

General Information

The **S Gaugian** is the leading S gauge magazine, serving and promoting 3/16" to the foot model railroading. It is published six times a year: January/February; March/April; May/June; July/August; September/October and November/December. The **S Gaugian** is published for S scale, tinplate, hi-rail and S narrow gauge (Sn2, Sn3) modelers, manufacturers, suppliers, wholesalers and dealers.

Specifications

<u>Unit Size</u>	<u>Width</u>	<u>Height</u>
Full Page	7 1/4"	9 3/4"
Two-thirds Vert.	4 7/8"	9 3/4"
Two thirds Horiz.	7 1/4"	6 1/2"
One-half Vert.	4 3/4"	7 1/4"
One-half Horiz.	7 1/4"	4 7/8"
One-third Vert.	2 1/4"	9 3/4"
One-third Horiz.	7 1/4"	3 1/4"
One-fourth Vert.	2 1/4"	7 1/4"
One-fourth Rect.	4 3/4"	3 5/8"
One-fourth Horiz.	7 1/4"	2 1/4"
One-sixth Vert.	2 1/4"	4 7/8"
One-sixth Horiz.	4 3/4"	2 3/8"
One-twelfth	2 1/4"	2 3/8"

Leading the Way For More Than 50 Years

"The **S Gaugian** is the glue that holds S scale together."

"I look forward to each issue with all the new products that continue to come on the scene."

"I can tell the magazine is published by someone who loves S scale trains."

"Never before has S scale looked so promising."

S gaugian

News & Features for 3/16" Model Railroading

Rate Card

Effective May 2014



The **S Gaugian** is the leading S gauge magazine, covering all aspects of S gauge scale, hi-rail, tinplate, collecting and S narrow gauge. It features important news, detailed how-to articles, model photographs and plans for all S and Sn3 modelers. Published in January, March, May, July, September and November.

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Circulation

The **S Gaugian** reaches approximately 3,500 modelers and is stocked in 100 hobby shops in the U.S. and foreign countries.

Advertising Closing Dates

When copy is not received by the deadline on a multiple insertion agreement, the previous advertisement is repeated. Cancellations are not accepted after closing date. All advertisements are subject to approval by Publisher.

Complete copy and illustrations must be received by the 5th of the second month preceding month of publication (e.g. advertising for March issue due by January 5) for black and white ads. Color ad reservations are due by the first day of the second month preceding publication (e.g. January 1 for the March issue).

Payment Policy

Full payment must be received before publishing single insertions. Advertisers who contract for consecutive insertions are billed upon publication. Payment is due 10 days after receipt of billing. The Publisher reserves the right to refuse advertising to overdue accounts or for any other reason or to levy a finance charge on past due accounts.



Advertising Rates

<u>Black & White</u>	<u>6 times</u>	<u>3 times</u>	<u>1 time</u>
One page	\$268	\$281	\$291
Two-thirds	211	221	234
One-half	189	198	208
One-third	169	177	187
One-fourth	144	151	159
One-sixth	134	139	145
One-twelfth	96	101	111

Black and White Cover Rates/Premium Positions

Cover 2 or 3	\$353	\$379	\$391
Cover 4	384	402	421

(For color, add \$230 to black and white ad rate.)

Color Rates/Mechanical Charges

Add \$230 for additional color, run-of-press, or \$230 for 4-color printing. Four-color advertisements, inserts and tip-ins are available. For color prices, add black and white rate to color rate: 1 page, add \$230; 2/3 page, add \$153.18; 1/2 page, add \$115.00; 1/3 page, add \$76.59; 1/4 page, add \$55.50; 1/6 page, add \$38.33; 1/12 page, add \$19.16.

Ad Submission

Ads should be submitted in .tif, .jpg, or .pdf format via e-mail or CD. The **S Gaugian** is produced using Adobe graphics software. Please contact the Associate Editor if you have questions about the compatibility of your software. Send all ads to info@heimburgerhouse.com.

Services

Services we can provide include make-up and design for advertisements. These services are charged at \$40 an hour, plus materials. Costs of typesetting, photographs, enlargements, reductions and special work are billed to the advertiser. Black and white or color photographs may also be submitted, which we will scan for a fee of \$19 each.