



**The world's
largest magic
organization.
Supporting,
instructing,
& connecting
magicians
since 1922.**

*The
Linking Ring*

Who We Are

The Linking Ring is the I.B.M.'s monthly journal of magic. Each issue contains over 160 pages of resources curated for our members: fascinating performer and member profiles, historical features, and magic instruction for all skill levels. Plus, reviews of the latest magic books, tricks, and videos

Who Are Our Readers

Our readers hail from 88 countries and cover a wide range of skill level and magic preference, from the hobbyist, to professionals such as Lance Burton, from the close-up magician, to the bizarre mentalist, and everything in between!

Total Subscribers

9,000

Web Traffic

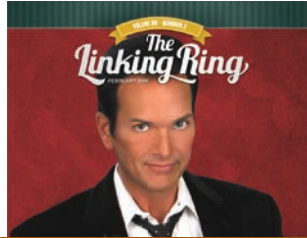
3 pages viewed per visit
4,524 visits
per month

Publishing Schedule



January

Ad Close: December 20
Issue to Press: Last Friday of December



February

Ad Close: January 20
Issue to Press: Last Friday of January



March

Ad Close: February 20
Issue to Press: Last Friday of February



April

Ad Close: March 20
Issue to Press: Last Friday of March



May

Ad Close: April 20
Issue to Press: Last Friday of April



June

Ad Close: May 20
Issue to Press: Last Friday of May



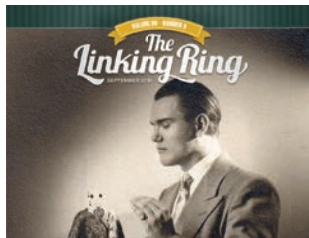
July

Ad Close: June 20
Issue to Press: Last Friday of June



August

Ad Close: July 20
Issue to Press: Last Friday of July



September

Ad Close: August 20
Issue to Press: Last Friday of August



October

Ad Close: September 20
Issue to Press: Last Friday of September



November

Ad Close: October 20
Issue to Press: Last Friday of October



December

Ad Close: November 20
Issue to Press: Last Friday of November

**Program is distributed
at the I.B.M. Convention**

Convention Program Schedule

Early Reservations: March 1

Dont Miss Out Special Deadline: May 1

Final Deadline: June 1 (all artwork must be sent in)

Rate Card

Ad Size	Rate
Color	
Two-Page Spread	\$775
Full Page	\$425
Half Page	\$275
Quarter Page	\$175
Two-inch	\$95
Black & White	
Two-Page Spread	\$575
Full Page	\$300
Half Page	\$250
Quarter Page	\$150
Two-inch	\$70
One-inch	\$50
Cover Positions	
Back Cover (color only)	\$600
Inside Covers (color only)	\$550
Page Three (color only)	\$450
Facing Inside Back Cover (Black and White Only)	\$325

*pricing listed as rate per issue

Production Requirements

Full Page: 6.5" x 9.5" canvas. 5.75" x 8.75" live print area

Half Page (Horizontal): 5" x 3.75"

Two-Inch: 2.375" x 2"

Two-Page Spread: 12.5" x 9.5" canvas. 11.5" x 8.5" live print area

Half Page (Vertical)
2.375" x 7.625"

Quarter Page:
2.375" x 3.75"

One-Inch: 2.375" x 1"

File Formating Requirements:

- PNG or JPEG with a resolution of 300 dpi at 100%

or

- High resolution PDF formatted for offset printing and all fonts embedded

Color: CMYK

E-mail files as attachments or through www.wetransfer.com

Web Advertising

The I.B.M. also offers advertising on our home site, www.magician.org. Website ads run on a monthly basis.

Ad Size	List	FP Ads	HP Ads	QP Ads	Two-inch ads and smaller
Large	\$75	\$25	\$35	\$45	\$55
Small	\$50	\$10	\$20	\$30	\$40

File Formating Requirements:

- Jpeg, 300 dpi

Please include the url you'd like linked through the site.

Large: 290 x 170 pixels

Small: 140 x 120 px

Specials and Discounts

Discounts and special rates are not stackable.

New Advertiser Special:

3 months of a free small web ad with first ad purchase, 6 months with first two print ads paid in advance, or 12 months for first three print ads paid in advance.

Convention/Magic Event and Wholesaler Discount:

Interior ads 10% off, Cover ads and Two-Page spreads, 20% off.

Pay-in-Advance Discount:

20% off three or more months paid in advance. 30% off twelve or more months paid in advance.

Print/Web Bundle:

Buy three or more print ads within a twelve-month period and receive a web ad for up to twelve months at 50% the list price.

Website Special:

Buy twelve months of website advertising for \$300 (large ad), or \$200 (small ad).

Convention Program Specials

Convention Cover Special:

Starting January 2020, the Inside Front Cover will be open to all Convention dealers and for those who reserve space in the Convention Program by March 1. Ads may be any size, and are priced at the usual rate.

Note: This format, and the number of issues available in a given year are subject to the number of people who take advantage of the special.

Early Reservation Special:

Reserve space in our Convention Program by March 1 and receive a free large web ad for the month of June. This special may be paired with the Convention Cover special.

Don't Miss Out Special:

Reserve space in the Convention Program by May 1 and receive a free small web ad for the month of June.

Contact and Billing

All questions and ad submissions, e-mail:

Ashley Smith
Advertising Manager
advertising@magician.org

All ad payments are due upon receipt using one of four options.

1. Mail a check or money order in U.S. Dollars to:

The Linking Ring
International Brotherhood of Magicians
13 Point West Boulevard
St. Charles, Missouri, 63301 USA

2. Pay by Phone:

Call our office at 636-724-2400 and give your information to Sindie Richison.

3. Pay Online:

Go to www.magician.org/portal.ibmprocess. Under "Payment For," select "Advertising" and leave a note in the comment section providing your company name.

4. Paypal:

Send Paypal payments to office@magician.org, and include your name, invoice number, and company name.