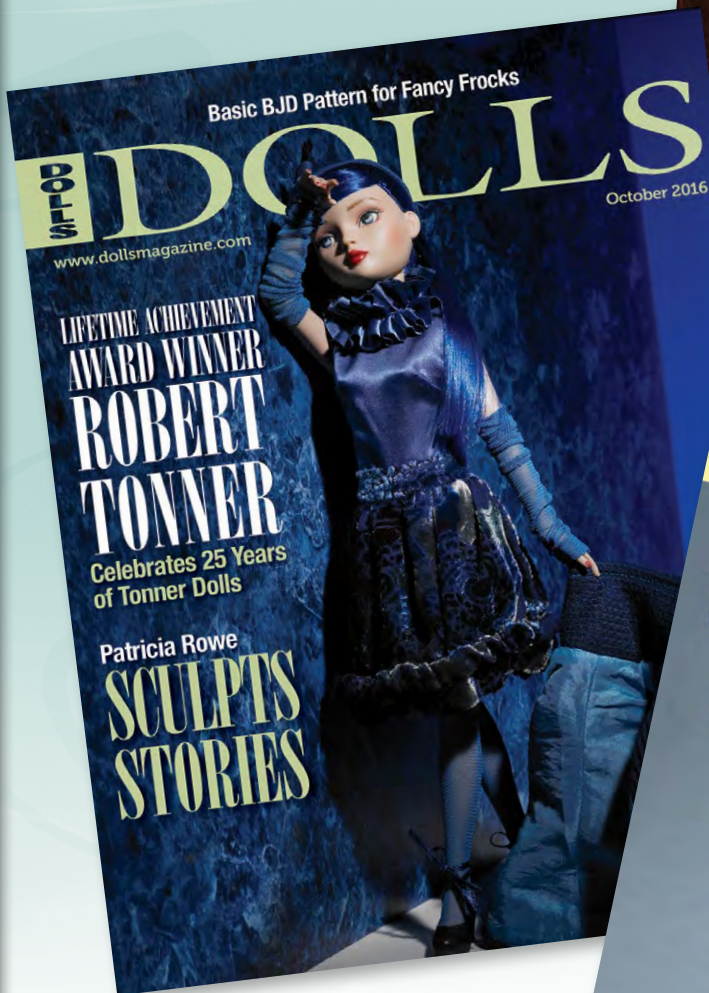


DOLLS

2017 MEDIA GUIDE



715-445-5000 x114
800-331-0038
www.dollsmagazine.com

DOLLS

Audience Demographic Profile

Delivering affluent doll collectors who make frequent high-end doll purchases

Women.....89.5%
Men10.5%

18-24..... <1%
25-34.....5.1%
35-44.....11.2%
45-54.....20.8%
55-64.....36.5%
65+.....26.3%

HHI \$50,000+66.1%
HHI \$75,000+40.0%
HHI \$100,000+20.2%

1-2 doll purchases per year20.3%
3-5 doll purchases per year27.1%
6+ doll purchases per year.....50.9%

Doll purchases > \$500 per year71.8%
Doll purchases > \$1200 per year44.6%
Doll purchases > \$2,500 per year21.8%

Paid Subscribers..... 4,200+



DOLLS

Print Ad Rates

Ad Unit 4C	1x	4x	6x	8x
2-page	\$3,500	\$2,450	\$2,275	\$2,097
Full page	\$2,000	\$1,398	\$1,298	\$1,198
2/3 page	\$1,400	\$980	\$910	\$840
1/2 page	\$1,100	\$770	\$715	\$660
1/3 page	\$670	\$469	\$436	\$402
1/4 page	\$525	\$368	\$341	\$315
1/6 page	\$375	\$263	\$244	\$225
1/8 page	\$260	\$182	\$169	\$156

Outside back cover add 25%

Inside cover, Page 3 and Inside Back add 20%

Opposite Editor's Note and TOC add 15%

Special positions not noted above - add 10%.

Business Directory · \$140 double size · \$65 single

Portraits (1/9 page ad) · \$125

B&W Show Ad 1/6 · \$225 1/12 · \$125

eMedia Ad Rates

www.dollsmagazine.com

Reach a targeted audience of doll collectors and enthusiasts actively seeking news and information in the doll industry on the popular *DOLLS* website. Advertising on www.dollsmagazine.com is the low cost way to reach this growing market.



Website Advertising

AD SIZES/TYPES	One Month	Three Months	Six Months
Wide Skyscraper	\$675	\$585	\$525
Medium Rectangle	\$550	\$480	\$430
Banner	\$450	\$390	\$350
3:1 Rectangle	\$225	\$195	\$175

Digital Rates

Digital Issue Sponsorship* (for each monthly digital issue)

1x	3x	6x
\$300	\$250	\$200

DOLLS Updates Monthly eNewsletter

AD SIZES/TYPES	1x	3x	6x
Banner (604px x 142px)	\$450	\$400	\$350
Button (180px x 150px)	\$200	\$175	\$150

Exclusive eBlast (sent to over 17,000 Subscribers)

\$895 for 2 ads (180px x 450px and 604px x 142px) and up to 3 text blocks with photos



Issue and Closing Deadlines

Publisher reserves the right to run a previous advertisement if copy is not received by the "Ad Copy Due" date. We will mail, fax or e-mail deadline dates per request.

Contact Information

Andrea Garbe, Advertising Manager, *DOLLS* magazine
(800) 331-0038, ext. 114, andreg@jonespublishing.com

* Includes: • Digital edition welcome page ad (500px x 600px or 3.5" x 4.75" @ 72 dpi) opposite the cover (format: jpg or gif).

DOLLS

Portrait Section

Where collectors turn to find the hottest dolls in the industry

Best Value!

Just \$125 to feature your one-of-a-kind piece!

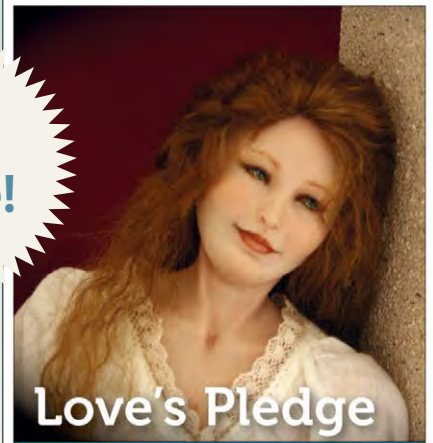
Each issue, *DOLLS* magazine features the latest dolls in the *DOLLS* Portrait section. Portraits are an effective way to showcase your work to collectors!

Cost:
Each portrait: \$125

Specs:
Image: Must submit a professional photo

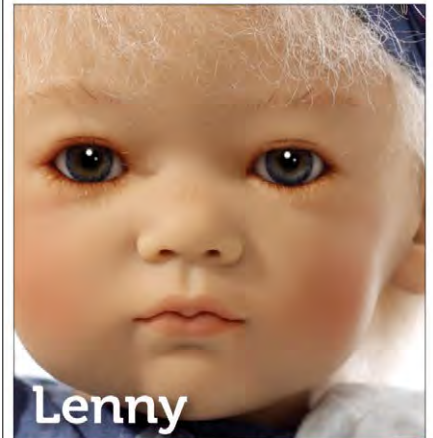
Image size: 675 pixels x 675 pixels

Information included:
4 lines of text. Your choice of: Doll name, artist, manufacturer/company, telephone, e-mail, website



Love's Pledge

S Joy Calhoon Originals
www.joycalhoon.com
(863) 709-9669



Lenny

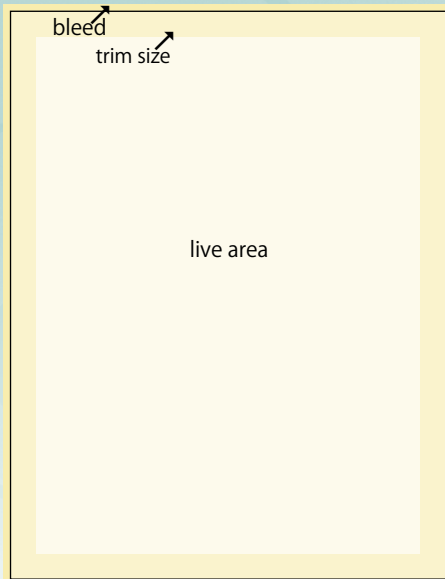
by Annette Himstedt
The Toy Shoppe
www.TheToyShoppe.com
Toll Free 1 800 447-7995



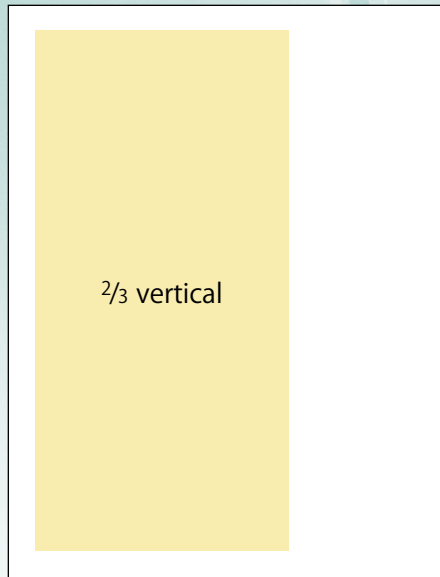
Nesiah

Solid Soft Silicone Premie - 14"
Anatomically Correct
www.ClaireTaylorDolls.com
(786) 738-1449

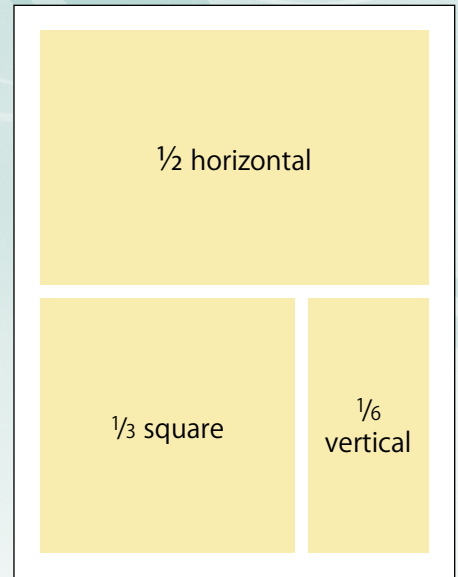
Contact Andrea Garbe at (800) 331-0038, ext. 114,
or andreag@jonespublishing.com



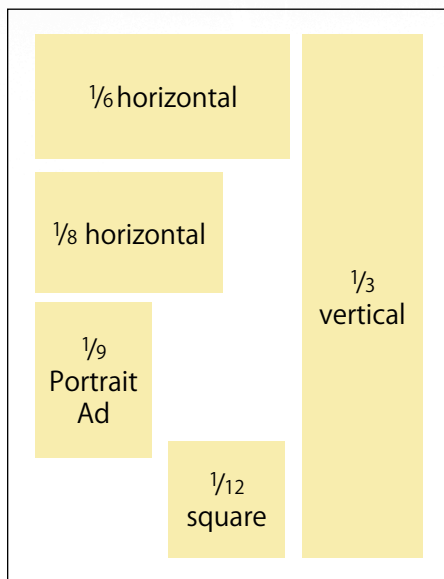
Full page
 With bleed: 8.5" by 11"
 Magazine trim size: 8.25" by 10.75"
 Live area: 7.75" by 10.25"
 (HAUTE DOLL is .25" shorter)



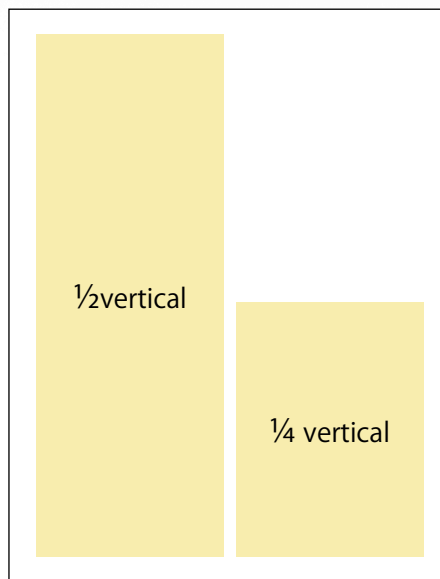
2/3 vertical: 4.75" wide by 9.75" high



1/2 horizontal: 7.25" wide by 4.75" high
 1/3 square: 4.75" wide by 4.75" high
 1/6 vertical: 2.25" wide by 4.75" high



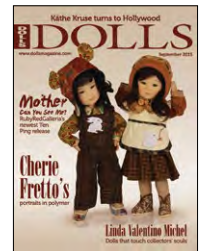
1/3 vertical: 2.25" wide by 9.75" high
 1/6 horizontal: 4.75" wide by 2.25" high
 1/8 horizontal: 3.5" wide by 2.25" high
 1/9 Portrait: 2.25" wide by 3" high



1/2 vertical: 3.5" wide by 9.75" high
 1/4 vertical: 3.5" wide by 4.75" high
 1/12 square: 2.25" wide by 2.25" high

Cancellations

Cancellations of advertisements must be received in writing prior to the ad reservation deadline. No cancellations will be accepted after that date. The contracted space will be provided to the advertiser at the contracted rate. If no ad is received from the advertiser, the publisher reserves the right to run a previous advertisement using the advertiser's name and contact information. Cancellation of frequency contract voids the frequency rate reduction on the previously published advertisements covered by the contract. Previous ads will be re-billed at the standard rate.



Requirements for camera-ready art on disk: We prefer PC-based software, if possible.

Programs for the PC (Preferred)

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF

Macintosh Software

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF

Available Media

- Tiff Files
- StuffIt/ZIP Files
- CD Rom and DVD—Readable Only—PC or Mac

Art Specification

- 150 line screen
- Dot Gain 10%
- 300 DPI - for photos
- Trim Size: 8.25" by 10.75"
- Bleed Size: 8.5" by 11"

DOLLS

Editorial Calendar

2017

Issue	Special Focus Area	Bonus Distribution*	Reserve Ad Space	Ad Copy Due	Mailing Date
Jan/Feb DOLLS	Holiday Guide / Award Winners	Crossroads	10/18/16	10/25/16	11/17/16
March DOLLS	Fashion Dolls	Crossroads	12/15/16	12/22/16	1/20/17
April DOLLS	2017 Premieres	Crossroads	1/17/17	1/24/17	2/20/17
May/June DOLLS	Porcelain / Traditional Style Dolls	Crossroads, Quinlan	2/14/17	2/21/17	3/16/17
July DOLLS	Debut of Dolls	Crossroads, ID&TS, IFDC, JAMIEshow	4/11/17	4/18/17	5/11/17
Aug/Sep DOLLS	Artist Dolls / Diamond Award Ballot	Barbie, Crossroads, UFDC	6/12/17	6/19/17	7/15/17
October DOLLS	BJDs	Crossroads, Modern Doll	8/15/17	8/22/17	9/15/17
Nov/Dec DOLLS	Fantasy & Science Fiction Dolls	Crossroads	9/12/17	9/19/17	10/12/17
Jan/Feb 2018 DOLLS	Holiday Gift Guide / Award Winners	Crossroads	10/12/17	10/19/17	11/14/17
March 2018 DOLLS	Sculpture	Crossroads	12/12/17	12/20/17	1/18/18



- Ad material is due one week after the ad space reservation deadline.
- Issues reach newsstand 3 to 4 weeks after the mail date.

*And various other conventions and dolls shows around the world.