2027 MEDIA KIT

REPTILES®

THE WORLD'S MOST POPULAR

REPTILE MAGAZINE

AND MOST VIEWED REPTILE WEBSITE



BASILISK LIZARD

REPTILESMAGAZINE.COM

ADVERTISING CONTACT

Peter Lymbertos
plymbertos@npsmediagroup.com
(818) 624-6254

PUBLISHING SCHEDULE

ISSUE	AD DUE	PUBLISHED
Jan/Feb 2027 *Amphibian Enclosures and Accessories*	12/21/26	1/8/27
Mar/Apr 2027 *Naturalistic and Bioactive Substrates*	2/22/27	3/5/27
May/June 2027 *UVB, Lighting and Heating Solutions*	4/26/27	5/7/27
July/Aug 2027 *Caging and Decor*	6/21/27	7/2/27
Sept/Oct 2027 *Reptile Foods*	8/23/27	9/3/27
Nov/Dec 2027 *Holiday Gift Guide*	10/25/27	11/5/27

PUBLISHED 6 TIMES/YEAR • 30,000 CIRCULATION

Content on Snakes, Lizards, Turtles, and Amphibians in every issue!

NEW OPPORTUNITIES

1. All original content.
2. Increased editorial support for advertisers available through company profiles.
3. More editorial features showcasing the latest popular herps and conservation issues.
4. Regular new product updates to showcase advertiser products.





PAINTED WOOD TURTLE

US ARK
Media Partner

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TRANS-PECOS RAT SNAKE

MAGAZINE RATES





	FREQUENCY		
4/C RATES	1X	3X	6X
Inside Front Cover	$3,000	$2,750	$2,500
Full Page (interior)	$2,750	$2,500	$2,200
2/3 Page	$2,200	$1,950	$1,750
1/2 Page	$1,600	$1,450	$1,300
1/3 Page	$1,200	$1,050	$950
1/4 Page	$700	$625	$550
1/6 Page	$550	$425	$350

ACCELERATE YOUR CAMPAIGN BY COMMITTING TO A MINIMUM OF A 1/3 PAGE FOR 3 ISSUES & RECEIVE ONE OF THE FOLLOWING ADDED VALUE OPTIONS BELOW.

A. Editorial Spotlight: Interview and story written by REPTILES and published online and in print. Runs after the first issue. (Print ready content also acceptable)

B. Two Dedicated Eblasts: Send an eBlast with your message directly to our subscriber list of 25,000.

COMMIT TO 6 ISSUES AND RECEIVE BOTH ADDED VALUE OPTIONS, PLUS TWO ADDITIONAL EBLASTS!

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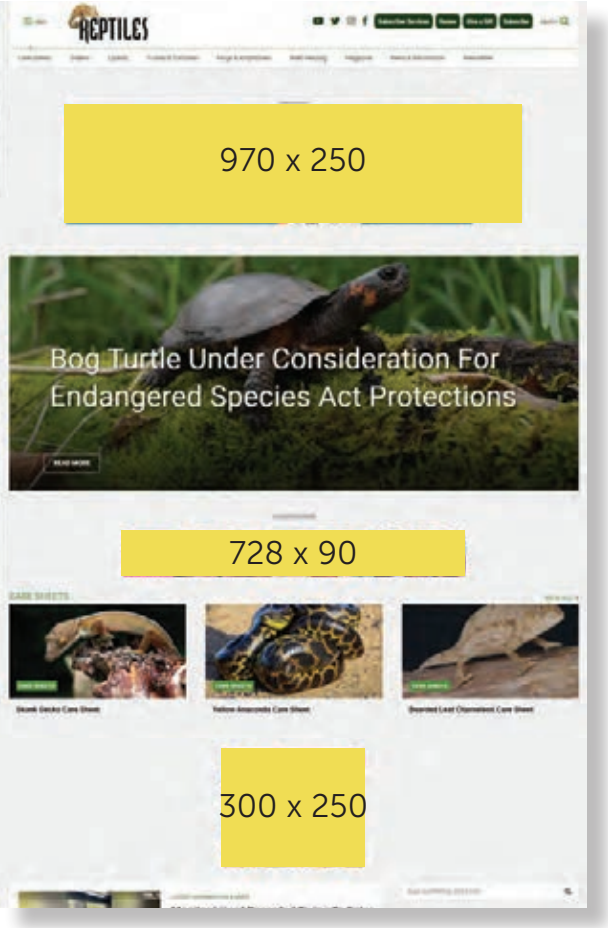
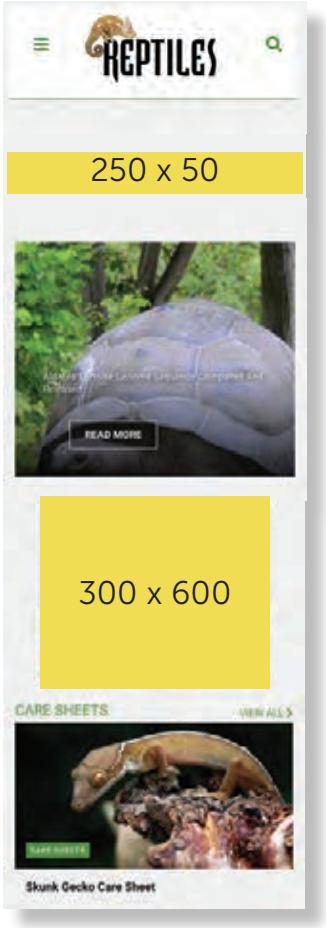
WEBSITE ADVERTISING





DESKTOP

Wide Billboard: 970 x 250 pixels
Leaderboard Banner: 728 x 90 pixels
Medium Rectangle: 300 x 250 pixels

MOBILE

Mobile Banner: 250 x 50 pixels
Wide Sky-Scraper: 300 x 600 pixels

Banner Ad Suite:
20K impressions for $340
Add 10K impressions for $170

Contact us for a personalised proposal.



BALL PYTHON

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E-NEWSLETTER, E-BLAST & SOCIAL MEDIA

EDITORIAL E-NEWSLETTER SENT OUT EVERY WEDNESDAY

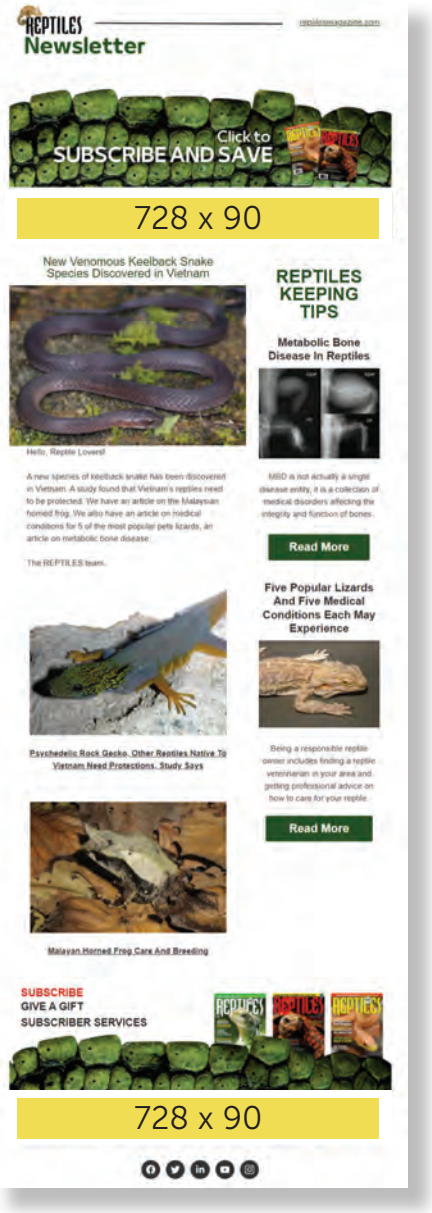
Sponsor our e-newsletter with two leaderboard banners (728x90) - $500 /per

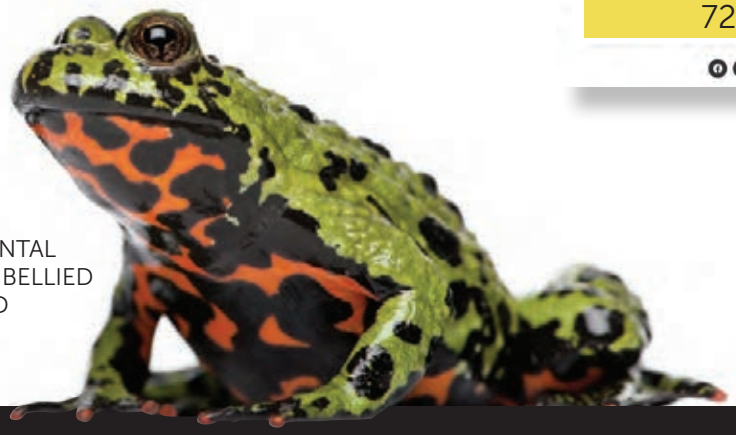
CUSTOM E-BLAST SENT TO OUR SUBSCRIBERS PROMOTING YOUR COMPANY

Dedicated emails are sent to 25,000 opt-in subscribers on Mondays, Tuesdays, Thursdays, or Fridays - $500 /per

SOCIAL MEDIA POSTS

Your message posted to all of our accounts (over 230,000 followers) - $500 for Facebook post, X (Twitter) post and Instagram Story





ORIENTAL FIRE-BELLIED TOAD

REPTILES

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DIGITAL AUDIENCE

Page View Allocation by Device



Mobile = **Desktop =** **74.5%**

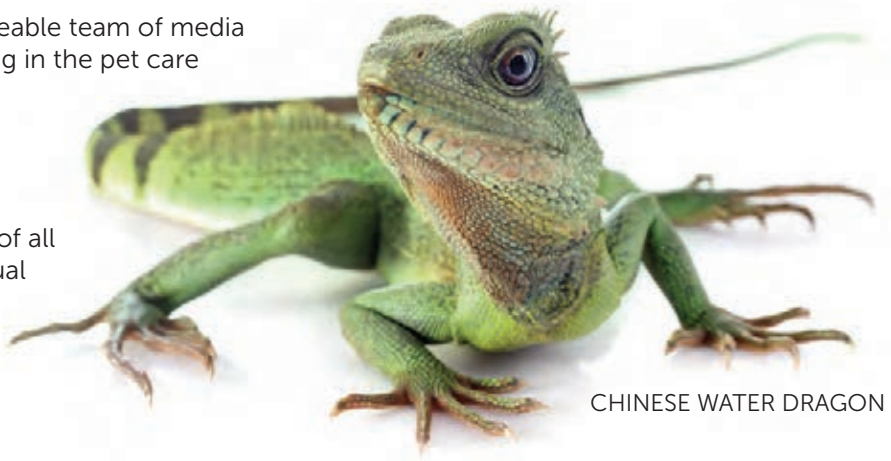
WE GUARANTEE YOUR ADVERTISING

NEED HELP WEIGHING THE OPTIONS?

Keen to get your message across to your potential customers on different platforms, but not sure how to achieve the best results in the complex multimedia world of today? Then contact us for a bespoke breakdown of how we can help you, with an integrated print and e-campaign, targeted specifically to your needs and requirements.

Drawing on the skills of a creative and knowledgeable team of media professionals who are highly experienced working in the pet care field, we can identify and harness the strengths of your business, using these to appeal to your customer base and ensure that you'll stand out from the crowd.

We can come up with packages to suit business of all sizes, having worked with everyone from individual one-person enterprises to multi-nationals, always operating within pre-agreed budgets. Contact Peter Lymbertos today, for an initial discussion about this unique opportunity to showcase your business and product range without any obligation.



CHINESE WATER DRAGON

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MAGAZINE AD SPECIFICATIONS

SIZE REQUIREMENTS

Ads must conform to exact size requirements to avoid extra production charges.

BASE AD SIZE	WIDTH	HEIGHT
* 2-pg Spread	15"	9.687"
* 2-pg 1/2 horiz. spread	15"	4.875"
* Full pg	7.125"	9.687"
* 2/3 pg vertical	4.654"	9.687"
* 1/2 pg horizontal	7.125"	4.687"
* 1/2 pg vertical/island	4.654"	7.125"
* 1/3 pg square	4.654"	4.654"
* 1/3 pg vertical	2.187"	9.687"
1/4 pg square	4.654"	3.5"
1/4 pg vertical	2.187"	7.375"
1/6 pg horizontal	4.654"	2.375"
1/6 pg vertical	2.187"	4.625"
1/10 pg	2.187"	2.875"
1/12 pg	2.187"	2.375"

* BLEED AD SPECIFICATIONS:

Only the sizes inside the above shaded box have the option to be built with a bleed. To properly build your ad with a bleed please follow these simple steps:

1. Build your ad using the "Base ad size" dimensions.
2. Add .5625" to all four sides. Do not include any content in this area. This area is for background color only

FREQUENCY DISCOUNTS

Frequency discounts are earned according to the number of insertions used in a 12-month contract period.

BLEED

No charge.

PUBLICATION FREQUENCY

Published bi-monthly. All production materials and ad changes must be received by publisher by closing date.

MECHANICAL SPECIFICATIONS

- PRINTED: Web offset, perfect bound
- FULL PAGE BLEED: 8.125" x 10.75"
- TRIMMED SIZE: 7.875" x 10.5"
- COLUMNS: Pages are three columns wide. One ad column is 2.187" x 9.687".

FILE FORMATS

PDF/X-1a is the preferred file format. Detailed information about PDF/X-1a files can be found at adobe.com. Photoshop PDF files cannot be saved directly as X-1a files and are not acceptable

Photoshop CMYK files are acceptable at 300 ppi with all layers flattened. Photoshop files must be saved as JPG with a quality of 12 or as PSD or TIFF files.



OKEETEE ALBINO CORN SNAKE

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DIGITAL FILE REQUIREMENTS

- Provide professionally prepared digital files on trade standard media. Please contact Peter Lymbertos at plymbertos@npsmediagroup.com (818) 624-6254 for a copy of our digital specifications.

COLOR MATERIAL REQUIREMENTS

- Use SWOP specifications for all materials:2/Color - combined density not to exceed 160%3/Color and 4/Color - combined density not to exceed 290%
- All color ads must be in CMYK format. RGB, Index or Pantone colors will be converted.

PROOFS

- All ads should be accompanied with a high quality proof which adheres to SWOP specifications. Proofs not adhering to SWOP specifications can be submitted, but accurate color reproduction cannot be assured. B&W laser proofs and faxed copies are sufficient to proof ad content only. A PDF proof is acceptable if all fonts and images are embedded and converted to CMYK.

FURTHER SPECIFICATIONS/INFORMATION

- ART STORAGE: Original art materials will be held for one year from the date of first insertion and then destroyed unless publisher receives written request from advertiser.
- TWO-PAGE SPREADS: No built-in gutter allowance is required for digital files. A total of 1/4" type allowance for spacing through the gutter is suggested to ensure a clean crossover and avoid loss of continuity.
- LETTERING: Fine, small or medium lettering and thin serifs are restricted to one color. Small letters with fine serifs may not be reversed.
- LINES: Color or reverse lines finer than 1/2 point are not recommended.
- KEYLINES: Trap keylines finer than 1 point are not recommended.
- TYPE SIZE: Minimum is 10 point (color or reverse) to ensure reproduction quality. Black type must be at least 6 point.
- CHARGES: Advertisers will incur additional charges for any modification needed on furnished materials.
- FONTS: All font files must be included. All ads should be built with Macintosh Type I Postscript fonts. Any other fonts will be substituted or converted.

MOSSY FROG



GENERAL CONTRACT CONDITIONS

1. Verbal agreements are not recognized by the publisher. Space reservations and changes are required in writing by close date.
2. Advertiser assumes responsibility for providing advertising material prior to established deadline date. If advertising material is not received by this date, publisher will use previously run material when able. Ad materials received after due date will incur replating charge.
3. Advertisements are accepted on representation that advertiser and its agency have the right to publish the contents. Advertiser and its agency are responsible for the completeness and accuracy of any and all advertisements. Advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication of the advertisement.
4. Conditions, other than rates, are subject to change by publisher without notice.
5. Insertion orders are accepted subject to provisions of the current rate card. Rates are subject to change upon 90-day notice from the publisher. Should a change in rates occur, space reserved may be canceled by the advertiser or its agency at the time the change becomes effective without incurring short-rate charges, provided the advertisements published to the date of the cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason in whole or part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
6. Contents of advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. I-5 Publishing consumer publications are family-friendly and will not include any depiction of human nudity, sex, violence, horror or profane language (interpreted as insulting, rude, vulgar, disrespectful, such as swear words or words used instead of swear words but with the same meaning). I-5 Publishing will not publish ads with negative messages (such as attacking competitor products).
7. Positioning of advertisements is at the discretion of the publisher.
8. The publisher shall have no liability for errors in any key numbers, Reader Service sections or advertisers' indexes.
9. Advertisements not received by production department by closing date are not entitled to the privilege of approval or revision by the advertiser or its agency.
10. Cancellations, changes in orders or refunds may not be made after the closing date. All cancellations must be verified in writing to be considered acknowledged and valid.
11. Publisher is not liable for any costs or damages if for any reason it fails to publish an advertisement.
12. Publisher has the right to hold advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the publisher for advertising which advertiser or its agent ordered and which was published.
13. No conditions other than those set here shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions which conflict with provisions set here.
14. Publisher is not liable for delays in delivery and/or nondelivery in the event of an act of God, governmental or quasi-governmental entity action, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of publisher affecting production or delivery in any manner.
15. First-time advertisers are required to prepay. Other advertisers may be subject to prepay. If payment has not been received 45 days from the invoice date, the account may be placed on credit hold, which may result in your advertisement not running. Payments may be charged to VISA, MASTERCARD, AMERICAN EXPRESS or DISCOVER.
16. Publisher shall be entitled to payment from advertiser and agency for any and all collection and litigation costs incurred by publisher, including but not limited to reasonable attorney's fees and court costs. A 1.5% monthly service charge (18.0% APR) is added to the unpaid balance of accounts due after 30 days.

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SEND CORRESPONDENCE, INQUIRIES, AND SPACE RESERVATIONS TO:

Reptiles • Peter Lymbertos
Advertising Director
Phone (818) 624-6254
plymbertos@npsmediagroup.com



SEND PAYMENTS TO:

NPS Media Group
12812 Cardinal Lane,
Urbandale, IA 50323
To pay by Credit Card call
(309) 912-4064



BROOKS KINGSNAKE

ABOUT THE EDITOR

JOHN VIRATA



John Virata is the editor and has been involved since 2011. He keeps a western hognose snake, a ball python, two corn snakes and a California kingsnake. His first snake, a California kingsnake, was purchased for $5. His original pet reptile was a green anole that he acquired from an advertisement in Boy's Life magazine many years ago. John has always been fascinated with reptiles and amphibians, so much so that he converted his grass front yard into a rock garden and now enjoys a colony of western fence lizards that have become established in the garden.

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REPTILE PHOTOS COURTESY SHUTTERSTOCK.COM