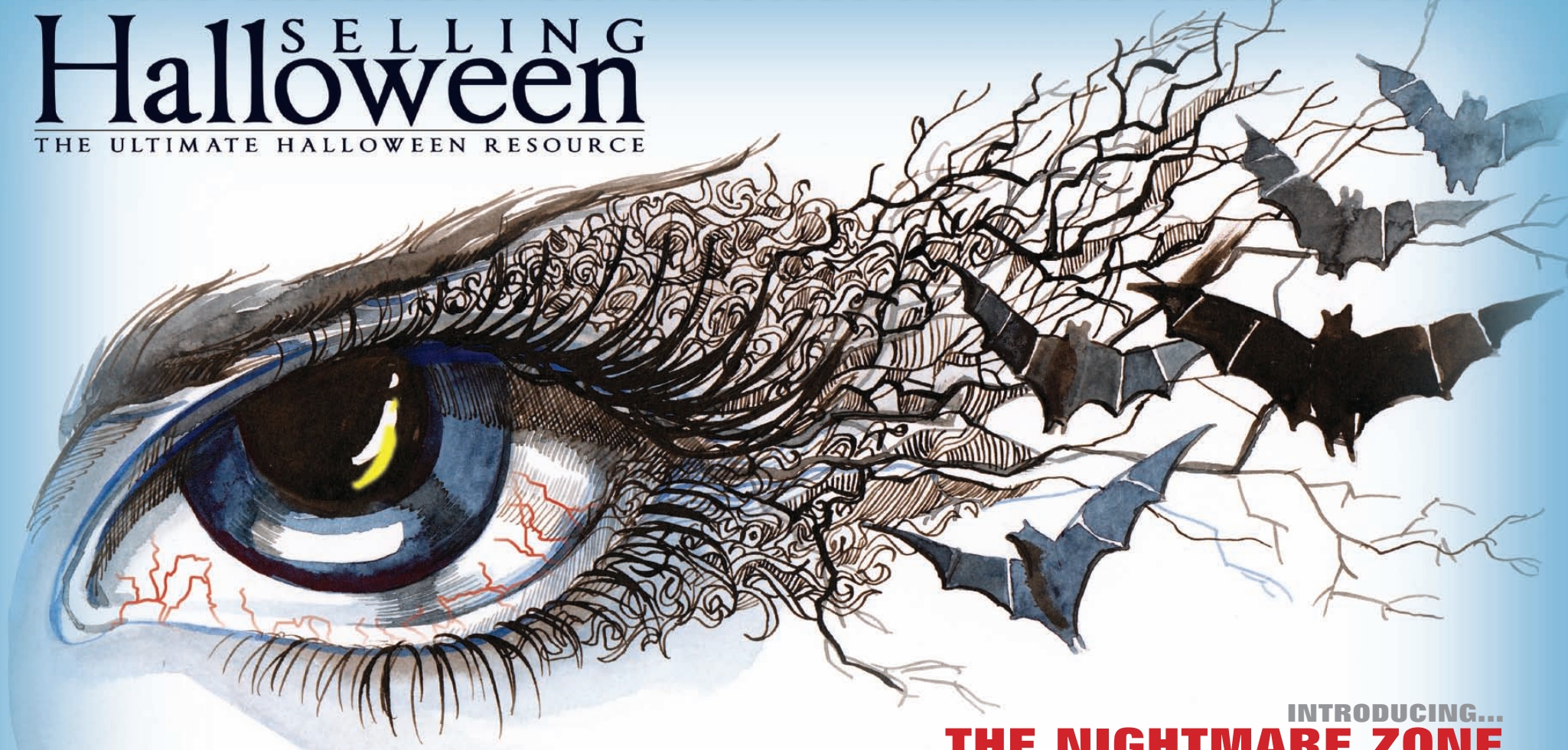


SERVING THE HALLOWEEN INDUSTRY FOR MORE THAN 20 YEARS

SELLING Halloween

THE ULTIMATE HALLOWEEN RESOURCE



WWW.SELLINGHALLOWEEN.COM

INTRODUCING...
THE NIGHTMARE ZONE
COVERING THE HAUNT INDUSTRY

Media Portfolio
ADVERTISING RATES & EDITORIAL CALENDAR



CONNECTING YOU TO THE *Halloween* INDUSTRY'S KEY BUYERS

SELLING HALLOWEEN - NOW IN ITS 22ND YEAR - IS THE ONLY TRADE MAGAZINE DEVOTED TO THE \$6.2 BILLION HALLOWEEN INDUSTRY.



Selling Halloween is the only industry resource completely devoted to providing readers with valuable insight into the ever-changing Halloween industry. The Halloween marketplace enjoyed a nearly billion dollar growth in 2010 which is expected to continue. Selling Halloween is a comprehensive publication that targets key Halloween buyers in a complex marketplace that includes Halloween stores, party stores, mass marketers, costume shops, drugstores, lingerie boutiques, Internet retailers and haunt owners/operators.

STAY IN THE KNOW

- Selling Halloween focuses on providing 16,450 retailers with the up-to-date information they need to strengthen their position in an increasingly competitive and trend-driven business.
- Selling Halloween delivers the latest insider information on costume fashions, new products, licensing news, style trends and industry updates that will drive the business in the upcoming Halloween season.
- Selling Halloween targets the full spectrum of buyers and includes all the information needed to start the buying season.

REACH THOUSANDS OF QUALIFIED BUYERS

- Selling Halloween will be distributed to all of the industry's shows, starting with the earliest markets in December and continuing throughout the year.
- Selling Halloween is of particular interest to volume buyers, who begin filling their open-to-buy almost a year before Halloween.
- The Selling Halloween Directory features manufacturers, importers and their products. It is available both in print and online at www.sellinghalloween.com.



NEW! NIGHTMARE ZONE

Devoted to the **HAUNT** Industry!

This section will cover the diverse needs of this sector of the business with product and technology updates and profiles on the key players in the marketplace.

Retailer Buyers

Party Stores.....	3,000
Card/Gift Stores	2,000
Discount/Variety Mass Merchandise Stores	1,800
Grocery Stores	1,700
Garden Centers	1,300
Year-Round Costume Shops/Halloween Stores	1,200
Drugstores.....	1,200
Haunted Houses	600
Hardware Stores.....	600
Department Stores	500
Home Décor Stores	500
Internet Retailers.....	500
Lingerie/Adult Novelty Stores.	350
Toy Stores	300
Mail Order Catalogs.....	200
Year-Round Christmas Stores	200
Event Planners.....	200
TOTAL	16,450

PLUS TRADE SHOW DISTRIBUTION

Halloween Industry Association Show New York City – Dec. 5-10, 2011	500
Halloween & Party Expo Houston – Jan. 28-31, 2012	1,500
Toy Fair New York – Feb. 12-15, 2012	800
Int'l Halloween, Costume & Party Show / Halloween & Attractions Show St. Louis – Mar. 8-12, 2012	1,000
Las Vegas Int'l Lingerie Show / Las Vegas Halloween Show Las Vegas – Mar. 26-28, 2012	300

CIRCULATION

NIGHTMARE ZONE: INSIDE THE HAUNT INDUSTRY



Gore and mayhem reign in the haunt sector and **Selling Halloween** will delve into all the bone-chilling must-haves in our December issue. From profiles of the big names in the haunt industry to product features, the full spectrum of scares will be covered in order to help haunted house owners make stronger scare-fests than ever before. Reach the top American and Canadian haunt operators through **Selling Halloween's** Nightmare Zone. The Nightmare Zone will launch a Special Supplement completely devoted to the thriving haunt industry in March of 2012. This haunt-centric publication will be distributed at the Transworld Halloween & Attractions Show plus the Canadian Haunted Attractions, Halloween, Horror & Paranormal Conference and reach all the key buyers in the U.S. and Canadian haunted attraction markets.

Adult Costumes (Men & Women)

A report on what ladies and gents will be clamoring for in Halloween styles, plus a focus on **plus size** and **sexy** costumes.

Licensed Looks

From the biggest blockbusters to retro characters, all the hot names in the licensed looks business for 2012 will be covered.

Young Adults

The inside scoop on what will be hot in the tween and teen seasonal market.

Children's Costumes

Don't leave out the little ones – as more parents are spending big bucks on dressing up the tiniest tykes.

Babies' Costumes

The infant sector is growing as parents are willing to spend on dressing up newborns.

Pets' Costumes

Take a walk on the wild side as four-legged critters get into the Halloween spirit.

Accessories

The accessories market continues to drive add-on sales.

About Face: Makeup

From simple face painting kits to extreme latex full body incarnations, the makeup industry is going full throttle.

Party Goods

Coverage of the latest designs and trends in balloons, audio/music technology, decorations and paper goods.

Gifts/Home Décor

Categories include lawn décor, lights, flags, candles, tableware, stationery, figurines and novelties.

The Selling Halloween Directory

Included in the December issue as well as online.

Departments: Store Profile • Calendar • Business News • Global Marketplace • Updates on Importing/Testing Laws • Licensing News • Updates from Halloween Associations • Product Showcase • Store Pulse • Pop-up Profile • Getting Spooky With...

EDITORIAL SUBMISSIONS

Submissions must be received by: October 7 (Dec. 2011)
Images must be provided in high-res digital format via e-mail or on PC or MAC compatible disk.

SEND TO:

Dorothy Creamer, Editor, Selling Halloween
4 Middlebury Blvd., Randolph, NJ 07869
Phone: 973/607-1364 **E-mail:** SH@edgellmail.com

NOW MONTHLY — SELLING HALLOWEEN INSIGHT

Selling Halloween INSIGHT is the publication's e-newsletter. This cyber bulletin provides the latest in industry news, show developments, recent events, trends, business news and offers Product Showcase ads (see page 4 for description). Selling Halloween INSIGHT offers vendors, marketers and suppliers an extremely effective online approach for increasing both brand recognition and lead generation throughout the year.



E-BLASTS AVAILABLE

Selling Halloween will deliver your promotional message via e-mail communication to thousands of opt-in Halloween buyers. Great option for pre-show promotions, line launches and/or other special programs. Call for details.

2012 SUPPLIER & PRODUCT DIRECTORY

December's issue of **Selling Halloween** includes the **Selling Halloween Directory**, a desktop reference guide to industry suppliers and products. Buyers keep the latest edition of the **Selling Halloween Directory** at the ready as they begin their buying and continue to consult it throughout the year as they fill in their open-to-buy in all Halloween categories. The **Directory** will also be available online at www.sellinghalloween.com. Make sure your company is listed in both the print and online versions.

NEW Top 200 Buyer Mailing

This September, get your promotion piece into the hands of volume buyers of Halloween goods. Join this **Selling Halloween Mailing** for an investment of \$600.



ISSUE DATE: DECEMBER 2011
AD CLOSING: OCTOBER 21
MATERIALS DUE: OCTOBER 28

RATES INCLUDE COLOR

GROSS

Size Unit	1x	
Spread	\$8,400	
1 page	\$5,450	
2/3 page	\$4,575	
1/2 page	\$3,900	
1/3 page	\$3,100	
1/4 page	\$2,650	
1/6 page	\$2,275	
Marketplace (net)	\$760	
Gallery (net)	\$475	

(See the terms and conditions found at <http://www.edgellcommunications.com/terms.html>)

COVERS

Non-cancelable. First Cover – Not sold. Rates include four color and bleed.

Second Cover or Page 2	\$7,900
Third Cover	\$7,600
Fourth Cover	\$8,500

SPECIALTY AD UNITS AVAILABLE: Call publisher for details.

SPECIAL POSITIONS: 5% of space. Consult publisher for availability.

MECHANICAL REQUIREMENTS: Publication Trim Size: 8 1/8" x 10 7/8"

PUBLICATION BLEED SIZE: 8 1/4" x 11 1/8" – Bleed Spread: 16 1/2" x 11 1/8"
Standard Advertisement Sizes: Space may be used only in the following sizes:

Size Unit	Width-Depth	Width-Depth
Spread	16 1/4" x 10 7/8"	-----
1 page	8 1/8" x 10 1/8"	-----
2/3 page	4 1/2" x 10"	-----
1/2 page	3 3/8" x 10" or	7" x 4 5/8"
1/2 page (Island)	4 5/8" x 7 3/8"	-----
1/3 page	2 1/4" x 10" or	4 5/8" x 4 3/4"
1/4 page	3 1/2" x 4 5/8"	-----
1/6 page	2 1/4" x 4 5/8" or	4 1/2" x 2 3/8"
Marketplace	3 3/8" x 3"	-----
Gallery	3" x 2" (approx.)	-----

SELLING HALLOWEEN ONLINE PRODUCTS & RATES

Advertising on Sellinghalloween.com:

- 728 x 90 Leaderboard Ad (top of site) \$300/month (three rotations available)
- 336 x 280 IMU ad (right hand side of site) \$400/month (one rotation available)

Selling Halloween INSIGHT – E-newsletter:

- 728 x 90 Leaderboard Ad (bottom of newsletter) – \$350
- 728 x 90 Leaderboard Ad (top of newsletter) – \$500
- 336 x 280 IMU Ad (right column) – \$600

Custom-Made E-blasts: 3800 opt-in Halloween Buyers – \$600

Product Showcase Ads: Provide a 70 x 70 pixel product photo with approximately 30 words of descriptive copy and URL – \$350 each

ASK ABOUT SPECIAL COMBO ADVERTISING RATES FOR SCD, SELLING HALLOWEEN'S SISTER PUBLICATION.

SIZE	AD UNIT	LOCATION	MAX FILE SIZE	FILES TYPES SUPPORTED
336 x 280	IMU	Right Rail of Website	25K for images	GIF, Animated GIF, JPEG, Flash
336 x 280	IMU	Right Rail of Newsletter	25K for images	GIF, JPEG
728 x 90	Leaderboard	Top of Website	25K for images 30K for flash files	GIF, Animated GIF, JPEG, Flash
728 x 90	Leaderboard	Newsletter	25K for images	GIF, JPEG

RETAILER PRAISE

SELLING HALLOWEEN is a great resource because it tells you which direction the industry is going. It's an **INVALUABLE BENEFIT** to see the **ADVERTISERS** because you can get information from **SUPPLIERS** you might not have heard of before. The **MAGAZINE** is the place where you can see what people think will be big and then **DETERMINE** for yourself what **WILL WORK** for you. The magazine is an **EFFECTIVE** way to see what is coming down the pike. Since **RETAILERS** all look at it – it's the **BEST WAY** to see what others are doing and **HOW TO SELL** things.

Bruce Campbell, Owner,
 Party Stop & Costume Corner, Westfield, NJ



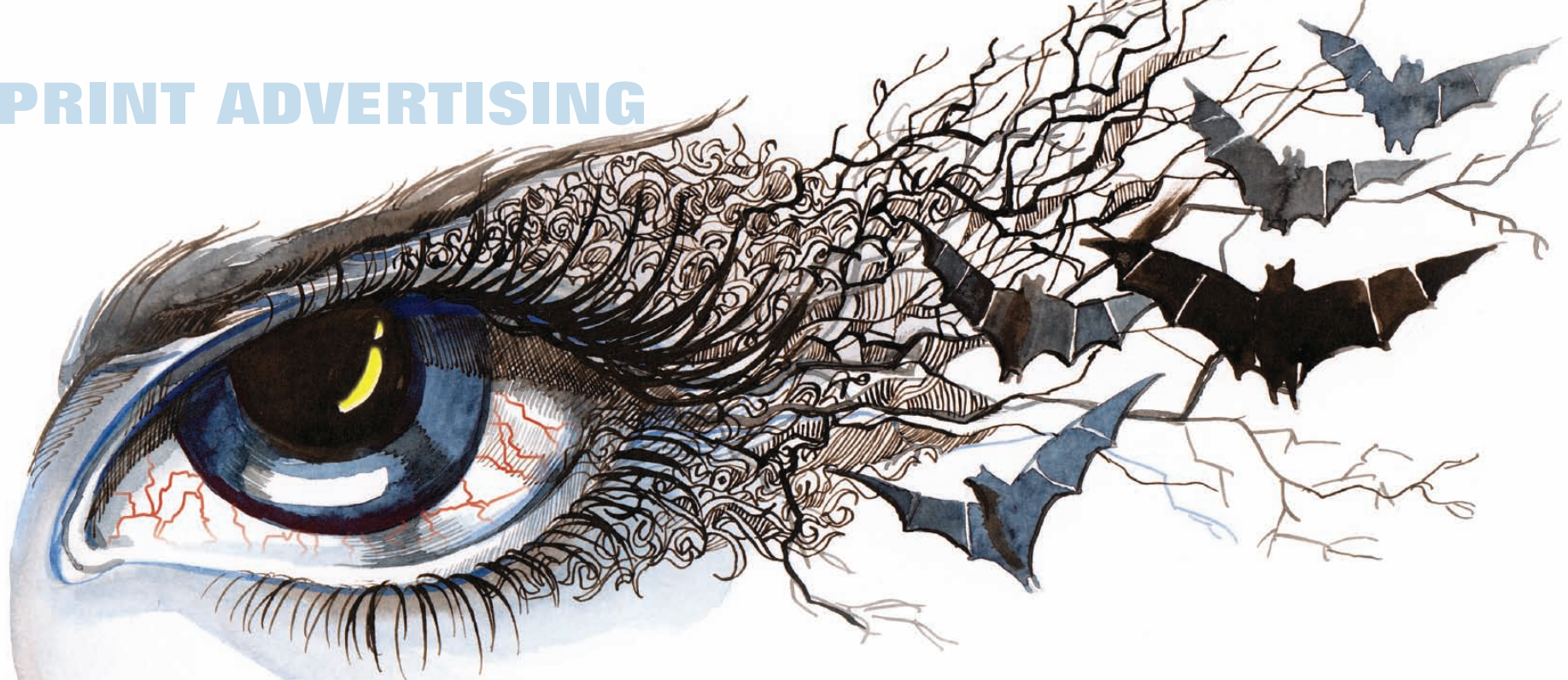
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Gabriele Edgell
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PRINT ADVERTISING



ACCEPTED DIGITAL FORMATS

- PDF, Illustrator eps, Photoshop eps, tif or jpg. Application files – Indesign only.
- All files must be 300 dpi or higher. 1200-2400 dpi line art.

Illustrator – Please outline fonts. Flatten all layers and transparencies.

InDesign – Use “package” function to include fonts and images.

Photoshop – Flatten image. No layers.

PAGE SETUP

- Set full-page ad document size to the publication’s trim size.
- Set partial ad’s document size to actual partial ad size.
- No color bars, agency instructions, etc. should be in the digital file.

- For a bleed ad, add 1/8” per side to publication’s trim size.
- Live area stay in 1/4” per side.
- For accurate color-proofing on press, please provide a color proof.

COLOR

All ads must be CMYK.
No RGB, Pantone or spot colors.

RESOLUTION

All files must be 300 dpi or higher.

FONTS

We prefer Adobe Postscript 1 fonts.
No Multiple Master fonts. Do not use application type styles, Bold or Italic.

DELIVERY OF FILES

E-mail

You can E-mail your file to Noreen Walsh at nwalsh@edgellmail.com.
File must be under 10 MB.

- Using an FTP program –

<http://www.edgellcommunications.com>
or <ftp.edgellcommunications.com>

User ID: khart1edg • **Password:** art1edgell

- Using your browser –

enter the FTP URL for direct, drag and drop access (if login doesn’t come up go to file login from top toolbar)
<ftp://khart1edg:art1edgell@edgellcommunications.com>

User ID: khart1edg • **Password:** art1edgell

Mail

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Randolph, NJ 07869

FTP – E-mail Noreen Walsh
when file is uploaded:

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IF A COLOR PROOF IS NOT PROVIDED, WE CAN NOT BE RESPONSIBLE FOR COLOR ACCURACY.