



# COIN WORLD

DIGITAL  
MEDIA KIT 2013

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# Who We Are

## No. 1 Resource for Coin Collectors

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*Coin World* is a trusted source that keeps collectors and investors abreast of the need-to-know information that not only helps them thrive but better understand numismatic collectibles and the vibrant marketplace in which they are bought and sold worldwide.

No matter how they want to receive their content, *Coin World* is there to deliver. Our multimedia platform allows us to reach out to collectors around the world and provide timely information at their fingertips.

For more than 50 years *Coin World* has been the leading advocate and voice of the coin collecting community. Our award-winning professional writers and editors team of more than 25 regular columnists and correspondents throughout the world present a wide array of news, research and historical perspective that is unrivaled in the numismatic arena.

## Why is Coin World the #1 Leading Authority in the Market?

### Experience

A team of staff writers and editors with more than 100 years of combined experience at *Coin World*.

### Recognition

In the last five years, our staff writers and contributors have been honored with 75 awards recognizing *Coin World's* continued outstanding quality.

### Authority

*Coin World's* staff is consulted regularly by members of Congress, the U.S. Mint and national publications including *The Wall Street Journal*.

### Depth

A team of more than 25 columnists and consultants that support *Coin World's* cutting-edge content.

### Global Reach

A network of correspondents in world capitals to report on local coin news providing complete and up-to-date coverage from a comprehensive global perspective.

### Audience

The largest numismatic audience in the world with a reach of 621,000 of the most knowledgeable and active participants in the coin market.

# Statement of Audience

## Rapid and Continual Growth



### Digital Readership:

Page Views: 600,000 per month

Visitors: 200,000 per month

iPad app: 10,000+ readers



125,000 readers



### Strong Buying Power

84% of our readers have been collecting for 10+ years

Active collectors who spend on the average almost \$6,500 a year on their collection

99% are engaged in their hobby every month



2,000+ followers and fans



COINWORLD



COINVALUES



WORLD COINS



PAPER MONEY

### About our Readers

#### Demographic profile

Age: 92% are 44+ years old

Gender: 97% male

Household income: \$101,000

Net worth: \$815,000

College educated: 70%

#### Main source for information

93% Coin World

44% mints

43% search engines

30% grading websites

30% dealer websites

30% other publications

#### What they collect

Pre-1965 U.S. Coins 89%

Mint sets 69%

U.S. 1965-present 61%

Bullion 55%

Modern commems 47%

Proof graded coins 45%

Paper money 37%

World coins 31%



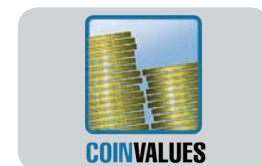
41,000+ email readers



155,000+ monthly unique visitors



12,000+ mobile app users



17,000+ monthly users



# CoinWorld.com

- 155,000+ unique visits a month
- Over 50,000 new visits/month
- Digital ad targeting

CoinWorld.com attracts over 155,000 unique Visits each month for an assortment of reasons including engaging articles, Coin Values, Auctions, Interactive User Portfolios and our digital editions. The new Coinworld.com provides the opportunity for both static and rich media ads in addition to strategic ad placement through our custom ad server. We provide analytics and tracking so that you can ensure your ads are working effectively to help grow your business.

## CoinWorld email

- Over 41,000 active users
- Advertising paired with Coin World content

Our 99% clean email list is a great way to increase your visibility and promotion to the *Coin World* audience. We provide unique sponsorship options to help you get maximized click throughs. Your advertisement will ride along with relevant and engaging *Coin World* content to ensure high open rates and impressions.



### Digital Solutions

*Coin World* has developed a community of quality coin and paper money collectors who look to *Coin World* as the leading authority in the market. Our professional staff will customize a package to assist you in delivering your message via web, email, social media, sponsorships and more. Here are just a few examples of the types of opportunities that await you:

#### Site Banners:

Put your message in front of our quality collectors and match your product to a targeted demographic interest.

#### Auction Listings:

Are you on eBay? Apply to be a Coin World Certified Dealer and we will integrate your store listings on CoinWorld.com.

### Advertorials:

Promote your products effectively by combining advertising with the look and feel of editorial content.

### Email Blast:

Send your message to our quality email list in one of our weekly blasts.

### Social Media:

Have your brand featured in a *Coin World* social media promotion through Twitter and Facebook. Want to do a contest? We can help you with that as well.

**Most digital solutions are billed on a CPM basis. Ask your sales representative to customize a package for you!**

# Coin World neXt

- Weekly Interactive Digital Publication
- 35,000 Weekly Readers
- Highly Engaging and Feature Focused



Coin World neXt is a digital-only weekly product devoted to introducing an international, female and younger audience to *Coin World*, our sponsorship partners, and to foster growth and engagement for the betterment of the coin collecting hobby as a whole. The content is highly interactive and feature-focused with an emphasis on Grading, Modern Coins, Coin Values and Investment/Market Analysis.

## Rate Card

Incredible Advertising Opportunities:

- Full Page (\$25)
- Half Page (\$15)
- Limited Ad Space in each issue



# Coin World Mobile App

- Extensive Coin Values
- Making the Grade
- More than 12,000 users

*Coin World* brings to the iPad its full range of need-to-know information for enjoying and thriving in the realm of collecting. The interactive app contains sought after features such as comprehensive Coin Values, *Making the Grade* and relevant News Articles. The Coin World app is the perfect addition to your marketing plan to help engage the collector on the go with digital advertising.

# Social Media

- Over 2,000 active followers
- Articles from Coin World staff



At the heart of every collector is the desire to engage with other collectors who share the same passions for coins. Through our presence on both Facebook and Twitter we strive to present timely news articles, features and insights into what's happening in the hobby.

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# What are your needs?

Let us build you a customized digital package today that fits your company's goals and objectives.

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**Contact your sales representative today.**

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