

DOLL READER



2010 MEDIA KIT

WWW.DOLLREADER.COM

#1 in:
Market Share
Distribution
Industry Experience

YOUR MARKETING PARTNER

Overview

Published 8 times per year, *Doll Reader* is "the ultimate authority" in the doll-collecting world. For 38 years, *Doll Reader's* mission has been to share the best dolls with collectors ranging from beginning to experienced. We champion the doll-collecting community by participating in events, publicizing the hobby, and seeking new collectors.

EXPERTS: We work with the best in the business to offer our readers authoritative advice and articles. Our contributors have literally written the books on doll collecting. Plus, our professional writers, photographers, and graphics team make sure *Doll Reader* is a pleasure to read and browse.

VARIETY: Why settle for one type of doll when you can love them all? We feature a wide selection of dolls, ranging from today's hot debuts to antique treasures. We cover trends like BJDs and reborns, and classics like *Bleurette* and *Barbie* — and everything in between.

FREE PATTERNS: Our readers love to sew for their dolls, and we keep them interested and challenged with a new, free pattern every issue.

EXTRAS: We don't skimp on the extras our readers expect, including free monthly email newsletters; a comprehensive show calendar, updated on our Web site; full color paper dolls; book reviews; tips for maintaining and repairing your dolls; giveaways; and more.

TECHNOLOGY: Our Web site is a treasure trove of past articles, patterns, and tips, while our monthly e-newsletter keeps our readers up-to-date on all the latest doll events and news items. We reach out to new collectors and the younger crowd with Facebook and Twitter ... but we understand our readers want a quality print publication as well.

YOUNG COLLECTORS: *Doll Reader* leads the industry in outreach to young collectors — the future of our hobby and profession. We feature child-appropriate dolls in every issue, publish special sections exclusively for young collectors, and partner with the Girl Scouts and UFDC to create events promoting doll collecting to kids.

AWARDS: We recognize excellence in doll design and creation with our Doll of the Year (DOTY®) Awards, the most respected and long-standing awards program in the industry.



Editorial Opportunities

DEBUT OF DOLLS: Each year we gather the best lines of new dolls for a grand introduction in our February Debut of Dolls issue. Collectors refer to this wish book all year long. Many also attend our Debut of Dolls event, held at IDEX each January, where the artists and the manufacturers with featured doll lines in the Debut of Dolls sign magazines for attendees, making this issue a true collector's edition.

DOLL SCENE: We keep collectors abreast of the newest doll releases in every issue, so we welcome your photos and descriptions of your latest doll designs.

PHOTO FINISH: We end each issue with one fabulous photo submitted by an artist or manufacturer.

THEMES: Themes: In 2010 we plan to focus on Young Collectors in May; cloth dolls in June/July; antiques in August; fashion dolls in October; and holiday dolls in December/January. Contact us for more details.



2010 DOLL READER PRINT RATES

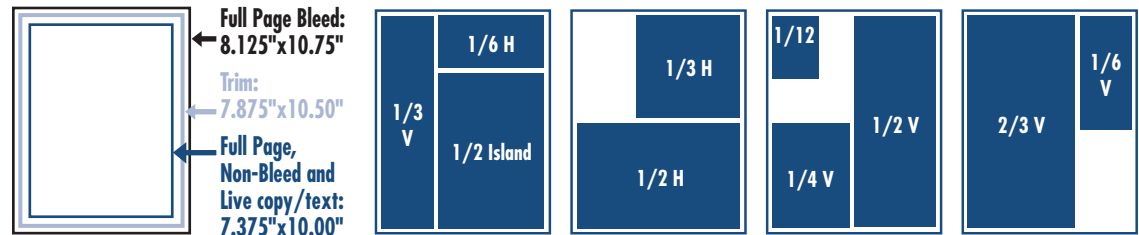
Display Ad Rates

4-COLOR

Ad Size	1x	4x	8x
Full page	\$3740	\$3560	\$3245
2/3 Page	\$2980	\$2775	\$2540
1/2 Page	\$2275	\$2145	\$1950
1/3 Page	\$1790	\$1540	\$1410
1/4 Page	\$1345	\$1140	\$1100
1/6 Page	\$775	\$745	\$695
1/12 Page	\$345	\$330	\$285
Covers	\$4490	\$4280	\$3890

BLACK-AND-WHITE

Ad Size	1x	4x	8x
Full page	\$2165	\$2005	\$1730
2/3 Page	\$1655	\$1540	\$1355
1/2 Page	\$1150	\$1080	\$960
1/3 Page	\$1015	\$920	\$805
1/4 Page	\$725	\$665	\$575
1/6 Page	\$550	\$520	\$445
1/12 Page	\$295	\$275	\$230



SPECIAL PRINT ADVERTISING SECTIONS

Web Link Ads

Web Link ads will let our readers know where they can find you on the web! Ad design includes: Company name at top, 4-color logo or photo in middle, and web-site address at bottom. Logo needs to be provided as a hi-res file, 300 dpi minimum.

AD SIZE 1.625" W x 1.750" H

AD RATES \$100 per issue

Business Reply Cards & Inserts

Information and availability supplied upon request.

PRINT ADVERTISING SPECS

Mechanical Requirements

Ad Size	W	H
Full Page Bleed	8.125"	10.75"
Full Page (trim size)	7.875	10.50
Full Page (non bleed)	7.375	10.00
2/3 Page Vertical	4.500	9.625
1/2 Page Island	4.500	7.250
1/2 Page Horizontal	6.875	4.750
1/2 Page Vertical	3.250	9.625
1/3 Page Horizontal	4.500	4.750
1/3 Page Vertical	2.125	9.625
1/4 Page Vertical	3.250	4.750
1/6 Page Horizontal	4.500	2.250
1/6 Page Vertical	2.125	4.750
1/12 Page	2.125	2.250

Production and Mechanical Data

Binding method: perfect bound. Printing: web offset. Full-page bleed ads must be submitted at 8.125" x 10.75". Finished pages are ultimately trimmed to 7.875" x 10.50" with some mechanical deviance. Text **MUST** be placed at least .25" inside of this trim edge on all sides, and .375" inside each full-page bleed edit to avoid accidental cropping (this "safe" area is 7.375" x 10" centered on the page).

Disclaimer: **Doll Reader** will inspect client's digital ads. If additional work is necessary to ensure proper output of ad, additional production charges may apply. If delays occur due to missing or non-compatible resource or fonts, a late fee may be charged or the ad may be refused. Before sending, scan your disk for viruses.

We accept the following formats: EPS, TIF, JPG and PDF file. Ads must be CMYK, 300 dpi or better. Please include or embed all fonts and images.

AD CREATION FEES

Full Page: \$80

2/3, 1/2 & 1/3 Pages: \$50

1/4, 1/6 and 1/12 Pages: \$30

Send Ads to: **Doll Reader**, Ad Traffic Manager, 85 Quincy Ave, Suite B, Quincy, MA 02169.
Fax: 617-536-0102 | Email materials to drads@madavor.com

For more information or to reserve your space, contact:
Miene Smith, Sales Manager, at 617-706-9092 or msmith@madavor.com
www.dollreader.com

WEBSITE ADVERTISING

Doll Reader's website receives thousands of hits and over 20,500 unique visitors each month. We offer you several options to reach this audience for a very low cost on www.dollreader.com. All ads received by the 23rd of each month will post on the first of the following month. Ads must be submitted web ready in 72 dpi, RGB JPG format; otherwise a \$75 ad creation fee will be charged.

Top Banner Ads **BANNER** | 468 x 60 pixels

Featured on the home and editorial pages of the website. Premium placement is on the top of pages and all ads have three rotations.

3 Months: \$355/month 6 Months: \$295/month 12 Months: \$245/month

Vertical Ads **TOP RIGHT-HAND SKYSCRAPER** | 120 x 600 pixels

Featured on home and editorial pages. All ads have three rotations.

3 Months: \$220/month 6 Months: \$190/month 12 Months: \$135/month

SECOND RIGHT-HAND BUTTON | 125 x 125 pixels

Featured on home and editorial pages. All ads have three rotations.

3 Months: \$165/month 6 Months: \$135/month 12 Months: \$105/month

THIRD RIGHT-HAND BUTTON | 120 x 60 pixels

Featured on home and editorial pages. All ads have three rotations.

3 Months: \$105/month 6 Months: \$95/month 12 Months: \$80/month

Closing Dates Space closing is the 23rd of each month. Ads will post the 1st of the following month.



For more information or to reserve your space, contact:
Miene Smith, Sales Manager, at 617-706-9092 or msmith@madavor.com
www.dollreader.com

ELECTRONIC ADVERTISING

ONLINE DIRECTORY ADS

Promote your website and products on www.dollreader.com for only \$40.00 per month for six months and \$35 per month for 12 months. Materials: Company name, URL to link to, one-sentence description of 20-25 words, a web-ready logo at 72 dpi, and a category to list ad in. Ad size is 3.125" x 1.875" (w x h).

Categories Antique Dolls, Associations/Groups/Clubs, Display Cases, Doll Accessories, Doll Artists, Doll Furniture, Doll Parts/Supplies/Services, Manufacturers, Seminars, Shows, Stores

6 MONTHS: \$240
12 MONTHS: \$420

Closing Dates Ads received by the 21st of each month will be posted on the first of the following month.



E-NEWSLETTERS

Once a month, *Doll Reader's* e-newsletter is delivered to over 18,000 doll enthusiasts. This free newsletter provides readers with up-to-the minute news, artist profiles, show information, and industry updates. You can reach this active audience of doll enthusiasts for less than \$.03 per contact and increase traffic to and interest in your website.

Closing Dates Space closing is the 1st of each month and materials are due by the 8th of each month. The newsletter is sent out the middle of each month.

Ad Materials Web-ready graphic with a URL that can be linked to. Or you can send an all-text ad with a headline (3-5 words), text (up to 25 words), one image at 72 dpi, and URL.

Rates **QUICK LINKS (LINKED COMPANY NAME)**

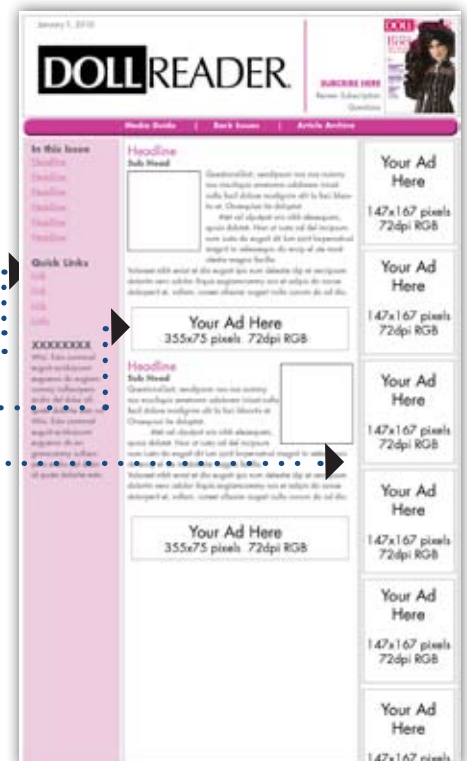
\$50

355 x 75 Ads

\$500

147 x 167 Ads

1 ST POSITION	\$400
2 ND POSITION	\$375
3 RD POSITION	\$350
4 TH POSITION	\$325
5 TH POSITION	\$300
6 TH POSITION	\$275



Miene Smith, Sales Manager, at 617-706-9092 or msmith@madavor.com
www.dollreader.com

2010 PRINT PRODUCTION SCHEDULE

Issue	Space Close	Materials Due	Release Date
February/March— Debut of Dolls Issue	Dec. 23, 2009	Dec. 30, 2009	Jan. 22, 2010 (on newsstands for 3 months)
April	Feb. 4, 2010	Feb. 11, 2010	Mar. 9, 2010
May	Mar. 3, 2010	Mar. 10, 2010	Apr. 6, 2010
June/July	Apr. 8, 2010	Apr. 15, 2010	May 11, 2010
August/September	June 9, 2010	June 16, 2010	July 13, 2010
October	July 29, 2010	Aug. 5, 2010	Aug. 31, 2010
November	Sept. 2, 2010	Sept. 9, 2010	Oct. 5, 2010
December/January	Oct. 14, 2010	Oct. 21, 2010	Nov. 16, 2010

SPECIAL ADVERTISING OPPORTUNITIES

FEBRUARY/MARCH 2010 DEBUT OF DOLLS ISSUE

Featuring the Debut of Dolls Retailer Section. Bonus distribution at IDEX Orlando and shows throughout the year.

MAY 2010 ISSUE

INCLUDES YOUNG COLLECTORS SPECIAL SECTION

Bonus distribution at nationwide Girl Scouts councils and selected venues.

JUNE/JULY 2010 ISSUE

INCLUDES FOCUS ON FASHION DOLLS

Bonus distribution at UFDC

AUGUST/SEPTEMBER 2010 ISSUE

DOTY PUBLIC'S CHOICE AWARD WINNERS ANNOUNCED!

OCTOBER 2010 ISSUE

Bonus distribution at BJD convention, IFDC, and Modern Doll Convention.

NOVEMBER 2010 ISSUE

FOCUS ON FANTASY, FAIRIES, AND FOLKLORE

DECEMBER/JANUARY 2011 ISSUE

INCLUDES HOLIDAY DOLL EXTRAVANGANZA

Bonus distribution at IDEX 2011 and selected additional venues.

Call for special pricing

**Custom
Publishing**

PUT OUR EMAIL LISTS AND TALENTED WRITERS TO WORK FOR YOU!

Let our custom-publishing staff write an article on your company, products, events, or any topic you select. We will package the article, along with one or more of your advertisements to drive traffic to your website, into an attractive email presentation and deliver it to our audience of over 18,000 active doll collectors/enthusiasts. As an added bonus, you can also post this content to your website to further enhance your expertise and knowledge in the market.

Custom-published email packages are perfect for:

- New product releases
- Events
- Product line introductions
- Special offers
- You name it!

CONTACTS AND FURTHER INFORMATION

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Fax: 617-536-0121
Email: CustomerService@madavor.com
www.dollreader.com

Email Newsletter:
Sign up for free monthly email newsletter at www.dollreader.com. Or send a note to newsletter@dollreader.com with your name, address, phone, and email address.

IDEX Shows:
Bobbie Scott, IDEX Sales Manager
Phone: 617-706-9090
Fax: 770-632-0299
Email: idexinfo@madavor.com

Billing Policy

Upon credit approval, all payments are due upon receipt. All advertisements under \$250 must be pre-paid. Prepayments (if required) are due by the material due date and can be made via check, money order or credit card. Publisher reserves the right to charge \$15 each time for declined credit card and returned checks. Advertisers and agencies are held jointly and severally liable.

Protection Clause of Publisher

All advertisers and/or their advertising agency(s) assume total and complete liability for the copy in their advertisements and warrant the same does not infringe on the trademark or copyright of others. The advertiser and/or agencies hold the publisher harmless from any and all liabilities and claims that may arise from such infringement and agrees to indemnify and to reimburse the publisher for any costs incurred by the publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

General Information

All advertisements are subject to the terms of the current rate card. New rate cards may be issued at any time and invalidate any prior rate cards. Publisher reserves the right to reject any advertisement. Publisher reserves the right to place the word "advertisement" in any ad that resembles editorial matter. Cancellations must be made in writing and will not be accepted after closing dates for reservations. Space will be billed as reserved. Publisher's liability is limited to the cost of the ad or portion thereof.