

JJ and Website Advertising Report

The 2021 advertising revenue remained constant with little fluctuation. The Jaguar Journal is fortunate to have a loyal base of advertisers. There were a couple of new advertisers that placed small ads for one or two issues. The rates and specs sheet remains unchanged for 2022.

The following are the print revenue numbers for the past three years:

The 2021 year-end print advertising total is \$76,543.50 which is down \$2,018.50 from 2020 due to drops by Sotheby's and Geneva Media.

The 2020 year-end print advertising total was \$78,562.00.

The 2019 year-end print advertising total was \$70,611.00.

All the year-end totals listed above are booked/billed revenue not collected revenue and do not include website banner ad revenue.

The projection for 2022 is good for the following reasons:

1. All 2021 advertisers renewed for 2022.
2. Bremont Watch Company committed to all 6 issues.
3. Sotheby's is back in the March/April issue. They will probably be in and out throughout the year.

The print/website banner ad package continues to be used as an incentive to book a 6-time print ad schedule. Banner ads without a print component are available for clients who only want an on-line presence or have a limited budget. Banner ads also have the advantage of no deadlines which works well for time-sensitive material. The only stipulation is a 4-month commitment prepaid via PayPal. This eliminates collection issues.

The premium positions (inside front cover, centerspread, inside back cover, and back cover) are currently booked through 2022. There are waiting lists for these positions which is a good sign going forward.

Respectfully submitted,

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