



2018 MEDIA KIT

WORLD'S #1 RESOURCE FOR STAMP COLLECTORS

Linn's Stamp News is the market leader in news and insights for the stamp collecting hobby. Collectors and investors turn to our magazine regularly — via our monthly magazine, weekly news publication, eNewsletters, Linns.com website, and social media accounts — as their preferred means to stay up to date on everything the hobby has to offer.

Linn's Stamp News reaches a highly diverse and engaged philatelic audience, providing the perfect opportunity to effectively target the customers you want. Advertisers and partners will benefit from the exceptional brand affinity *Linn's Stamp News* has established with its subscribers and users over the past 90 years. *Linn's Stamp News* is published in monthly and weekly editions; Linns.com and our social media platforms are updated daily. Join us in 2017 to help us grow the greatest hobby on the planet!

OUR PLATFORMS

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

PRINT MONTHLY

- 50 pages of engaging editorial and feature-focused content

WEEKLY

- News-oriented
- Market insights and analysis





EDITORIAL

The mission of *Linn's Stamp News* can be summarized in three simple words: *Inform, Educate, Entertain*. We are dedicated to providing entertaining, accurate, timely and easy-to-use information to encourage active and informed collecting. Our objective is to tell the stories behind the stamps and postal history that make stamp collecting one of the best hobbies in the world.

MONTHLY ISSUE CALENDAR

	AD CLOSE DATE	COPIES MAILED	BONUS DISTRIBUTION
JANUARY	December 22, 2017	January 2, 2018	Sarasota Philatelic Club (2/2-4/18)
FEBRUARY	January 30, 2018	February 5, 2018	ASDA Winter (2/9-11/18), APS AmeriStamp (2/23-25/18)
MARCH	February 27, 2018	March 5, 2018	ASDA Midwest (TBA)
APRIL	March 23, 2018	April 2, 2018	WESTPEX (4/27-29/18)
MAY	May 1, 2018	May 7, 2018	
JUNE	May 29, 2018	June 4, 2018	
JULY	June 26, 2018	July 2, 2018	APS Stampsshow (8/9-12/18)
AUGUST	July 31, 2018	August 6, 2018	
SEPTEMBER	August 28, 2018	September 4, 2018	
OCTOBER	September 25, 2018	October 9, 2018	ASDA Fall Show (TBA)
NOVEMBER	October 30, 2018	November 5, 2018	CHICAGOPEX (11/16-18/18)
DECEMBER	November 27, 2018	December 3, 2018	

Subject to change.

REGULAR WEEKLY COLUMNS

- Editor's Insights
- From the Scott Editors
- Stamp Market Tips
- Auction Roundup: U.S. and International
- Auctions – Upcoming events of note
- United States Stamp Program



PRINT OPPORTUNITIES — *LINN'S STAMP NEWS* MONTHLY RATES

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

SIZE	1x	3-6x	12x
FULL PAGE	\$2,987	\$2,695	\$2,720
3/4 PAGE	\$2,345	\$2,115	\$2,050
2/3 PAGE	\$2,125	\$1,920	\$1,890
1/2 PAGE	\$1,735	\$1,565	\$1,525
1/3 PAGE	\$1,255	\$1,135	\$1,095
1/4 PAGE	\$960	\$870	\$840
1/6 PAGE	\$745	\$675	\$655
1/8 PAGE	\$510	\$460	\$445
1/12 PAGE	\$350	\$315	\$305
1/16 PAGE	\$260	\$250	\$240
2-PAGE SPREAD	\$5,675	\$5,120	\$4,960
IFC	\$3,585	\$3,235	\$3,135
IBC	\$3,525	\$3,180	\$3,080
BC	\$3,735	\$3,370	\$3,265

CLASSIFIED

SIZE	1x	6-11x	12x
2	\$72	\$69	\$66
3-10	\$38	\$37	\$36
11-18	\$37	\$36	\$35
19-33	\$36	\$35	\$34
34-53	\$35	\$34	\$33
54-60	\$35	\$34	\$33

WEB LOCATOR & MARKETPLACE

SIZE	1x	6-11x	12x
1x2	\$98	\$93	\$88
2x2	\$175	\$167	\$165
1x4	\$175	\$167	\$165
1x6	\$258	\$245	\$242
1x8	\$335	\$318	\$314
2x4	\$335	\$318	\$314

Price is per inch/per insertion.
 Multiple inches = inches x rate = Cost
 Cost x # of insertions = Annual Program
 2" ad size minimum

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.LINNS.COM/EN/CONTACT-US/ADVERTISING.HTML



PRINT OPPORTUNITIES — *LINN’S STAMP NEWS* WEEKLY RATES

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

SIZE	1x	3x	12-26x	40x	52x
2-PAGE SPREAD	\$5,284	\$5,020	\$4,618	\$4,387	\$4,212
FULL PAGE	\$2,781	\$2,642	\$2,431	\$2,379	\$2,328
3/4 PAGE	\$2,183	\$2,074	\$1,908	\$1,886	\$1,864
2/3 PAGE	\$1,980	\$1,881	\$1,731	\$1,696	\$1,663
1/2 PAGE	\$1,808	\$1,717	\$1,580	\$1,501	\$1,324
1/3 PAGE	\$1,168	\$1,110	\$1,021	\$991	\$968
1/4 PAGE	\$895	\$851	\$783	\$744	\$726
1/6 PAGE	\$695	\$660	\$608	\$577	\$534
1/8 PAGE	\$473	\$449	\$413	\$392	\$376
1/12 PAGE	\$334	\$317	\$292	\$287	\$283
1/16 PAGE	\$222	\$211	\$207	\$205	\$203
IFC PAGE	\$3,337	\$3,170	\$2,917	\$2,771	\$2,660
IBC PAGE	\$3,282	\$3,118	\$2,868	\$2,724	\$2,616
BC PAGE	\$3,476	\$3,302	\$3,038	\$2,886	\$2,771

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	\$72	\$69	\$66	\$64	\$62
3-10		\$38	\$37	\$36	\$35	\$34
11-18		\$37	\$36	\$35	\$34	\$33
19-33		\$36	\$35	\$34	\$33	\$32
34-53		\$35	\$34	\$33	\$32	\$30
54-60		\$35	\$34	\$33	\$32	\$30

WEB LOCATOR & MARKETPLACE

SIZE		1x	6-11x	12x	26x	52x
1x2		\$98	\$93	\$88	\$85	\$82
2x2		\$175	\$167	\$165	\$160	\$155
1x4		\$175	\$167	\$165	\$160	\$155
1x6		\$258	\$245	\$242	\$237	\$227
1x8		\$335	\$318	\$314	\$304	\$294
2x4		\$335	\$318	\$314	\$304	\$294

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	Island	5.375 x 7.5	8.875x5.875
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	
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LINN'S STAMP NEWS DIGITAL

Linns.com Statistics

SITE TRAFFIC

In 2016, traffic increased
33.95%

In 2017, traffic increased
25.17%
(YTD through October)

UNIQUE VISITORS

2015 Monthly Average
31,053

2016 Monthly Average
41,596

2017 Monthly Average
52,067
(YTD through October)



Linn's Stamp News Social Media Following

FACEBOOK

f 9,377
followers

TWITTER

t 1,792
followers

INSTAGRAM

@ 1,118
followers

DIGITAL OPPORTUNITIES

WEBSITE BANNER ADVERTISING

	DIMENSIONS	EXPANDABLE	ROS BANNER CPM NET
Leaderboard	728 x 90		\$18
Medium Rectangle	300x250	500 x 250	\$21
1/2 Page	300 x 600	600 x 600	\$32
Rectangle	180x150		\$17
Content Ad	Image/Headline/Text/Link		\$13
Classified	Image box		\$10
Content Interrupt	640x480		\$55
VIDEO PROGRAMS			PER EPISODE/NET
Monday Morning Brief	15 sec. pre-roll		\$1,650
	Sole Sponsor per episode		
	300 x 250 Banner ad in weekly Program eMail		

eBLASTS

DEDICATED eBLAST

DESCRIPTION	AVERAGE OPENS	DAY	AD UNIT	RATE/AD
100% Share of Voice – advertisers can send their direct response email to Linn's subscribers via a Dedicated eBlast sponsorship	4,999	Available Tuesday-Friday 5 p.m. EST	100% Sponsor Content	\$1,500

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

PRINT SPECIFICATIONS ARE AVAILABLE AT
WWW.LINNS.COM/EN/CONTACT-US/ADVERTISING.HTML

Linn's Stamp **SCOTT** NEWS

Enter the search text Search

SUBSCRIBE / ADVERTISING / CONTACT US / DEALER DIRECTORY / FREE DIGITAL EDITION

NEWS & VIEWS SCOTT CATALOGUE COLLECTOR RESOURCES STAMP PROGRAMS SHOP

LATEST STAMP NEWS



US STAMPS 08/31/2017

Vols. 6A and 6B of 2018 Scott catalog are now available

By Donna Houseman

The Scott Standard Postage Stamp Catalogue lists more than 700,000 stamps from more than 600 stamp-issuing entities.

[READ MORE >](#)

HEADLINES

US STAMPS

09/01/2017

Thermochromic ink put to the test; USPS contemplates 50¢ stamp: Week's Most Read

AUCTIONS

08/31/2017

Postal reissue of U.S. 1861 3¢ Washington stamp sold at mid-summer Siegel sale

WORLD STAMPS

08/31/2017

This Albania Flag mini-sheet will add some diversity to your collection

**MEDIUM
RECTANGLE
AD
300 X 250**

LEADERBOARD AD - 728 X 90

NEWS

[View All >](#)



WORLD STAMPS

09/06/2017

Get on good terms with the language of stamp collecting

Become familiar with terms used in stamp collecting. They will help you communicate more effectively with dealers and other collectors.



AUCTIONS



UPCOMING AUCTIONS

September 29, 2017: Postiljonen - The Hjalti Jóhannesson Gold Medal Collection of Iceland, Part 2

September 30, 2017: Postiljonen - The Gummeson Grand Prix d'Honneur Collection Finland, Part 3

[SEE ALL AUCTIONS](#)

Select Auction House

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 NEWS

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**HALF PAGE
AD
300 X 600**



eNEWSLETTERS

eNEWSLETTER					
	DESCRIPTION	AVERAGE OPENS*	DAY	AD UNIT	RATE/AD
Linn's Weekly Update	Linn's editors select the most important stories of the week for the Weekly Update subscribers	5,973	Friday Morning	300x250	\$400
				Content Ad	\$250
Digital Edition Alert	The Digital Edition Alert highlights key stories and information in the upcoming issue of Linn's Stamp News and includes a link to the digital edition	6,165	Saturday	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	5,033	Monday Morning	300x250	\$400
Auction House Planner	Three separate auction-related stories and an upcoming schedule/catalogue	5,398	Wednesday Morning	300x250	\$300
				Content Ad	\$140
U.S. Stamps & Postal History	eNewsletter subscribers self-select their eNewsletters of interest. Advertisers target their message to the highest potential customers.	4,996	Tuesday Morning	300x250	\$240
				Content Ad	\$140
International Stamps & Postal History		4,877	Wednesday Morning	300x250	\$240
				Content Ad	\$140
Stamp Market Insights		4,705	Thursday Morning	300x250	\$240
				Content Ad	\$140

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

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SCOTT CATALOGUES

EXPANSIVE, RESPECTED, TRUSTED

The Scott Catalogues have served stamp collectors for almost 150 years and are the only catalogues published annually that list and value all the stamps of the world. The catalogues comprise the six *Scott Standard Postage Stamp Catalogues* (in 12 volumes) and two specialized catalogues (*Scott Specialized Catalogue of United States Stamps and Covers* and *Scott Classic Specialized Catalogue of Stamps and Covers 1840-1940*). With each year thousands of new stamps are produced, and Scott Catalogue improves and updates its listings as the market changes.

4-COLOR RATES

Size	1x	2-4x	5-9x	10-19x	20+
Full Page (A)	\$2,248	\$2,101	\$1,971	\$1,771	\$1,550
3/4 Page (V,C)	\$1,909	\$1,791	\$1,685	\$1,518	\$1,338
2/3 Page (SP)	\$1,728	\$1,618	\$1,524	\$1,373	\$1,206
1/2 Page (A)	\$1,387	\$1,302	\$1,224	\$1,106	\$975
1/3 Page (SP)	\$1,018	\$957	\$904	\$818	\$728
1/4 Page (V,C)	\$838	\$794	\$753	\$687	\$618
1/6 Page (SP)	\$553	\$520	\$492	\$451	\$402
1/8 Page (V,C)	\$459	\$435	\$414	\$377	\$341
1/9 Page (SP)	\$439	\$406	\$390	\$361	\$324
Inside Front Cover	\$4,184				
Inside Back Cover	\$4,092				
Back Cover	\$4,800				

(A) - Available in all catalogues; (V,C) - Available in Vol 1-6, Classic; (SP) - Available in US Spec only. Above display ad rates are based on the total number of insertions in a catalogue season.

DIRECTORY DISPLAY AD RATES

Size	1-2x	3-4x	5-7x	8-9x
Full Page (A)	\$1,397	\$1,285	\$1,121	\$1,088
3/4 Page (V,C)	\$1,137	\$1,051	\$911	\$886
1/2 Page (A)	\$800	\$732	\$636	\$620
1/4 Page (V,C)	\$445	\$396	\$344	\$336
1/8 Page (V,C)	\$228	\$212	\$180	\$172

DIRECTORY LISTING AD RATES

BASIC LISTING: Includes company name, address, phone, FAX, web and email addresses. 1 to 7 insertions \$40 per 8 or more insertions \$20 per.

Directory Listing Rates are based on total insertions for all catalogues

2018 UNITED STATES POCKET STAMP CATALOGUE

Release Date November 2017	
Full Page, 4-color, 3.5" x 6.25"	\$535
Full Page, black & white, 3.5" x 6.25"	\$380
Inside Front Cover	\$960
Inside Back Cover	\$550
Back Cover	\$975

Reservation Date: August 1, 2018

Closing Date: Aug 15, 2018

VOLUMES	AD DEADLINE	ON SALE DATE
Volume 1A & 1B	January 24, 2018	April 1, 2018
Volume 2A & 2B	February 28, 2018	May 1, 2018
Volume 3A & 3B	March 28, 2018	June 1, 2018
Volume 4A & 4B	April 25, 2018	July 1, 2018
Volume 5A & 5B	May 30, 2018	August 1, 2018
Volume 6A & 6B	June 28, 2018	September 1, 2018
U.S. Specialized	July 25, 2018	October 1, 2018
WW Classic	August 22, 2018	November 1, 2018
U.S. Pocket	August 15, 2018	November 5, 2018

Dates are subject to change.

PRINT SPECIFICATIONS ARE AVAILABLE AT WWW.LINNS.COM/EN/CONTACT-US/ADVERTISING.HTML



OUR SALES TEAM



ERIC ROTH

SALES DIRECTOR
P.O. Box 54128
Irvine, CA, 92619
O: 312.754.9968
C: 949.683.8871
eroth@amosmedia.com



DAVID PISTELLO

SALES DIRECTOR
One North Wacker Drive
Suite 4140
Chicago, IL, 60606
O: 312.754.9972
C: 773.480.5401
dpistello@amosmedia.com



BRENDA WYEN

SALES DIRECTOR
911 S. Vandemark Road
Sidney, OH, 45365
O: 866.468.1622
bwyen@amosmedia.com



JAIME ALLEN

ACCOUNT MANAGER
911 S. Vandemark Road
Sidney, OH, 45365
O: 800.834.5447
jallen@amosmedia.com



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 collector 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



COIN WORLD