

# If a media publisher offered you your **ideal target market**, wouldn't you want to know more?

With Stanley Gibbons we give you a name you can trust



- Highly engaged readership
- A national news-stand magazine with wider distribution through WH Smiths, Tesco and Sainsbury's\*
- A loyal subscriber base
- International readership and available through Barnes and Noble in the USA
- Industry recognised catalogues offering you unique access to our customers
- Package deals offering you more for your money
- Stanley Gibbons, the only company that can offer you advertising opportunities in our range of magazines and Stanley Gibbons catalogues
- We offer you MORE. Advertising, printing services and much more

\*Sainsbury's was trialled during 2010, future availability in these stores cannot be guaranteed.

## Who are we and how can we help you?

Stanley Gibbons has been at the forefront of our industry since 1856 and is a global brand name. For over 150 years we have been offering our customers the wealth of our expertise in the field of collectibles and alternative investments.

Our world famous shop on the Strand, London, is staffed by philatelic experts that customers come to for quality and advice, our customers are engaged, loyal and committed. You can now get access to our loyal customers and use the power of the Stanley Gibbons brand name.

We are also honoured to have been granted the Royal Warrant back in 1914 and to have held it ever since... and we intend to keep it by continuing to offer a high quality service to all our customers.

## We can offer you more

We can offer you unique access to our customers through our range of catalogues and our news-stand magazine, considered to be the most authoritative in the stamp collecting circle.

Each year, we publish around 24 specialist catalogues in addition to our monthly magazine, offering you the chance to advertise and promote your business within our unique range of publications. This media pack will offer you information and advise on how we can help you and your business, after reading this information please contact us to help you get the best from your marketing and advertising strategy.

**Contact the advertising department on +44 (0) 1425 481 054  
or email [advertising@stanleygibbons.co.uk](mailto:advertising@stanleygibbons.co.uk)**

# Gibbons Stamp Monthly

The international best seller and Great Britain's biggest selling stamp magazine

## Gibbons Stamp Monthly is the undisputed market leader and is the flagship publication of Stanley Gibbons

Our monthly magazine is available on the news-stands through the UK in WH Smiths and recently we were honoured to have been given a trial slot in all the UK stores of Sainsbury's\*. Gibbons Stamp Monthly is truly international and, in addition to our world wide subscription base, you can find the magazine throughout the USA where we are found in the stores of Barnes and Noble. Advertising options are wide and include:

- Standard ROP advertising
- Sponsorship
- Inserts (full run, subscriber only or UK only options available)
- Advertorials
- Series discounts
- Band wraps

We also offer printing services and other marketing promos, please ask for more information. If you have an idea then share it with us, our highly trained advertising team can help you make the most use of your marketing budgets with us. We can even offer you a package covering not just our magazine, but our catalogues too – just ask us:

**+44 (0) 1425 481 054 or email [advertising@stanleygibbons.co.uk](mailto:advertising@stanleygibbons.co.uk)**

\*Sainsbury's and Tesco were trialled during 2010, future availability in these stores cannot be guaranteed.

## Why use Stanley Gibbons?

We believe we can offer you a service you will be proud of. Our UK based advertising sales team do more than just sell you an advert, we find out what you need, what you are looking to achieve from your marketing and then offer you a choice of options.

After all, we want you to be pleased the first time so you become one of our regular, satisfied customers.

## For more information or for an informal discussion

**Please call +44 (0) 1425 481 054  
or email [advertising@stanleygibbons.co.uk](mailto:advertising@stanleygibbons.co.uk)  
Web site: [www.stanleygibbons.com](http://www.stanleygibbons.com)**

Please note that calls to and from the Stanley Gibbons advertising department may be monitored or recorded for staff training and to ensure continued quality customer service to our customers.

## Reader Demographics\*\*

- 20% of our readers respond to an advert within the first month
- When asked how often they buy the magazine, an incredible 92% said they buy it either monthly or annually by subscription and our readers are readers for a very long time!
- It is estimated that, on average, 3 people read each copy of our magazine - giving us approximately 54,000 readers!
- Our readers are loyal, over 20% of them have been readers for over 20 years
- Only £3.50, the cheapest magazine of its kind offering our readers more for their money
- 60% of our readers have responded to an advert in our magazine in the past 3 months
- Gibbons Stamp Monthly's editorial team are recognised philatelists and the magazine is the holder of numerous international awards
- World wide readership - Gibbons Stamp Monthly is read in over 80 countries

\*\*Demographics are taken from our reader Surveys 2005 and 2009

## Gibbons Stamp Monthly prices and sizes

### **Full Page** 297 x 210mm

£950

US \$1412

€1140

AU \$1625

To supply: *with bleed* - 303 x 216mm

*no bleed* - 260 x 175mm

### **Double Page** 297 x 420mm

£1900

US \$2820

€2280

AU \$3250

To supply: *Please supply as 2 x Full pages*

### **Half Page (H)** 128 x 175mm

£490

US \$728

€587

AU \$840

### **Half Page (V)** 260 x 85mm

£490

US \$728

€587

AU \$840

### **Quarter Page** 128 x 85mm

£250

US \$371

€300

AU \$427

### **Eighth Page** 61 x 85mm

£105

US \$156

€126

AU \$180

Sizes shown are not to scale

## Philatelic Exporter prices and sizes

### **Full Page** 297 × 210mm

£485 To supply *with bleed* - 303 × 216mm  
US \$721 *no bleed* - 269 × 191mm  
€582  
AU \$830

### **Double Page** 297 × 420mm

£875 To supply: *Please supply as 2 × Full Pages*  
US \$1300  
€1050  
AU \$1495

### **Half Page (H)** 133 × 191mm

£265  
US \$393  
€318  
AU \$453

### **Half Page (V)** 269 × 94mm

£265  
US \$393  
€318  
AU \$453

### **Quarter Page** 133 × 94mm

£153  
US \$227  
€184  
AU \$261

### **Eighth Page** 65 × 94mm

£98  
US \$145  
€117  
AU \$167

Sizes shown are not to scale

# Philatelic Exporter

## Trade only

Philatelic Exporter is the world's leading trade journal, published monthly and available internationally via subscription. This is the ideal showcase for your business whether your speciality is dealers, postal administrations, philatelic agencies, or if you are an auction house. Please remember that Philatelic Exporter is not available to the general public.

## How Philatelic Exporter can help you

Philatelic Exporter can help you in more ways than you can possibly imagine, many of the companies advertise in Philatelic Exporter and then remain. Why? Because they know it works and delivers them results!

Philatelic Exporter is a trade only publication and not available to the general collector, this is of immense benefit to your business. You can be assured that when anyone responds to your advert, they mean business. They are either looking to buy or sell, being a trade publication you are constantly appealing to both existing businesses and businesses just starting out.

## Editorial direction

The Philatelic Exporter has, for over 65 years, been the independent voice, forum, and marketplace of the international philatelic trade. Its international circulation encompasses probably more countries than any other philatelic magazine published in the world.

Every issue contains lively and thought-provoking articles by contributors from the UK, Europe, North America, and Australia. Regular features include news from the international stamp trade, news about stamp trade people, auction reviews and previews, crime reports, book reviews, readers' letters, new issue listings and photo-coverage of major shows.

To help dealers plan ahead, there are comprehensive event and auction listings. Importantly, Philatelic Exporter offers members of the international philatelic trade the opportunity to buy from, sell to, and communicate with one another through the medium of its advertisement pages.

## For more information or for an informal discussion

**Please call +44 (0) 1425 481 054**  
**or email [advertising@stanleygibbons.co.uk](mailto:advertising@stanleygibbons.co.uk)**  
**Web site: [www.stanleygibbons.com](http://www.stanleygibbons.com)**

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## Who uses Philatelic Exporter and why it works for them

'Buying' and 'selling' adverts are seen extensively throughout the magazine, inter-dealer buying and selling is used primarily for dealers looking for new stock.

Wholesale dealers find that Philatelic Exporter is the main marketing tool for their business, they know that by advertising in Philatelic Exporter they are reaching the people they need to reach - dealers.

Auction houses advertising in Philatelic Exporter to promote their forthcoming auctions and prices realised to the philatelic trade.

Postal authorities find that by promoting their new issues in the magazine they are reaching many businesses who offer all world stamps to their own customers. Some philatelic agencies also promote new issues from many countries through Philatelic Exporter.

# Stanley Gibbons Catalogues

## British Commonwealth and Empire Stamps catalogue 1840-1970

This comprehensive catalogue lists all the issues of the British Empire and Commonwealth from 1840 right up to 1970. The in-depth information and quality illustrations makes this the one catalogue many collectors and dealers ensure they renew every year. Published annually, many dealers book their space a year in advance to ensure they do not miss out on this highly sought after catalogue.

## Collect British Stamps

Stanley Gibbons' biggest selling catalogue and the one catalogue any collector of GB stamps should own, whatever their level of stamp collecting expertise. This simplified catalogue covers all the stamp issues from the 'British Post Office' since 1840.

## GB Concise

This specialised catalogue covers the stamp issues from 1840 to date; taking an in-depth look at watermarks and other specialist areas that the stamp collector of this level demands. Fully revised and re-priced each year it is normally available each spring.

## Stamps of the World

5 volumes, over 125,000 stamps and listing over 500,000 stamp issues, you can soon see why this catalogue is in a world of its own. Covering all the stamp issues from all the countries world wide. Naturally, with this amount of information it is big, this catalogue now runs into over 5 volumes containing over 5000 pages of issued stamps. Again, all are priced and up-dated each year.

## Other World Catalogues

In addition to all the above we produce specialist catalogues from our GB Specialised range, "Part" catalogues that look at individual countries and regions in depth, and our specialist Commonwealth catalogues. These catalogues are always being produced, so for an up to date list please contact your representative on the details within this media pack.

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## Did you know?

All stamps that are issued world wide are given a unique SG number; this numbering system is used throughout the world and has been in use for over 100 years! It is the only numbering system used and recognised by many stamp dealers and collectors and is unique to Stanley Gibbons.

Every year, Stanley Gibbons publishes leading and authoritative stamp catalogues, used extensively internationally by both collectors and dealers, auction houses and even by the world media. Our catalogues are unparalleled and unchallenged.

Only Stanley Gibbons can offer you access to our exclusive customers through advertising in our catalogues and from our wealth of experience we believe we can offer you a service you will be proud of.

Our UK based advertising sales team do more than just sell you an advert; we find out what you need, what you are looking to achieve from your marketing and then offer you a choice of options. After all, we want you to be pleased the first time so you become one of our regular, satisfied customers.

# Other services we offer



We take pride in the fact we offer you more. We do more than offer you an advert, we take the time to establish your needs and as many have already seen we can make a big difference to the success of your business. More than this, our service and advice comes to you FREE of charge.

## Printing services

Did you know that in addition to our advertising options we also offer printing services? Using our vast array of printers that we use for our many publications we can offer you a printing service that can save you money.

We can arrange auction catalogues, price lists, bound-in inserts, loose cards inserted in magazines, mouse mats, bookmarks and the list goes on. In fact, we can quote you on almost any marketing promo you may be thinking of doing. We can even arrange for delivery to other publications or to any address, which ever you request.

Prices for these services are available on request.

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## Stanley Gibbons Ltd

Stanley Gibbons Publications is just one of the many specialist areas we can offer you. In addition to your advertising and marketing our specialist departments within the UK are there to help you with unparalleled expertise and knowledge.

### Stanley Gibbons shop

399 Strand, London, WC2R 0LX.  
Call 0207 836 8444  
Email [shop@stanleygibbons.co.uk](mailto:shop@stanleygibbons.co.uk)  
Web [www.stanleygibbons.com](http://www.stanleygibbons.com)

### Great Britain Specialist Stamp sales

399 Strand, London, WC2R 0LX.  
Call 0207 836 8444  
Email [gb@stanleygibbons.co.uk](mailto:gb@stanleygibbons.co.uk)  
Web [www.stanleygibbons.com](http://www.stanleygibbons.com)

### Commonwealth Stamp sales

399 Strand, London, WC2R 0LX.  
Call 0207 557 4450  
Email [blucas@stanleygibbons.co.uk](mailto:blucas@stanleygibbons.co.uk)  
Web [www.stanleygibbons.com](http://www.stanleygibbons.com)

### Auctions

399 Strand, London, WC2R 0LX.  
Call 0207 836 8444  
Email [auctions@stanleygibbons.co.uk](mailto:auctions@stanleygibbons.co.uk)  
Web [www.stanleygibbons.com](http://www.stanleygibbons.com)

### Investments

399 Strand, London, WC2R 0LX.  
Call 0207 836 8444  
Email [investment@stanleygibbons.co.uk](mailto:investment@stanleygibbons.co.uk)  
Web [www.stanleygibbons.com](http://www.stanleygibbons.com)

### Advertising Department

Stanley Gibbons Ltd, 7 Parkside,  
Christchurch Road, Ringwood, Hampshire,  
BH24 3SH. ENGLAND.  
Please call **+44 (0) 1425 481 054**  
or email [advertising@stanleygibbons.co.uk](mailto:advertising@stanleygibbons.co.uk)

# Publication dates 2011/2012

## Gibbons Stamp Monthly

Issue	Advert copy date	Publication date
November 2011	September 27	October 20
December 2011	October 25	November 17
January 2012	November 23	December 12
February 2012	December 20	January 19
March 2012	January 25	February 16
April 2012	February 22	March 15
May 2012	March 28	April 19
June 2012	April 25	May 17
July 2012	May 30	June 21
August 2012	June 27	July 19
September 2012	July 25	August 16
October 2012	August 29	September 20
November 2012	September 26	October 18
December 2012	October 24	November 15

## Philatelic Exporter

Issue	Advert copy date	Publication date
November 2011	October 14	November 4
December 2011	November 15	December 6
January 2012	December 13	January 4
February 2012	January 17	February 7
March 2012	February 14	March 6
April 2012	March 13	April 3
May 2012	April 17	May 8
June 2012	May 15	June 7
July 2012	June 19	July 10
August 2012	July 17	August 7
September 2012	August 14	September 4
October 2012	September 18	October 9
November 2012	October 16	November 6
December 2012	November 13	December 4

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## How to supply your advert

Adverts can be supplied to the advertising department in a number of ways, if you have any doubt or questions please contact the advertising department.

### PDFs and JPEGs

These can be sent to the advertising department via email up to 8mb, please ensure all fonts are embedded and all images are a minimum of 300dpi.

### Please note

We are happy to accept adverts press ready in PDF format. However, please note that we are unable to change these adverts once supplied and if errors are found in the printed advert upon publication as supplied by you, then we regret we are unable to consider any credits or refunds.

### Text only adverts

These can be supplied either in an email or attached in a word doc. Please do not include images in this format.

### Important note

Adverts cannot be accepted in Microsoft Publisher, this is not an acceptable format for printing in publications.

### Advertising Department

Stanley Gibbons Ltd, 7 Parkside,  
Christchurch Road, Ringwood, Hampshire,  
BH24 3SH. ENGLAND.

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