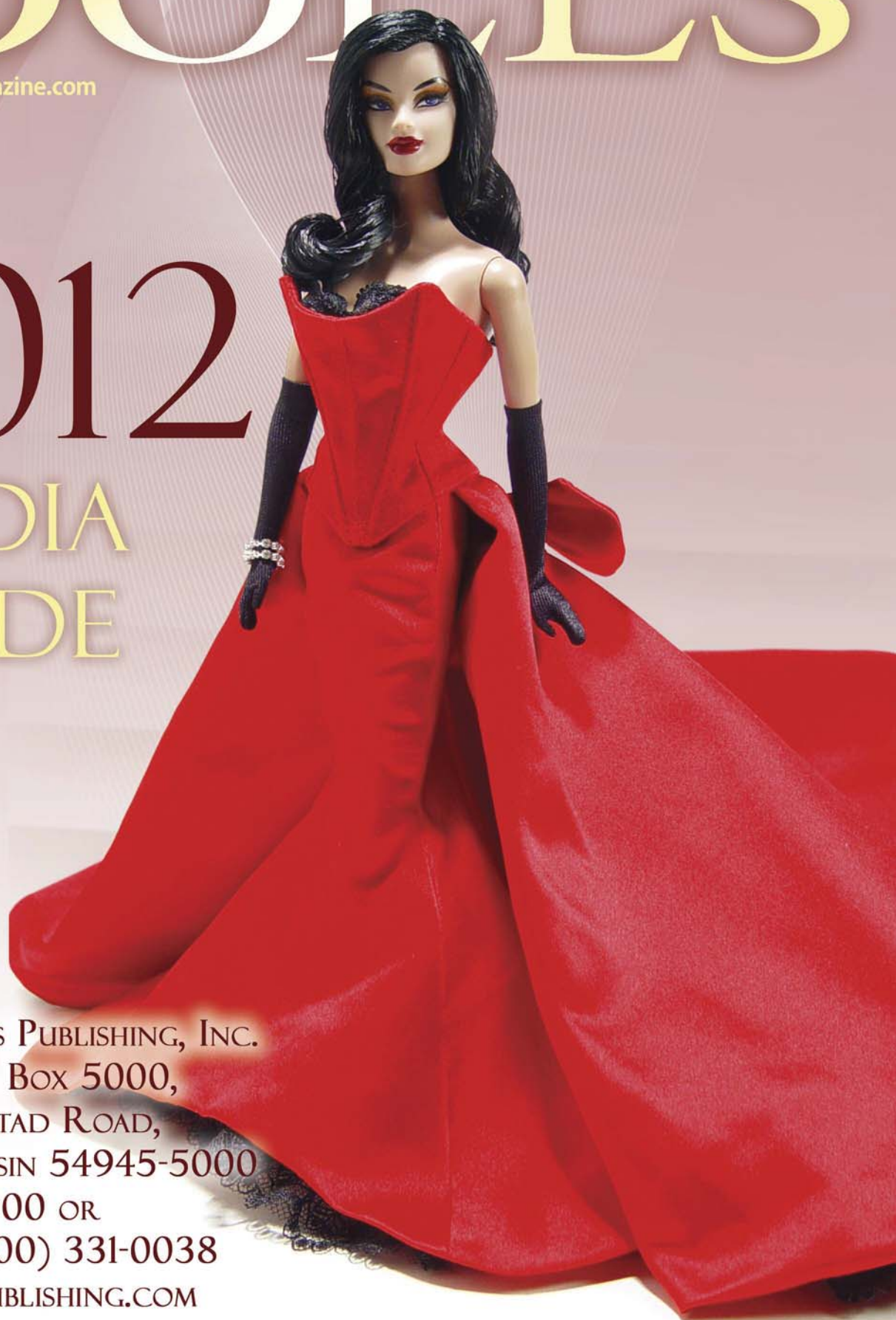


DOLLS

DOLLS

www.dollsmagazine.com

2012 MEDIA GUIDE



JP JONES PUBLISHING, INC.
P. O. Box 5000,
N7528 AANSTAD ROAD,
IOLA, WISCONSIN 54945-5000
(717) 445-5000 OR
TOLL-FREE (800) 331-0038
WWW.JONESPUBLISHING.COM

Print Ad Rates

Ad Unit 4C	1x	5x	10x
Inside front cover	\$2,625	\$2,375	\$2,225
Inside back cover	\$2,520	\$2,250	\$2,150
Back cover	\$2,730	\$2,450	\$2,300
Full page	\$2,100	\$1,850	\$1,500
2/3 page	\$1,800	\$1,650	\$1,400
1/2 page	\$1,400	\$1,325	\$1,200
1/3 page	\$900	\$850	\$750
1/4 page	\$775	\$725	\$650
1/6 page	\$475	\$425	\$350

Business Directory • \$140 double size • \$75 single

Portraits (1/9 page ad) • \$125

Show Ad 1/6 • \$225 1/12 • \$125

Ad Unit B&W	1x	5x	10x
Full page	\$1,000	\$950	\$900
2/3 page	\$800	\$750	\$700
1/2 page	\$600	\$550	\$500
1/3 page	\$500	\$450	\$400
1/4 page	\$400	\$350	\$300
1/6 page	\$300	\$250	\$200

Special positions not noted above add 10%.
15% camera-ready or agency discount is available.

Digital Rates

Digital Issue Sponsorship** (for each monthly digital issue)

1x	5x	10x
\$300	\$250	\$150

DOLLS Updates eNewsletter***

1x	5x	10x
\$200	\$175	\$150

DOLLS

eMedia Ad Rates

www.dollsmagazine.com

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

Website Advertising

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



Issue and Closing Deadlines

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

Contact Information

Lynn Pockat, Advertising Manager, *DOLLS* magazine
(800) 331-0038, ext. 114, lynnp@jonespublishing.com
Fax: (715) 445-4053

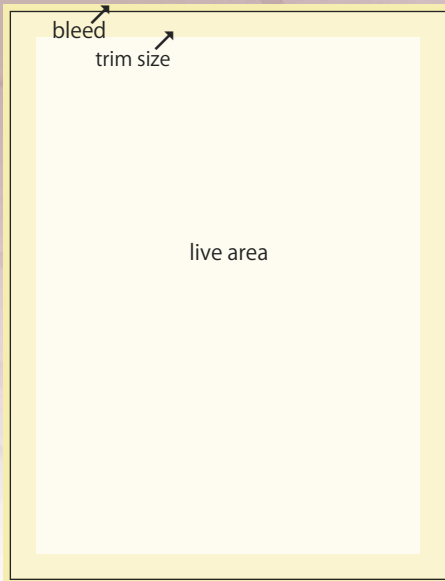
Send Advertising Materials to:

Jones Publishing Inc., DOLLS magazine
N7528 Aanstad Road, P.O. Box 5000, Iola, WI 54945

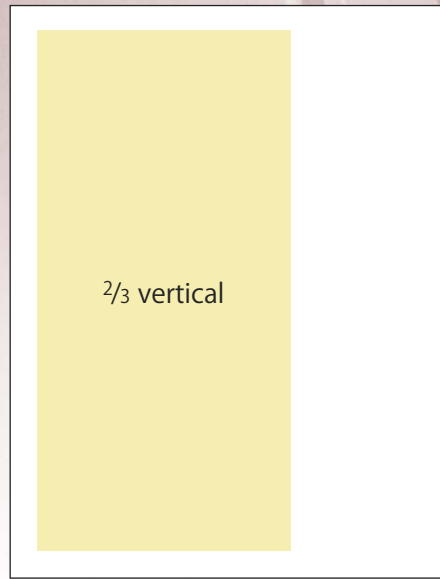
*Same format and specifications as print magazine.

** Includes: • Banner (725px x 90px) in an eMail delivery notification letter. • Digital edition welcome page ad (1050px x 1425px or 3.5" x 4.75" @ 300 dpi) opposite the issue's page #1 cover (format: jpg or gif).

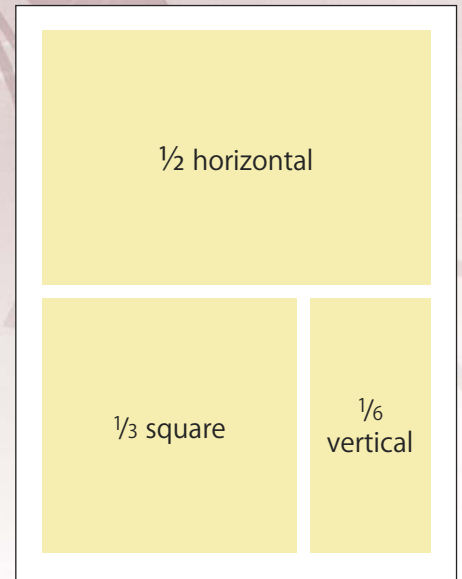
*** Sponsorship Rectangle (600 px x 140 px, jpg or gif)



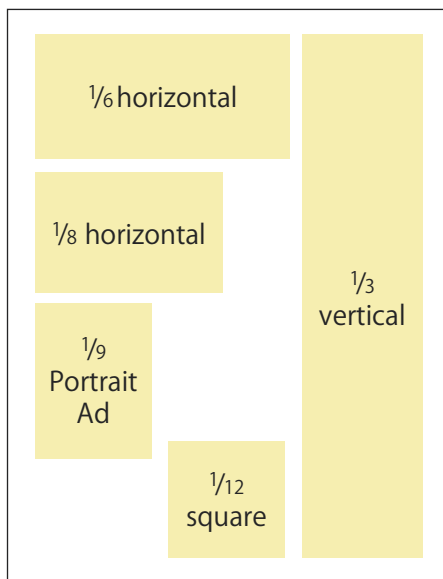
Full page
 With bleed: 8.5" by 11"
 Magazine trim size: 8.25" by 10.75"
 Live area: 7.75" by 10.25"



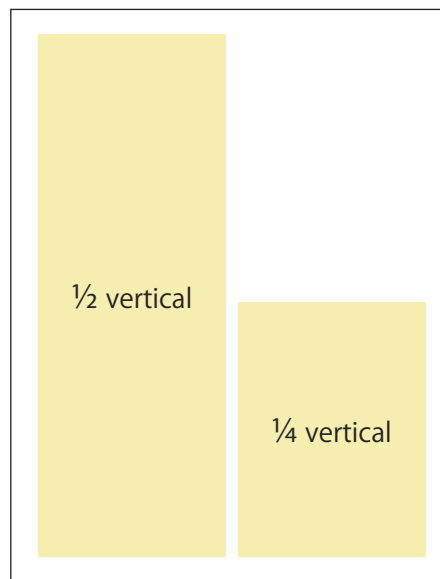
2/3 vertical: 4.75" wide by 9.75" high



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)

- Quark XPress
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF

Macintosh Software

- Quark XPress
- Adobe Photoshop
- Adobe Illustrator
- High resolution PDF

Available Media

- Tiff Files
- Stuffit Files
- Zip Drives—PC or Mac
- Jaz Drives—PC or Mac
- 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"

Editorial Calendar

2012

2012 Issue	Special Focus Area	Themes	Bonus Distribution	Editorial Deadline	Advertising Deadline	Mailing Date
February	Ball-Jointed Dolls	Window on History	Crossroads, IDEX, Knight SE, Toy Fair	11/21/11	12/8/11	1/5/12
March/April	2012 New Releases	New Dolls		12/19/11	1/5/12	2/2/12
May	Play Dolls	The Reel Deal		1/23/12	2/2/12	3/1/12
June/July	Fashion	Red, White & Blue	Artist Doll Convention (Philadelphia), Tonner, Crossroads, Knight SE	2/27/12	3/8/12	4/5/12
August	Character Dolls/ Diamond Awards	Birthday Party	MADC, R John Wright, Crossroads, Knight SE, UFDC/ODACA, MDCC	4/30/12	5/10/12	6/7/12
DOLLS Presents: The Collector's Guide to Dolls & Doll Artists			Comic-Con	5/29/12	6/7/12	7/5/12
October	Doll Customization	Halloween		6/25/12	7/5/12	8/12/12
November	Fall Releases	Très Chic	Integrity, Tonner Halloween, Knight SE, Crossroads	7/30/12	8/9/12	9/6/12
December	Award Winners	Storybook Land		8/27/12	9/6/12	10/4/12
January '13	Holiday Gift Guide	Happy Holidays!		9/24/12	10/4/12	11/1/12
Winter Bonus Digital Edition				10/29/12	11/8/12	12/6/12

•Ad material is due one week after the ad space reservation deadline.

•Issues reach newsstand 3 to 4 weeks after the mail date.

*Themes and focus are subject to change.

And various other conventions and dolls shows around the US

Portrait Section

Recession
buster!

Where collectors turn to find the hottest dolls in the industry

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



Every month, *DOLLS* Magazine features the latest dolls in the *DOLLS* Portrait section. Portraits are the most effective way to showcase your work to collectors! Every Portrait is featured in three locations:

***DOLLS* Magazine** – Thousands of readers turn to *DOLLS* Magazine to keep informed of the latest releases from their favorite artists.

***DOLLS* Online Magazine** – Many collectors prefer the ease of reading *DOLLS* on their computers because a single click takes them directly to an order page.

DollsMagazine.com - Portrait page link is displayed prominently on the *DOLLS* homepage, portrait photo links directly to your website, and includes an expanded text description of the doll.

Cost:

Each portrait: \$125

Online only: \$100

Specs:

Image: Must submit a professional photo

Image size: 675 pixels x 675 pixels

Information included: Doll name, artist, manufacturer/company, telephone, email, website

Website must link directly to that doll's landing page on your website (exception: OOK dolls)



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 Lynn Pockat at (800) 331-0038, ext. 114
or lynnp@jonespublishing.com