



2019

MEDIA KIT & INFORMATION

Ask About *BJI* & *BCM* Digital Magazines

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www.bcmmag.com



2019 BOWLERS JOURNAL INTERNATIONAL EDITORIAL CALENDAR

January	<ul style="list-style-type: none"> Person of the Year BJI Ball Guide How-To Instruction: The Two-Handed Style 54th QubicaAMF World Cup 	Reserve 12/5 Material 12/12
February	<ul style="list-style-type: none"> BJI Tournament Guide PBA Clash & Hall of Fame Classic Team USA Trials 	Reserve 1/4 Material 1/11
March	<ul style="list-style-type: none"> PBA Oklahoma Open Brunswick Ballmaster Open BPAA Bowling Summit Meeting Wrap PBA Roth-Holman Doubles PBA Lubbock Sports Open 	Reserve 2/6 Material 2/13
April	<ul style="list-style-type: none"> PBA TOC & Players Championship PBA Indianapolis & Jonesboro Open USBC Convention Preview 	Reserve 3/1 Material 3/8
May	<ul style="list-style-type: none"> Annual Travel Feature PBA WSOB X Wrap USBC Masters Bowl Expo Preview Summer Camps & Clinics Brunswick Euro Challenge 	Reserve 4/5 Material 4/12
June	<ul style="list-style-type: none"> PBA Japan Invitational/PBA League PWBA Greater Cleveland Open/Twin Cities USBC Convention Wrap Collegiate Season Wrap 	Reserve 5/6 Material 5/13
July	<ul style="list-style-type: none"> USBC Super Senior Classic & Masters USBC Queens/Senior PWBA Lincoln, Sonoma & Tucson Opens PBA50 Coverage 	Reserve 6/6 Material 6/13
August	<ul style="list-style-type: none"> Bowl Expo Wrap BJI All-Americans USBC Open/Women's Championships PWBA Fountain Valley/U.S. Women's Open PBA50 Coverage 	Reserve 7/5 Material 7/12
September	<ul style="list-style-type: none"> U.S. Women's Open PWBA Luci Mixed Doubles/East Hartford PBA50 Coverage USBC Junior Gold Championships 	Reserve 8/5 Material 8/12
October	<ul style="list-style-type: none"> PWBA Louisville Open/Orlando Open/Players Championship 3rd Annual Instructional Feature PBA50 Coverage New Mexico Open 	Reserve 9/6 Material 9/13
November	<ul style="list-style-type: none"> 35th annual BJI Architecture & Design Awards PWBA Tour Championship Lucky Larsen Masters 	Reserve 10/4 Material 10/11
December	<ul style="list-style-type: none"> 2019 U.S. Open What's Right with Bowling BPAA Bowling Summit Preview 19 Top Stories of 2019 	Reserve 11/4 Material 11/11

Bowlers Journal International

First published in 1913, *BJI* is the longest-running sports monthly in America. As bowling's premier publication, *BJI* is positioned as an "industry" magazine that reaches top-level competitive bowlers, including every member of the Professional Bowlers Association as well as pro shops and bowling centers. *BJI* is also revered by the international reader. As the authoritative voice of the industry, *BJI* is a must read for bowling executives and retail outlets.



BowlersJournal.com

Page Views 50,000

Monthly Visits 15,000

Unique Visitors 10,000

BowlersJournal
INTERNATIONAL

BOWLERS JOURNAL INTERNATIONAL RATES

BLACK & WHITE	1x	3x	6x	12x	24x	36x
Full Page	2,225	2,215	2,175	2,090	2,030	1,925
Spread	4,225	4,185	4,120	3,995	3,855	3,660
2/3 Page	1,875	1,745	1,670	1,570	1,435	1,365
Half – Island	1,580	1,485	1,375	1,240	1,160	1,105
Half – H or V	1,510	1,410	1,310	1,180	1,110	1,060
Third	1,260	1,130	1,070	980	920	860
Quarter	960	890	820	780	710	670
Sixth	860	800	720	660	580	550

TWO-COLOR

Add 20% to the black and white rate.

FOUR-COLOR	1x	3x	6x	12x	24x	36x
Full Page	2,890	2,880	2,840	2,755	2,695	2,595
Spread	5,495	5,455	5,390	5,250	5,125	4,930
2/3 Page	2,540	2,410	2,335	2,235	2,095	2,030
Half – Island	2,245	2,155	2,040	1,905	1,825	1,775
Half – H or V	2,170	2,080	1,980	1,850	1,770	1,720
Third	1,930	1,800	1,730	1,640	1,590	1,530
Quarter	1,630	1,560	1,450	1,440	1,380	1,330
Sixth	1,340	1,280	1,200	1,130	1,070	1,030

COVERS	1x	3x	6x	12x	24x	36x
Inside Front	3,895	3,795	3,695	3,595	3,495	3,395
Inside Back	3,695	3,595	3,495	3,395	3,295	3,195
Back Cover	4,195	4,095	3,995	3,895	3,795	3,695

WEBSITE	1-MTH	3-MTH	6-MTH	12-MTH
Banner (950w x 150h)	400	375	350	300
Sidebar (300w x flexible h)	350	325	300	250
Corner Scroll (350w x 350h)	300	275	250	200
Bottom Side Bar (250w x 300h)	200	175	150	125

AGENCIES: 15% to agencies. Net 30 days. No Classified.

INSERTS: Contact publisher for quantity and rates.

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BJI PRINT DISTRIBUTION

Sent monthly to 16,300 professional and high-average bowlers, bowling center and pro shop operators, distributors and manufacturers world-wide. **PAID CIRCULATION** audited by the United States Post Office.

BJI CLASSIFIED AD RATES

Text Ads

Per Word	\$ 2.00
Per Boldface Word.....	2.25
Per Boldface Highlighted Word.....	2.40
Per Boldface Color Word.....	2.60
Blind Box.....	20.00

Black & White Display Ad Rates

Per Column Inch	\$ 70
Sixth.....	350
Quarter	530
Third.....	700
Half	1,030
Two-Thirds.....	1,350

Two-Color Display Ad Rates

Per Column Inch	\$ 85
Sixth.....	415
Quarter	610
Third.....	825
Half	1,165
Two-Thirds.....	1,490

Four-Color Display Ad Rates

Per Column Inch	\$ 115
Sixth.....	560
Quarter	815
Third.....	1,075
Half	1,315
Two-Thirds.....	1,595

ONLINE CLASSIFIEDS

on www.bowlersjournal.com

If you are running a classified ad in print, you have the option of placing the same ad online at a premium of 20 percent.

BowlersJournal
INTERNATIONAL

MECHANICAL POLICIES & DIGITAL SPECIFICATIONS

ALL PUBLICATIONS MECHANICAL PROBLEMS

IT IS RECOMMENDED THAT A COLOR PROOF ACCOMPANY COLOR MATERIAL.

Publisher assumes no responsibility for color if Matchprints are not furnished.

A laser printout is required for ads. Faxed printouts for emailed or posted ads are acceptable.

Publisher reserves the right to reject any advertisement which is not in keeping with the publication's standards.

In the event of late materials for a scheduled ad, publisher reserves the right to run the company's previous ad.

All advertising that bleeds off the page must have a 1/8-inch (.125") bleed on all sides. Note: to run a fractional that bleeds off the page, please call for further specifications and sizes.

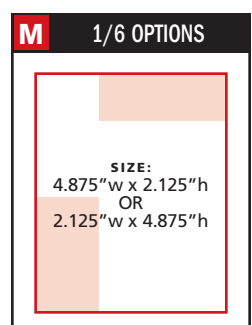
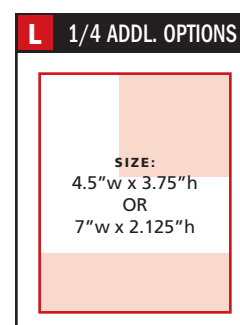
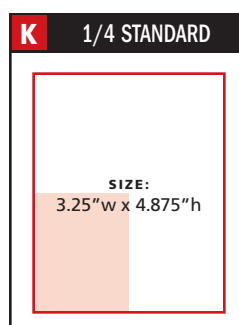
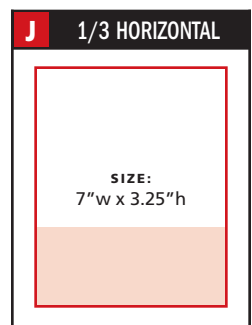
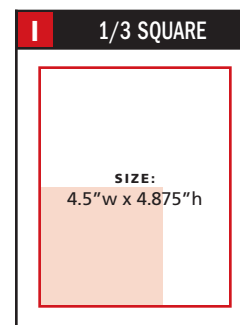
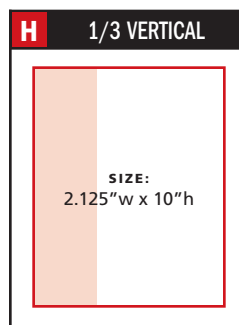
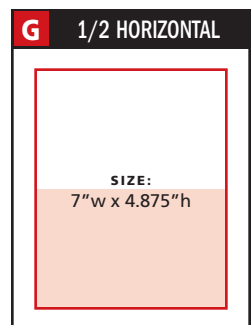
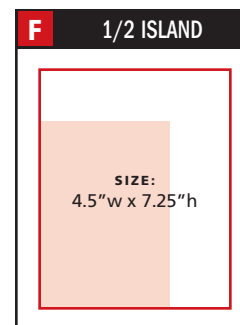
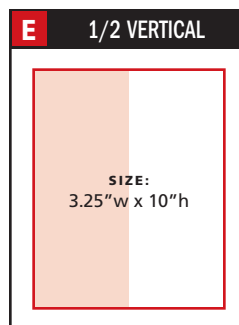
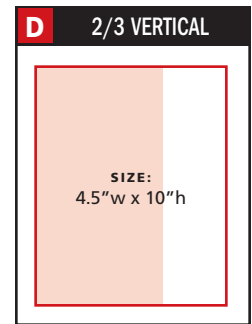
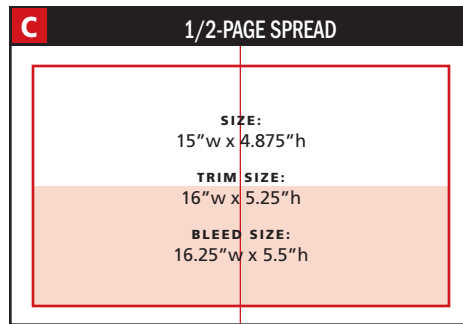
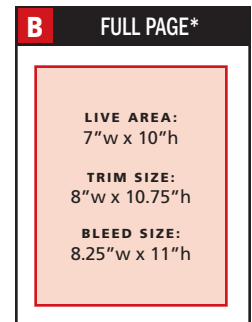
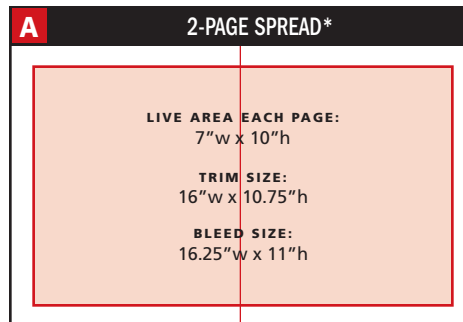
Publisher reserves the right to re-size, rebuild or otherwise reproduce any ad that is not to size, or that does not meet specifications. Ads created or corrected by Luby Publishing are subject to applicable production charges at the publisher's current rates: **\$125 per hour. Two-hour (\$250) minimum.** These charges are non-commissionable.

DIGITAL SPECIFICATIONS

We accept files from all major Mac and PC creative applications, including: Quark, Adobe Illustrator, Photoshop and InDesign. We also accept PDFX1-a print-ready PDFs generated from these programs.

Suggestions to Meet Deadlines:

- Place files (layout, fonts, images, etc.) into a folder and use a file compression utility such as Stuffit (Mac) or WinZip (PC) to compress the folder.
- Include all support files, i.e., tiff and EPS graphics, fonts, text files, etc. Each photo and art should be built to printer's quality specifications of 300 dpi at 100% of size used before making final file.
- Include all fonts — screen fonts, printer fonts, and fonts included within EPS graphics. Or, create outlines of fonts.
- Remove Spot, RGB, Pantone or Trumatch colors and convert to the CMYK colorspace.
- Submit final layouts at 100% for quality control.
- Indicate all special instructions on the printouts or within your PO.
- Avoid special characters in file names, e.g., slashes, apostrophes, quotes, question marks, etc.



INCLUDE ADVERTISER'S NAME IN SUBJECT HEADING. FOR LARGE FILES (10MB OR MORE), SEND ON DISC VIA A TRACKABLE SERVICE.