

Art
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 Clothing
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 Decanters
 Diecast Toys
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 Gas Cans
 Gas Nozzles
 Gas Globes
 Gas Pumps
 Hood Ornaments
 Jewelry
 Keys
 Key Chains
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 License Plates
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 Literature
 Magazines
 Mascots
 Model Cars
 Neon Signs
 Oil Cans
 Owners Manuals
 Paper Weights
 Patches
 Pedal Cars
 Pens
 Pennants
 Pin-Ups
 Petroliana
 Photographs
 Porcelain Signs
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 Racing Memorabilia
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AutoMobilia

The Collector's Resource



Reliving History with Automotive Memorabilia!

- Automobilia and petroliana industry professionals write about history, current values, and the sheer joy of collecting!
- Every edition includes detailed auction reports, industry news, and up-to-date automobilia event and auction calendars.
- Printing 6 times annually with quality photography and graphics on beautiful high-end paper stock.
- Every edition is packed with unique information for automobilia collectors and enthusiasts. We are an invaluable resource for anyone considering starting a collection of their own, who wants to know what their favorite auto memorabilia is worth, would like to know more about the latest trends, events and auction news, or is simply an incidental collector.

Statistics & Circulation:

- Over 12 million people worldwide collect automobilia!
- Classic car owners own a minimum of twenty automobilia items or more.
- Since *American Pickers* TV show began in 2010, collecting automobilia has tripled+.
- PRINT - 10,000+ per issue and growing.
- DIG-FLIP - An additional 10,000+ per issue.
- Includes distribution to key classic car and automobilia events, auctions, dealers, stores and more.
- *AutoMobilia Resource* and *AutoMobiliaResource.com* are the best and only comprehensive media for automobilia collectors and enthusiasts!



Advertising offered by Classic Ads, USA

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Print Advert Rates & Sizes

| SIZE | (size - w. x h.) | 1X | 3X | 6X |
|--|-------------------|--------|--------|--------|
| DPS (please set artwork as 2 full pages) | | \$1270 | \$1146 | \$1032 |
| FULL PAGE | (7.375" x 9.875") | \$669 | \$603 | \$543 |
| 1/2 PAGE HORIZONTAL | (7.375" x 4.825") | \$402 | \$360 | \$324 |
| 1/2 PAGE VERTICAL | (3.58" x 9.875") | \$402 | \$360 | \$324 |
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FULL PAGE BLEED: 8.625" X 11.125"
FULL PAGE TRIM: 8.375" X 10.875"

CLASSIFIEDS - 1 picture & up to 20 words in print. \$36/issue
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ARTWORK: Published at 150 line screen. Recommended dpi 300.
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ARTWORK CHARGES: \$100 per hour, 1/2 hour minimum.

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Inside Front Spread. \$1290



Online Marketing

CLASSIFIEDS:

2 months online and 1 issue in print.
Picture & up to 20 words. \$30 each

BROADCAST E-MAIL:

1 pic, short paragraph w/hyperlink. Sent
to our subscribers & advertisers list.
Comprised of 3,000+ addresses. \$390

ONLINE AUCTIONS PACKAGE:

Pic, text & hyperlink on broadcast e-mail.
10 items on 3 social media platforms.
boosted for a minimum of 5 days.
10 items on classified pages.
\$615



Advertising Deadlines

| ISSUE..... | SPACE DEADLINE | COPY DEADLINE | CAMERA READY | IN HOME |
|-------------------------|---------------------|--------------------|-------------------|---------|
| 32 (Jan/Feb '24)..... | Nov 15 | Nov 16 | Nov 20..... | Dec 28 |
| 33 (Mar/Apr '24)..... | Jan 17 | Jan 18..... | Jan 19..... | Feb 26 |
| 34 (May/June '24) | Mar 15..... | Mar 18 | Mar 20..... | Apr 26 |
| 35 (July/Aug '24) | May 16..... | May 17 | May 20 | Jun 26 |
| 36 (Sep/Oct '24)..... | July 15..... | July 16 | July 18..... | Aug 26 |
| 37 (Nov/Dec '24) | Sep 16..... | Sep 17 | Sep 20..... | Oct 26 |
| 38 (Jan/Feb '25)..... | Nov 14..... | Nov 15 | Nov 19..... | Dec 28 |

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