

# COIN WORLD<sup>®</sup>

**2018 MEDIA KIT**





# WORLD'S #1 RESOURCE FOR COIN & PAPER MONEY COLLECTORS & INVESTORS

*Coin World* is the market leader in news and insights about collectible coins, paper money, medals and tokens. Collectors and investors turn to *Coin World* content regularly—via our monthly magazine, weekly news publication, eNewsletters, CoinWorld.com website, and social media accounts—as their preferred means to stay up-to-date on numismatic collectibles and the vibrant marketplace in which they are bought and sold worldwide.

*Coin World* reaches a highly diverse and engaged numismatic audience, providing the perfect opportunity to effectively target the customers you want. While many subscribers grew up with *Coin World*, newer collectors and investors are discovering it each day through local dealers, newsstands, digital channels, and trade shows. Together, we will provide the news, insights, history, values, directories, portfolios and path to purchase that will continue to grow both the advertisers' revenue and the numismatic hobby itself.

## PLATFORMS

- Monthly magazine
- Weekly newspaper
- CoinWorld.com
- Digital newsletters
- Social Media
- Video Programs
- Custom Content
- Database & Licensing

## WHAT SETS US APART?

### TRADITION

Published since 1960

### UNIQUENESS

Engaging editorial content found nowhere else in numismatics

### COIN VALUES

The most complete retail pricing guide available

### COMMUNITY

Loyal group of readers and collectors who reference our magazine before making purchase decisions



# EDITORIAL

We are constantly striving to preserve our status as the most trusted news resource in numismatics. Coin World's staff, made up of 25 editors, columnists and correspondents throughout the world, are consulted by members of Congress and the U.S. Mint, and are regularly

cited in mainstream publications such as The Wall Street Journal. Our focus is on creating engaging editorial content for every issue and our dedication is directed towards the continued enjoyment and education of our readers.

## MONTHLY EDITORIAL CALENDAR

	MAIN	FEATURES	AD CLOSE DATE	COPIES MAILED
JANUARY	Collecting and investing in U.S. coins	World: World trade dollars Paper: When popularity drives value	December 12, 2017	December 18, 2017
FEBRUARY	1968 — The Return of Mint marks, 50 years later	World: Maritime explorers on coins Paper: Issuing a new currency in a day	January 16, 2018	January 22, 2018
MARCH	The importance of key dates	World: Coins depicting art Paper: A scientific experiment on a U.S. note	February 13, 2018	February 20, 2018
APRIL	1938, when commemorative coins came to an end	World: The other coins of Maria Theresa Paper: Living people on U.S. currency	March 13, 2018	March 19, 2018
MAY	The War to End All Wars	World: South African Krugerrands Paper: Treasury notes of 1890–1891	April 17, 2018	April 23, 2018
JUNE	Counterfeiting of early U.S. coins	World: Architecture on coins Paper: Star notes	May 15, 2018	May 21, 2018
JULY	Leshner Referendum dollars	World: Elephants on coins Paper: Vignettes on First Charter national bank notes	June 12, 2018	June 18, 2018
AUGUST	The \$25,000 collection: 10 popular coins (and why they're popular)	World: Bad guys and dictators on coins Paper: National bank notes of Sidney, Ohio	July 17, 2018	July 23, 2018
SEPTEMBER	U.S. Mint's heritage assets	World: Doubled die varieties that are spectacular Paper: Circus comes to town on paper money	August 14, 2018	August 20, 2018
OCTOBER	The Jefferson 5-cent coin turns 80	World: Interesting sports Paper: Who are these people?	September 11, 2018	September 17, 2018
NOVEMBER	Buy the holder, not the coin	World: Why the square hole? Paper: The work horse denomination	October 16, 2018	October 22, 2018
DECEMBER	Christmas money	World: World festivals on coins Paper: Replica notes and how to avoid them	November 13, 2018	November 19, 2018

Subject to change.

## COIN WORLD WEEKLY

### REGULAR WEEKLY COLUMNS:

- **BILL GIBBS: EDITORIAL**
- **GUEST CONTRIBUTORS: GUEST COMMENTARY AND LETTERS TO EDITOR**
- **STAFF: READER'S ASK**
- **Q. DAVID BOWERS: THE JOYS OF COLLECTING**
- **STEVE ROACH: MARKET ANALYSIS**
- **ART FRIEDBERG: PAPER MONEY NEWS**
- **JEFF STARCK: WORLD COINS NEWS**
- **MIKE DIAMOND: COLLECTORS' CLEARINGHOUSE**





# PRINT OPPORTUNITIES — COIN WORLD MONTHLY RATES

All costs are net | All ads are 4C | No bleed charge

SIZE	1x	3-6x	12x
FULL PAGE	\$3,600	\$3,350	\$3,250
3/4 PAGE	\$2,325	\$2,125	\$2,050
2/3 PAGE	\$2,125	\$1,920	\$1,890
1/2 PAGE	\$2,060	\$1,957	\$1,850
1/3 PAGE	\$1,442	\$1,340	\$1,290
1/4 PAGE	\$1,080	\$1,070	\$950
1/6 PAGE	\$825	\$725	\$675
1/8 PAGE	\$650	\$595	\$565
1/12 PAGE	\$450		\$375
1/16 PAGE	\$300		\$275
2-PAGE SPREAD	\$6,850	\$6,360	\$6,165
IFC	N/A	N/A	\$3,600
IBC	N/A	N/A	\$3,400
BC	N/A	N/A	\$4,000

## MARKETPLACE

SIZE	1-5x	6-11x	12x	40x	52x
1x2	\$120	\$115	\$110	\$105	\$100
2x2	\$215	\$200	\$190	\$180	\$170
1x4	\$215	\$200	\$190	\$180	\$170
1x6	\$290	\$275	\$260	\$240	\$230
1x8	\$400	\$375	\$355	\$335	\$315
2x4	\$400	\$375	\$355	\$335	\$315

## SIZES

Trim: 8.625 x 10.75 | Bleed: .125" | Bleed Margins: .375" from bleed edge

SIZE	ORIENTATION	NON-BLEED	BLEED
FULL PAGE		8.625 x 10.75	8.875x11
3/4 PAGE		6 x 10.125	6.75x11
2/3 PAGE		8.125 x 6.625	8.875x7.5
1/2 PAGE	Horizontal	8.125x5	8.875x5.875
	Vertical	4x10.125	4.75x11
1/3 PAGE	Horizontal	8.125x3.25	8.875x4.125
	Square	5.375x5	6.125x5.875
	Tall	2.625x10.125	3.375x11
1/4 PAGE	Horizontal	5.375x3.625	6.125x4.125
	Vertical	4x5	4.75x5.875
	Tall	2.625x7.5	3.375x8.25
1/6 PAGE	Horizontal	5.375x2.375	
	Vertical	2.625x5	
1/8 PAGE	Horizontal	5.375x1.75	
	Vertical	2.625x3.625	
	Square	4x2.375	
1/12 PAGE		2.625x2.375	
1/16 PAGE		2.626x1.75	
2-PAGE SPREAD		17.25 x 10.125	17.5 x 11
IFC		8.625 x 10.75	8.875 x 11
IBC		8.625 x 10.75	8.875 x 11
BC		8.625 x 10.75	8.875 x 11

Special Units available upon request.

PRINT SPECIFICATIONS ARE AVAILABLE AT [WWW.COINWORLD.COM/CONTACT-US/ADVERTISING.HTML](http://WWW.COINWORLD.COM/CONTACT-US/ADVERTISING.HTML)

# PRINT OPPORTUNITIES — COIN WORLD WEEKLY RATES

All costs are net | All ads are 4C | No bleed charge

SIZE	1x	3x	12-26x	40x	52x
FULL PAGE	\$3,370	\$3,100	\$3,040	\$2,925	\$2,795
3/4 PAGE	\$2,650	\$2,450	\$2,390	\$2,300	\$2,200
2/3 PAGE	\$2,400	\$2,215	\$2,165	\$2,090	\$2,000
1/2 PAGE	\$1,880	\$1,735	\$1,650	\$1,635	\$1,570
1/2 PAGE SPREAD	\$3,570	\$3,298	\$3,125	\$3,110	\$2,985
1/3 PAGE	\$1,405	\$1,300	\$1,235	\$1,230	\$1,190
1/4 PAGE	\$1,065	\$985	\$980	\$930	\$900
1/6 PAGE	\$830	\$770	\$760	\$730	\$705
1/8 PAGE	\$580	\$540	\$515	\$510	\$490
1/12 PAGE	\$390	\$365	\$350	\$345	\$330
1/16 PAGE	\$270	\$250	\$240	\$235	\$226
2-PAGE SPREAD	\$6,400	\$5,895	\$5,770	\$5,550	\$5,310
IFC PAGE	\$3,870	\$3,600	\$3,540	\$3,425	\$3,295
IBC PAGE	\$3,620	\$3,350	\$3,290	\$3,175	\$3,045
BC PAGE	\$3,970	\$3,700	\$3,640	\$3,525	\$3,395

## CLASSIFIED

SIZE		1x	6-11x	12x	26x	52x
2	Price is per inch/per insertion. Multiple inches = inches x rate = Cost Cost x # of insertions = Annual Program 2" ad size minimum	\$88	\$82	\$74	\$70	\$67
3-10		\$48	\$44	\$39	\$37	\$36
11-18		\$46	\$43	\$38	\$36	\$35
19-33		\$43	\$41	\$37	\$35	\$33
34-53		\$40	\$38	\$35	\$33	\$30
54-60		\$39	\$37	\$34	\$31	\$29

## WEB LOCATOR & MARKETPLACE

SIZE	1x	6-11x	12x	26x	52x
1x2	\$120	\$115	\$110	\$105	\$100
2x2	\$215	\$200	\$190	\$180	\$170
1x4	\$215	\$200	\$190	\$180	\$170
1x6	\$290	\$275	\$260	\$240	\$230
1x8	\$400	\$375	\$355	\$335	\$315
2x4	\$400	\$375	\$355	\$335	\$315

## SIZES

Trim: 8.625 x 10.75 | Bleed: .125" | Bleed Margins: .375" from bleed edge

SIZE	ORIENTATION	NON-BLEED	BLEED
FULL PAGE		8.625 x 10.75	8.875 x 11
3/4 PAGE		6 x 10.125	6.75 x 11
2/3 PAGE		8.125 x 6.625	8.875 x 7.5
1/2 PAGE	Island	5.375 x 7.5	8.875 x 5.875
	Horizontal	8.125 x 5	8.875 x 5.875
	Vertical	4 x 10.125	4.75 x 11
1/2 PAGE SPREAD	Horizontal	16.75 x 5	17.5 x 5.875
1/3 PAGE	Horizontal	8.125 x 3.25	8.875 x 4.125
	Square	5.375 x 5	6.125 x 5.875
	Tall	2.625 x 10.125	3.375 x 11
1/4 PAGE	Horizontal	5.375 x 3.625	6.125 x 4.125
	Vertical	4 x 5	4.75 x 5.875
	Tall	2.625 x 7.5	3.375 x 8.25
1/6 PAGE	Horizontal	5.375 x 2.375	
	Vertical	2.625 x 5	
1/8 PAGE	Horizontal	5.375 x 1.75	
	Vertical	2.625 x 3.625	
	Square	4 x 2.375	
1/12 PAGE		2.625x2.375	
1/16 PAGE		2.626 x 1.75	
2-PAGE SPREAD		17.25 x 10.125	17.5 x 11
IFC		8.625 x 10.75	8.875 x 11
IBC		8.625 x 10.75	8.875 x 11
BC		8.625 x 10.75	8.875 x 11

Special Units available upon request.

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**[WWW.COINWORLD.COM/CONTACT-US/ADVERTISING.HTML](http://WWW.COINWORLD.COM/CONTACT-US/ADVERTISING.HTML)**



# COIN WORLD DIGITAL

## CoinWorld.com Statistics

### SITE TRAFFIC

In 2016, traffic increased  
**23.82%**

In 2017, traffic increased  
**28.41%**  
(YTD through October)

### UNIQUE VISITORS

2015 Monthly Average  
**68,693**

2016 Monthly Average  
**85,053**

2017 Monthly Average  
**109,221**  
(YTD through October)



## Coin World Social Media Following

### FACEBOOK

**f 28,765**  
followers

### TWITTER

**t 8,995**  
followers

### INSTAGRAM

**@ 1,504**  
followers





Monday Morning Brief	Sponsor receives 15 sec. pre-roll	\$1,000
	300 x 250 Banner ad in the eNewsletter	
	Sole sponsor per episode	

## eBLASTS

DESCRIPTION	AVERAGE OPENS*	DAY	AD UNIT	RATE/AD
100% Share of Voice – advertisers can send their direct response email to Coin World's subscribers via a Dedicated eBlast sponsorship	4,388	Available Tuesday-Friday	100% Sponsor Content	\$1,500

\* Numbers are AVERAGES of all editions sent between January and June 2017

**DIGITAL SPECIFICATIONS ARE AVAILABLE AT  
WWW.COINWORLD.COM/CONTACT-US/ADVERTISING.HTML**

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PORTFOLIO

## LEADERBOARD AD 728 X 90

Count to Count Difference

### Saratoga National Historical Park quarter dollar launch Nov. 17

Ceremony to include massive backdrop reimagining surrender of Gen. Burgoyne painting

By **Paul Gilles**, Coin World  
Published: 11/17/2015

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[Click image to enlarge or view more images.](#)

The stage backdrop for the Nov. 17 coin launch ceremony for the 2015 Saratoga National Historical Park quarter dollar will be a 21st century tableau vivant of American painter John Trumbull's 1821 painting, "Surrender of General Burgoyne," a 1777 event that occurred at Saratoga. Illustrated is Trumbull's painting with the quarter dollar superimposed.

Coin image courtesy of U.S. Mint; painting image courtesy of Architect of the Capitol.

The official launch ceremony for the 2015 Saratoga National Historical Park quarter dollar in New York is scheduled for Nov. 17 in Schuylerville, N.Y.

The 9:30 a.m. Eastern Daylight Time ceremony is slated to be held at Schuylerville High School, 14 Spring St., adjacent to the Saratoga Town Hall in Schuylerville.

Following the official coin launch ceremony will be a coin exchange, during which the public may exchange cash for 40-coin, 10 face value rolls of Uncirculated, circulation-quality 2015-P Saratoga National Historical Park quarter dollars. The Glen Falls National Bank, 73 Broad St. in Schuylerville, is sponsor of the coin exchange.

Gina Johnson, chief of interpretation for Saratoga National Historical Park, said July 21 that the stage backdrop for the Nov. 17 ceremony will be a local artist's approximately 12-foot-by-25-foot original tableaux vivant of painter John Trumbull's 1821 oil on canvas painting, *Surrender of General Burgoyne*.

Trumbull's original 12-foot-by-18-foot painting has been on display in the U.S. Capitol Rotunda where it was first placed in 1826. Trumbull's painting captures British Gen. *John Burgoyne's* surrender to American Gen. *Horatio Gates* near Saratoga on Oct. 17, 1777.

The tableaux vivant was originally executed by Schuylerville artist Susan Reynolds in 2002 for the 225th anniversary celebration of the British surrender.

Re-enactment actors in period garb were placed in the same positions as characters depicted by Trumbull in his 1821 painting, and photographs were taken from which Reynolds rendered the scene.

On Nov. 16, from 5 to 6 p.m. EDT on the Reynolds Room of Saratoga Town Hall at 12 Spring St. in Schuylerville, the U.S. Mint will hold a coin collectors forum for anyone interested in U.S. coinage.

The venue is approximately 1.5 miles from the actual location of the surrender referenced on the quarter dollar.

## U.S. COINS NEWS

1925 Peace dollar with rainbow toning sells  
Whitman Baltimore Expo: Market Analysis....

Example of Whitman's No. 1 American medal,  
the Libertas Americana, brings \$5,640: Mar....

U.S. Mint offering 2015 Circulating Coin set to  
collectors Nov. 18

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## eNEWSLETTERS

eNEWSLETTER					
	DESCRIPTION	AVERAGE OPENS	DAY	AD UNIT	RATE/AD
CW Weekly Update	Coin World's editors select the most important stories of the week for the Weekly Update subscribers	7,400	Friday Morning	300x250	\$400
				Content Ad	\$250
Digital Edition Alert	The Digital Edition Alert highlights key stories and information in the upcoming issue of Coin World and includes a link to the digital edition	7,900	Weekend	(2) 300x250	\$400
Monday Morning Brief	The Monday Morning Brief is a weekly video that recaps the previous week and provides useful commentary on the week ahead. Includes exclusive advertising opportunities	6,100	Monday Morning	300x250	\$400
Auction House Planner	Three separate auction-related stories and an upcoming schedule/catalogue	5,800	Sunday Morning	(2) 300x250	\$300
				Content Ad	\$140
Paper Money	eNewsletter subscribers self-select their eNewsletters of interest. Advertisers target their message to the highest potential customers.	6,500	Monday Morning	300x250	\$240
Content Ad				\$140	
World Coins		5,400	Tuesday Morning	300x250	\$240
				Content Ad	\$140
Rare		6,000	Wednesday Morning	300x250	\$240
				Content Ad	\$140
Precious Metals		5,800	Thursday Morning	300x250	\$240
				Content Ad	\$140
US Coins		7,100	Friday Morning	300x250	\$240
				Content Ad	\$140

\* Numbers are AVERAGES of all editions sent between January and June 2017

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# AMOS MEDIA

## WHO ARE WE?

Amos Media is the leading information resource for numismatic and philatelic investment, collector and general hobbyist news and information.

## WHAT IS OUR MISSION?

Our mission is to be the most trusted source of critical news, information and data for the enthusiast markets we cover. We strive to deliver the finest products and services to our readers, users and marketing partners, enhancing the enjoyment and fulfillment of active enthusiasts.

**Linn's Stamp**  
NEWS

**SCOTT**®

**COIN WORLD**®



## PLATFORMS

- Monthly magazine
- Weekly newspaper
- CoinWorld.com
- Digital newsletters
- Social Media
- Video Programs
- Custom Content
- Database & Licensing

## PRINT CIRCULATION

**43,000**

Coin World Monthly

**15,000**

Coin World Weekly

## WHAT SETS COIN WORLD APART?

### TRADITION

Published since 1960

### UNIQUENESS

Engaging editorial content found nowhere else in numismatics

### COIN VALUES

The most complete retail pricing guide available

### COMMUNITY

Loyal group of readers and collectors who reference our magazine before making purchase decisions

# BY THE NUMBERS



## COINWORLD.COM

**120,000**

Monthly Unique Visitors

**300,000**

Monthly Page Views

## FACEBOOK

**28,765**

followers

## TWITTER

**8,634**

followers

## INSTAGRAM

**1,448**

followers

## THE POWER OF OUR ADVERTISEMENTS

AFTER VIEWING AN AD IN COIN WORLD:

**60%**

purchased or considered purchasing

**58%**

visited advertiser website

Source: Google Analytics, 2015 reader and ad study