



## ALL ABOUT LOST TREASURE

Thank you for your interest in *Lost Treasure* Magazine. Included is the 2011 media kit and rate card.

*Lost Treasure* sells more magazines each month than any other treasure magazine in the world (up to 50% MORE). And we say it, in writing, on each magazine cover.

An aggressive direct mail program and our website ([LostTreasure.com](http://LostTreasure.com)) will help introduce new people to treasure hunting and provide you with fresh prospects for your products.

With the highest subscription base, countless acknowledgments from satisfied advertisers and state-of-the-art Reader Response service to furnish you with additional sales leads, I know *Lost Treasure* magazine will be of great benefit to your company.

Only the best available writers and photographers in the treasure hunting field are used for *Lost Treasure* magazine. The quality of the magazine shows through the editorial and is carried through in the high grade "slick white" paper used to print the magazine.

### *Lost Treasure Continues Steady Growth*

#### **Circulation**

2011 Total Circulation: 123,000  
Frequency: 12x  
Single Copy Price: \$5.50  
1 Year Subscription Cost: 33.95

#### **Bonus Distribution**

*Lost Treasure* partners with each of the treasure hunting clubs to provide complimentary copies of *Lost Treasure* Magazine to everyone that attends a club event. You will also see *Lost Treasure* Magazine at major news stands all over the country.

#### **Highlights**

- Subscriber-driven: 70%
- Reliable circulation sources: 100% mail/direct request
- Growth: ninth consecutive year of growth
- Pass-along: four point one readers per copy





# LOST TREASURE MARKET DEMOGRAPHICS

*Lost Treasure* is devoted to providing you, the advertiser, with all the information needed to better market your products or service. With this in mind, the following information is furnished.  
Your target market is the *Lost Treasure Reader*.

## TOTAL ADULT READERS

Male 72.6%      Female 27.4%

## AGE

|             |       |
|-------------|-------|
| 18-24 ..... | 11.7% |
| 25-34 ..... | 13.2% |
| 35-44 ..... | 17.1% |
| 45-54 ..... | 24.5% |
| 55-64 ..... | 23.3% |
| 65 + .....  | 10.2% |

## EDUCATION

|                               |       |
|-------------------------------|-------|
| Graduate College .....        | 11.8% |
| Attend/Graduated College..... | 39%   |
| Graduated HS or better .....  | 49.2% |

## OCCUPATION

|                                 |       |
|---------------------------------|-------|
| Professional / Technical .....  | 10.3% |
| Manager / Administrator .....   | 12.7% |
| Professional / Managerial ..... | 9.8%  |
| Clerical / Sales .....          | 27.1% |
| Craftsmen / Foremen .....       | 40.1% |

## NUMBER IN HOUSEHOLD

|                |       |
|----------------|-------|
| 1 .....        | 4.9%  |
| 2 .....        | 28.9% |
| 3 .....        | 17.6% |
| 4 .....        | 26.1% |
| 5 or more..... | 22.5% |

## NUMBER OF CHILDREN IN HOUSEHOLD

|                 |       |
|-----------------|-------|
| 1 .....         | 17.5% |
| 2 .....         | 20.7% |
| 3 .....         | 9.8%  |
| 4 .....         | 2.7%  |
| 5 or more ..... | 2.5%  |

## MARITAL STATUS

|               |       |
|---------------|-------|
| Married ..... | 77.3% |
| Single .....  | 22.7% |

## CURRENT RESIDENCE

|                |       |
|----------------|-------|
| Urban .....    | 27.5% |
| Suburban ..... | 53.4% |
| Rural .....    | 19.1% |

OWN HOME ..... 78.1%

## GEOGRAPHIC ANALYSIS

**New England** ..... 3%  
Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

**MIDDLE ATLANTIC** ..... 3%  
New Jersey, New York, Pennsylvania

**EAST NORTH CENTRAL** ..... 9%  
Illinois, Indiana, Michigan, Ohio, Wisconsin

**WEST NORTH CENTRAL** ..... 3%  
Iowa, Nebraska, Kansas, North Dakota, Minnesota, South Dakota, Missouri

**SOUTH ATLANTIC** ..... 17%  
Delaware, North Carolina, District of Columbia, South Carolina, Florida, Virginia, Georgia, Virginia, Maryland

**EAST SOUTH CENTRAL** ..... 2%  
Alabama, Kentucky, Mississippi, Tennessee

**WEST SOUTH CENTRAL** ..... 22%  
Arkansas, Louisiana, Oklahoma, Texas

**MOUNTAIN** ..... 20%  
Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming

**PACIFIC** ..... 17%  
Alaska, California, Hawaii, Oregon, Washington

CANADA ..... 4%



## SPECIAL ISSUES

### JANUARY ISSUE - WINTER HUNTING

Equipment, gear, precautions from the elements. Research work in preparation for warmer weather, things to beat the wintertime blues.



### MARCH ISSUE - GOLD

Methods for gold recovery that the weekend prospector can put to good use, places to hunt, new recovery methods. Historical accounts of hidden gold caches.



### JUNE ISSUE -

### BEACH COMBING AND DIVING

Hunting in every type of body of water: ocean, river, lake; equipment needed for success.

### NOVEMBER ISSUE - GOLD PROSPECTING

Stories on the latest equipment and methods, where to look, and how to recover gold and gold nuggets





## ADVERTISING RATES

| B/W       | 1-2x   | 3-5x   | 6-11x | 12x   | 4 Color       | 1-2x   | 3-5x   | 6-11x  | 12x    |
|-----------|--------|--------|-------|-------|---------------|--------|--------|--------|--------|
| Full page | \$1196 | \$1065 | \$979 | \$934 | Full page     | \$2010 | \$1879 | \$1792 | \$1751 |
| 2/3 page  | \$815  | \$760  | \$706 | \$642 | 2/3 page      | \$1629 | \$1575 | \$1522 | \$1460 |
| 1/2 page  | \$674  | \$629  | \$576 | \$513 | 1/2 page      | \$1488 | \$1447 | \$1392 | \$1328 |
| 1/3 page  | \$513  | \$428  | \$404 | \$360 | 1/3 page      | \$1328 | \$1272 | \$1219 | \$1174 |
| 1/4 page  | \$360  | \$325  | \$298 | \$277 | 1/4 page      | \$1174 | \$1141 | \$1113 | \$1092 |
| 1/6 page  | \$274  | \$239  | \$208 | \$195 | <b>COVERS</b> |        |        |        |        |
| 1/12 page | \$143  | \$131  | \$121 | \$108 | Back Cover    | \$2653 | \$2525 | \$2405 | \$2298 |
| 1 col.    | \$77   | \$70   | \$64  | \$55  | Inside Front  | \$2357 | \$2226 | \$2108 | \$2000 |
|           |        |        |       |       | Inside Back   | \$2357 | \$2226 | \$2108 | \$2000 |

Premium Position  
Front Cover  
1/6 page  
2 1/4" W x 4 7/8" D  
\$2,298.00

Ask about our  
frequency discounts!!

Digital interactive advertising available, ask your advertising director for more information.  
Contact John Housley 800-423-0029 Ext. 4 or E-Mail: [john@losttreasure.com](mailto:john@losttreasure.com)

### Space And Copy Closing Dates

| Cover Date | Space Reservation Deadline | Ad Copy Deadline |
|------------|----------------------------|------------------|
| January    | October 10th               | October 15th     |
| February   | November 10th              | November 15th    |
| March      | December 10th              | December 15th    |
| April      | January 10th               | January 15th     |
| May        | February 10th              | February 15th    |
| June       | March 10th                 | March 15th       |
| July       | April 10th                 | April 15th       |
| August     | May 10th                   | May 15th         |
| September  | June 10th                  | June 15th        |
| October    | July 10th                  | July 15th        |
| November   | August 10th                | August 15th      |
| December   | September 10th             | September 15th   |

### **2011 EDITORIAL PLAN**

Beginning this year, Lost Treasure will change from publishing stories centered around one theme each month, and will now strive to publish one story each month from our 12 themes:

Winter Hunting, Ghost Towns/Relic Hunting, Gold, War Relics, Coinshooting, Beach/Shipwreck, Mining and Prospecting, Caches & Hoards, International Treasures, Farm and Ranch, Gold Prospecting, and Any and All Kinds of Treasure Hunting.

## MECHANICAL REQUIREMENTS FOR LOST TREASURE MAGAZINE

1. Printing Process: Web offset
2. Trim Size: 8" x 10 7/8"
3. Number of Columns: Three per page
4. Column Size: 10" deep, single width 2-1/4", two column 4-5/8", three 7"
5. Binding Method: Saddle-stitched
6. Colors Available: Publisher's standard
7. Bleed: Live matter should be kept 1/4" from trim edge. Add 1/8" to page size for gutter bleed. See below for preferred ad material.

Please send all insertion orders, inquiries and production material to:

John Housley Advertising Director • Lost Treasure • P.O. Box 451589 • Grove, OK 74345  
800-423-0029 • Bus # 918-786-2182 Fax # 918-786-2192 • e-mail [advertising@losttreasure.com](mailto:advertising@losttreasure.com)

## Recommended Advertisement File Submission Specifications

### Live area and bleed requirements:

Ads should be built to the final trim size of the target publication with .125" bleed and .25" trim margin for non-bleed elements. Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks included in the "live" image area). A contract color proof should accompany all ad file submissions. Ads featuring spot colors must be furnished with a color-separated proof or a marked up composite proof indicating color breaks for spot color elements.

### Digital Specifications: (PDF/X-1a files recommended)

All furnished PDF files should comply with PDF X-1a specifications (detailed at [pdf-x.com](http://pdf-x.com))

The PDF version should be either 1.3 or 1.4.

All high-resolution images and fonts must be included when the PDF/X1a file is saved.

Images must be SWOP (CMYK or Grayscale), TIFF or EPS between 200 and 400 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within ../images.

Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.

Do not menu-style your fonts.

Total area density should not exceed SWOP 300%

Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF "wrapper" (PDF to go).

Ensure that all image, art, tint and type elements are set to knock out or overprint as desired

The ad should be right-reading, in portrait mode, at 100% size, and no rotations.

Exporting a PDF from InDesign (CS or CS2) is not recommended because of Identity-H font encoding. DO NOT export as PDF from Quark (5 or 6). Instead write to a postscript file from the native application and distill into a PDF using Adobe Acrobat Distiller using the correct job options.

It is recommended that the PDF file be certified PDF X-1a using a PDF preflight utility. PDF certification utilities included:

Adobe Acrobat Professional versions 6, 7 & 8

Apago Check Up

Enfocus Instant PDF

Enfocus Pitstop

Online assistance for creating PDF X1-a files can be found at [www.adfixer.com](http://www.adfixer.com)

For PDF/X1a file creation instructions, downloads and further information, see [Making a PDF](#)

### Application file requirements

High resolution copies of all component files and resources (linked EPS and TIFF ../images) must be included with the final application file.

All fonts must be supplied with the job.

Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.

Be sure to supply fonts used by EPS graphic images to ensure type quality.

Do not menu-style your fonts.

Define all colors as CMYK builds unless the color will print as a spot color on press.

Do not save TIFF or EPS files with embedded color management profiles.

RGB, LAB, and ICC based colors are not allowed.

Hairline rules should not be used.

Ensure that all image, art, tint and type elements are set to knock out or overprint as desired.



# SPECIFICATIONS

## Sending Creative

Materials can be provided one of two ways

Ship ad on disk, along with color proof to:

Lost Treasure

Attn: John Housley

P.O. Box 451589

Grove, OK 74345

Bus: 918-786-2182 Ext. 4 Fax: 918-786-2192








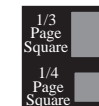

Send file via email: [john@losttreasure.com](mailto:john@losttreasure.com)

Please contact John Housley with any questions  
at: 918-786-2182 Ext. 4 or [john@losttreasure.com](mailto:john@losttreasure.com)

## General Rules

- Color cannot be guaranteed unless a color proof with color bars is supplied.
- Keep all copy and live matter 1/4" from trim.
- Placed images need to be CMYK color, 100% and at 300 dpi.

## Dimensions

|  |   |   |   |
|--|---|---|---|
|  |    |  |      |
| <b>2 PAGE SPREAD</b><br>Ad Size 16" x 10.875"<br>Bleed Size 16.125" x 11"            | <b>HALF PAGE SPREAD</b><br>Ad Size 16" x 4.875"<br>Bleed Size 16.125" x 5"  | <b>FULL PAGE</b><br>Ad Size 8" x 10.875"<br>Bleed Size 8.125" x 11"                   | <b>2/3 PAGE V</b><br>Ad Size 4.563" x 10.875"<br>Bleed Size 4.688" x 11"                  |
|   |   |  |      |
| <b>HALF PAGE HORIZONTAL</b><br>Ad Size 7" x 4.875"<br>Bleed Size 8.125" x 5"         | <b>HALF PAGE ISLAND</b><br>Ad Size 4.625" x 7.5"<br><b>1/6 PAGE V</b><br>Ad Size 2.25" x 4.875"<br><b>1/6 PAGE HZ</b><br>Ad Size 4.875" x 2.25" | <b>1/3 PAGE V</b><br>Ad Size 2.25" x 10"  | <b>1/3 PAGE SQ</b><br>Ad Size 4.625" x 5"<br><b>1/4 PAGE SQ</b><br>Ad Size 4.625" x 3.75" |
|  |   |   |      |
|  |   |   | <b>1/4 PAGE V</b><br>Ad Size 2.125" x 7.5"<br><b>1/12 PAGE</b><br>Ad Size 2.125" x 2.5"   |

**Trim Size:** 8" x 10.875    **Printing Process:** Web Offset

**Bleed Allowance:** .125    **Binding:** Saddle Stitched

**Lines Per Inch:** 133 color, 120-133 b/w

**Terms And Conditions** 15% discount on gross rate is available to recognize advertising agencies. Agency discounts are not available for OnLine advertising. Approved credit terms: Net 30. Visa and Master card payments are accepted. Prepayment is required on all first-time ad insertions, unless prior credit is accepted. Ads canceled after space reservation will be billed in full. Advertiser agrees to pay short-rate for incomplete contracts. Publisher reserves the right to refuse advertising based on unacceptable content. Advertisers assume all liabilities from and against any claims and suits for libel, violations of right to privacy, plagiarism and copyright infringements.

## WHAT OUR ADVERTISERS SAY

"Lost Treasure magazine has been instrumental in reaching our target readership since we began advertising with them in 1966.

The printing quality is superior to competitive magazines and as a result our products have a life-like realism.

Lost Treasure also does a good job "getting the story", which adds excitement and enjoyment to this fascinating hobby."

--Vaughan Garrett  
VP Garrett Metal Detectors

"Minelab USA's growth over the past two years has been truly phenomenal. At least part of this success must be attributed to our advertising in Lost Treasure Magazine. Lost Treasure allows us to reach our target audience each month with excellent coverage of the hobby, solid content and meaningful reviews."

James H. Drummond  
Vice President & General Manager  
Minelab USA, Inc.

"Since featuring our products with Lost Treasure Magazine we have been able to reach a larger community of enthusiasts on our latest and greatest developments. Their exceptional quality and presentation makes it easy to deliver our product message to a concentrated group. Lost Treasure has been an instrumental piece in our overall product exposure strategy."

Sandra Vargas  
Marketing Manager  
First Texas Products  
Fisher Research Labs



### SEND ALL AD MATERIALS:

LOST TREASURE  
ATTN. JOHN HOUSLEY  
P.O. BOX 451589  
GROVE, OK 74345  
BUS: 918-786-2182 Ext. 4  
FAX: 918-786-2192

If you have questions about OnLine advertising, special inserts or direct mailings, contact me and let's discuss your many options.

# Lost Treasure MAGAZINE

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See The Most Popular Website In Treasure Hunting  
[www.LostTreasure.com](http://www.LostTreasure.com)