SHOP AMERICA MAGAZINE

TOTAL CIRCULATION 588,400
Digital: 479,900 in China via Wechat, Mexico and ShopAmericaTours.com/ShopTalk E-zine.
Print: 108,500 in UK, Mexico, US/Canada and at top travel trade shows including IPW!

- IPW distribution plus distribution at leading travel trade shows worldwide.
- Essentially America print insert to consumers in the UK, Mexico digital and print to Travel Trade and consumers. Essentially America China WeChat Digital to consumers with US visas.
- Digital exposure at ShopAmericaTours.com and via ShopTalk E-zine with 150,000+ impressions.
- High image layout and editorial features on Shopping, Dining & Travel.

2020 ISSUE
Space Reservations Deadline ................................................................................................................ March 2, 2020
Editorial Submissions Deadline ............................................................................................................... March 6, 2020
Camera Ready Materials Deadline ......................................................................................................... March 11, 2020
Distribution Begins ............................................................................................................................... April 1, 2020

DISTRIBUTION: 588,400 – TRAVEL TRADE AND CONSUMERS WORLDWIDE*
80,000 Essentially America UK (April)
50,400 Mexico print via Boletin turistico and Amex Airport Lounges in Mexico City and Monterrey, plus digital via Travelers Guide and travel trade eblasts (Summer/Fall)
300,000 Essentially America China WeChat, 100,000 sent 3X in Aug-Sept
8,000 Print for Travel Trade Shows and Consumers, April 2020-March 2021 including IPW
150,000 Digital impressions at ShopAmericaTours.com and via ShopTalk E-zine

*Subject to updates

SPECIAL OFFER
COMP EDITORIAL FOR SHOP AMERICA ALLIANCE PARTNERS
Shopping Sections can be produced and reprinted cost effectively. Ask your sales representative for more details.

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Shop America Magazine  
707-224-3795  
ShopAmericaTours@aol.com
AD RATES - FOUR COLOR
USA/UK/MEXICO/CHINA, TOTAL CIRCULATION 588,400

Size | Net
---|---
Cover plus 1 Full page | $18,000
Full page | $8,775
Half page horizontal | $5,775
Enhanced bold listing in North America’s Best Shopping Guide with logo or image | $495

ALL TRANSLATIONS INCLUDED

AD SPECS & SIZES

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BLEED - adds .125” to all four sides for safety
LIVE AREA -.25” in from trim on each of the four sides

MEXICO AND CHINA Ads must include Native Files for translation in Spanish and Mandarin. Essentially America will translate at no additional cost.

PLEASE NOTE
ADS MUST BE SUBMITTED IN 2 DIFFERENT SIZES:
- USA
- Mexico
- China
- UK

Advertisers may also provide ad material in Spanish for Mexico and Mandarin for China Insertions.

DIGITAL SPECIFICATIONS

MATERIAL INFORMATION
For Display Ads. Digital File Requirements:
Acceptable programs include: InDesign, Quark, Photoshop, Illustrator or PDF files. All images must be 300 dpi or greater. Disks should include both screen and printer fonts. A color proof must accompany all ads. Changes to submitted ads are subject to additional cost to be incurred by the advertiser.

SHIPPING INFORMATION
All materials must be at Skies America in Beaverton, Oregon, on or before closing date. Send all art materials, and electronic files and final proof to:
Cindy Pike
Skies America Publishing Company
9735 SW Sunshine Ct., Suite 800
Beaverton, OR 97005
Phone: 503-726-4960
Ads and Advertorial materials sent by e-mail should go to cindyp@skies.com.

FTP ADDRESS
Server / Host: ftp.skies.com
User Name / User ID: ads@skies.com
Password: skiesads
Path / Directory: Shop_America
Protocol: FTP with TLS/SSL
*Please do not include spaces or symbols other than underscores in file names. You must notify cindyp@skies.com after your files have been transferred.
**FTP access not available through Internet. Search Internet for FREE FILE TRANSFER or FTP software

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