

THE

INTELLIGENT COLLECTOR[®]

PUBLISHED BY
HERITAGE AUCTIONS

INTELLIGENTCOLLECTOR.COM

A man with white hair, wearing a dark suit jacket over a light-colored shirt and dark trousers, stands in a wine cellar. He is surrounded by wooden shelves filled with numerous wine bottles. The lighting is warm, highlighting the man and the bottles.

The Luxury Lifestyles of the World's Most Affluent Collectors

PHIL ROMANO

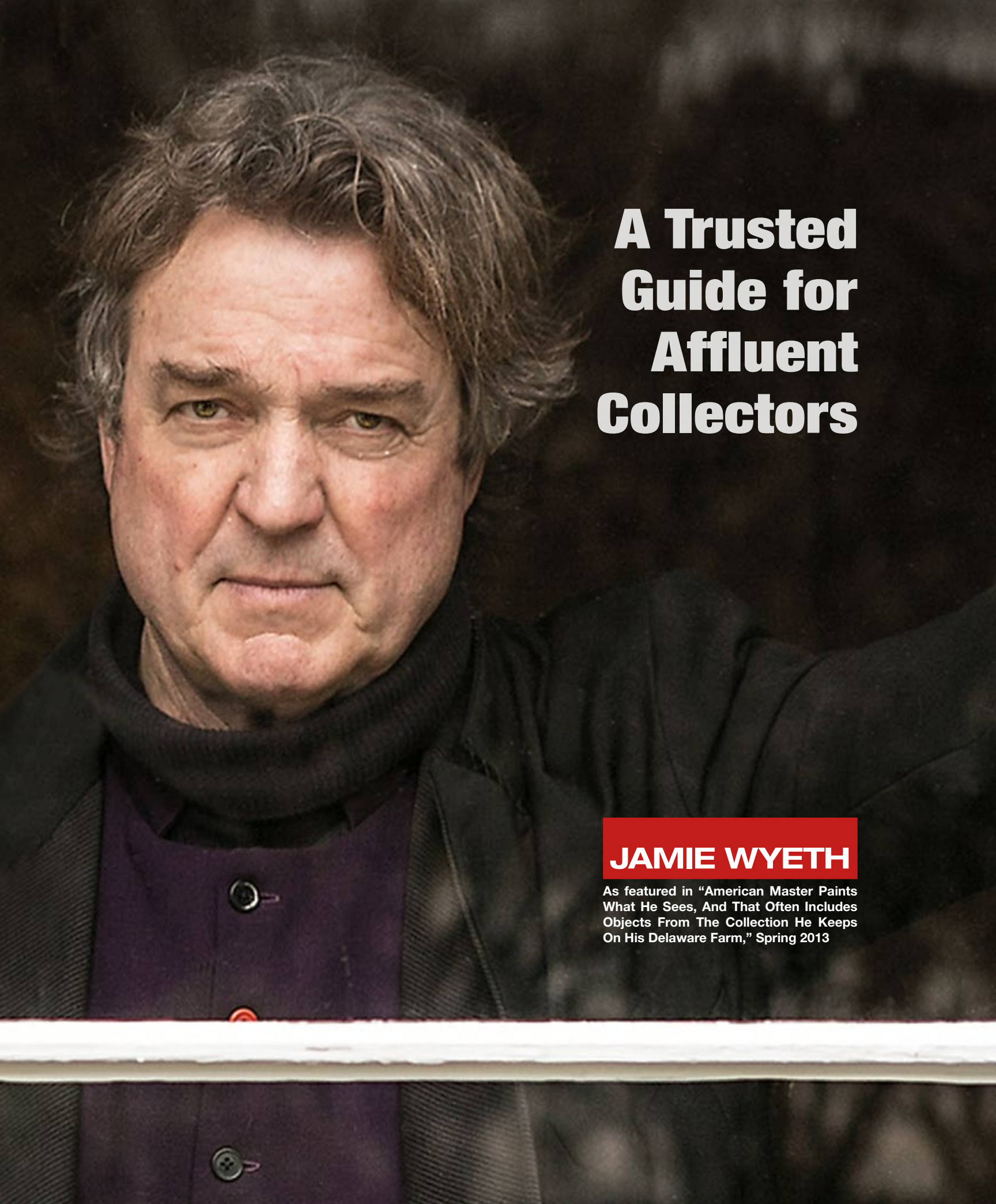
As featured in "Savoring Life:
Legendary Restaurateur Doesn't
Chase Collectibles. He Seeks Beauty,
Happiness and Wisdom," Spring 2013

Media Kit
2016

The Intelligent Collector

The Intelligent Collector's readership of wealthy consumers is culled directly from the client database of Heritage Auctions, offering advertisers a proven audience of active consumers. Cultivating a loyal, affluent client base is one reason why Heritage Auctions is ranked among the world's 25 most innovative luxury brands by *Robb Report*. The magazine is delivered to 50,000 high net worth enthusiasts seeking unique treasures, luxuries, experiences, adventures and investments. Each oversized 9" x 11" formatted issue explores the collector lifestyle, delivering insightful interviews and features, full-color photography and columns by top experts.





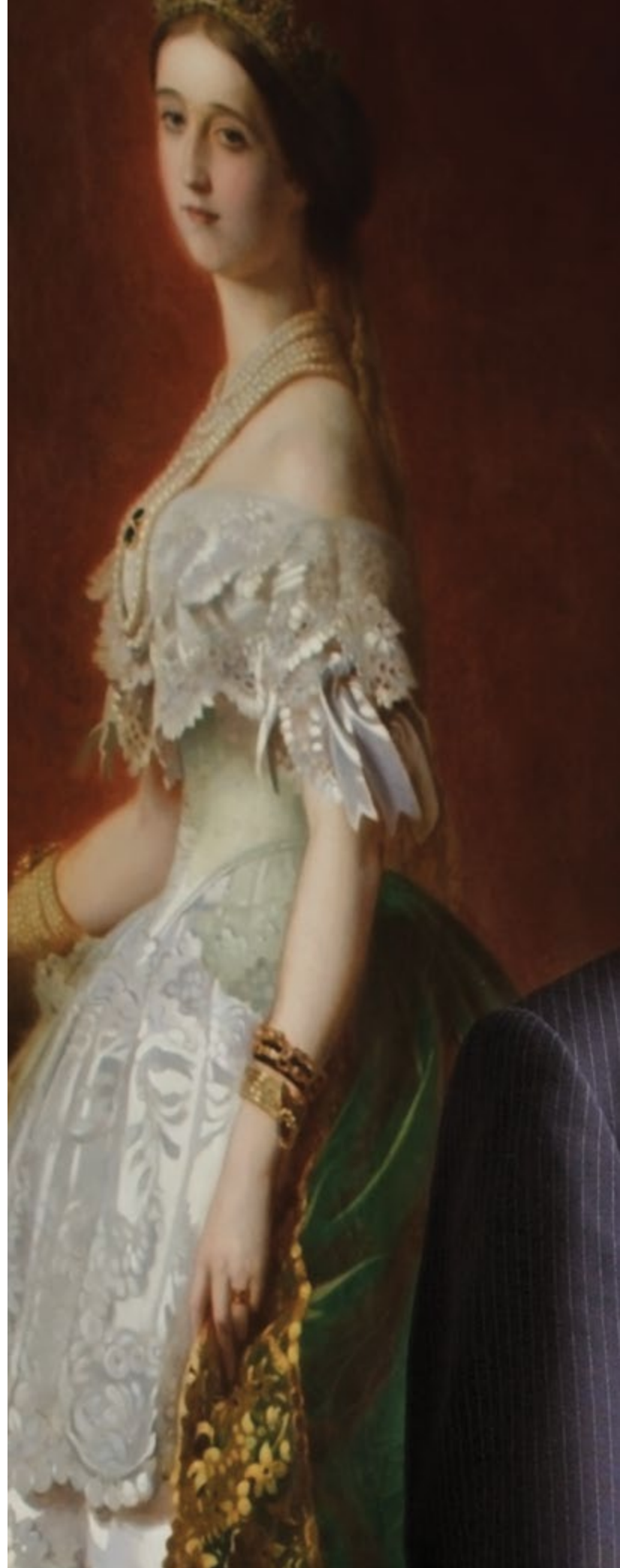
A Trusted Guide for Affluent Collectors

JAMIE WYETH

As featured in "American Master Paints
What He Sees, And That Often Includes
Objects From The Collection He Keeps
On His Delaware Farm," Spring 2013

Editorial Mission

The Intelligent Collector is written for passionate, curious collectors who want to research and learn more about the assets they own, or wish to own, and then consistently make transactions that enhance their collecting experiences. Our award-winning editorial features and stunning photography have made *The Intelligent Collector* a trusted guide for the world's top collectors.



Engaging and Guiding Top Collectors

INTERVIEWS & FEATURES

Cover stories and highlight features spotlight top collectors and collections, whether it's sports memorabilia and movie posters or vintage handbags and illustration art.

FULL-COLOR PHOTOGRAPHY

Each issue includes detailed images of the world's most valuable treasures. Curiosity and a discerning eye for detail are vital traits among the world's most successful collectors.

EXPERT COLUMNS & ADVICE

Like stock investing, owning and acquiring collectibles can be both enjoyable and a wise financial diversification. In each issue, our expert columnists share advice on everything from trusts & estates and rare coins to fine wine and laying the groundwork for the next generation of collectors.

CHRISTOPHER FORBES

As featured in "Media Executive Talks About French Monarchs, Wine, Comics Books And Why True Collecting Inevitably Leads To Agony," Winter 2011



DITA VON TEESE

As featured in "Pin-Up Princess:
For Model And Burlesque Star, Old-
Fashioned Beauty Is Part Of Her
Everyday Life," Spring 2012



AUCTION PREVIEWS

A sneak peek at some of the most significant pieces of fine art, rare coins, jewelry, timepieces, memorabilia, illustration art, comic books, movie posters, fine wine, silver and currency going to auction.

LIFESTYLE & TRAVEL

Intelligent collectors enjoy their treasures. But they also enjoy the finer things in life. Each issue includes stories and features on topics such as travel, jewelry, watches, spirits, jets and luxury real estate.

ADDITIONAL COVERAGE

<i>Autos</i>	<i>Home</i>
<i>Wine</i>	<i>Golf</i>
<i>Insurance</i>	<i>Cruises</i>
<i>Air travel</i>	<i>Dining</i>
<i>Jewelry</i>	<i>Watches</i>
<i>Security</i>	<i>Handbags</i>
<i>Electronics</i>	<i>Financial</i>
<i>Resorts</i>	<i>Hotels</i>
<i>Vacation Home</i>	

Reader Profile

The Intelligent Collector is delivered to the world's most active collectors, who spend nearly \$1 billion annually at Heritage Auctions alone. They spend more than \$4.5 billion every year at all auction venues worldwide.

50,000
Circulation

Including the Top 5% of Heritage Auctions Clients

87,500
Readership

50
Average Age

76/24 Male/Female Ratio

\$13.6 million Average Net Worth

\$92,800 Average Annual Auction Purchases

Total Net Worth

\$5 million+ ... 13.75%
\$10 million+ 9.20%
\$25 million+ 5.30%

\$1.98 million
Average Real Estate Holdings

OCCUPATIONS

32%
Top Managers

20%
CEOs

17%
Professionals

5%
Retired

Source: Wealth Engine Readership Analysis

A group of men in suits are engaged in conversation in a gallery setting. The background features a large painting of a bell tower, a chandelier, and a circular relief sculpture. The overall atmosphere is sophisticated and high-end.

An Audience of Savvy High Net Worth Collectors

PURCHASING POWER

Every year, Heritage Auctions clients spend nearly \$1 billion with Heritage on:

- ❖ Jewelry
- ❖ Timepieces
- ❖ Luxury Accessories
- ❖ Wine
- ❖ Fine Art
- ❖ Pop Culture Memorabilia
- ❖ Rare Coins & Currency
- ❖ Sports Memorabilia

Reaching Wealthy, Proven Consumers

BARBARA GUGGENHEIM

As featured in "Obsessed with Hermès:
Art Consultant Might Not Sleep With
Her Collection, But Don't Say She
Doesn't Find Her Handbags Romantic,"
Summer 2013



Circulation

The Intelligent Collector is distributed to subscribers nationwide. In addition to a verified circulation of 50,000, another 5,000 print editions are delivered to an exclusive group of important, affluent readers who collect from the world's top auction houses. Copies are available at Heritage Auctions showrooms in Beverly Hills, Dallas and New York.

Top Delivery by State

California	11.50%
Texas	9.30%
New York.....	6.25%
Florida	4.80%
Pennsylvania	2.90%
Illinois.....	2.65%

Top Delivery Worldwide

North America	82.5%
Europe	3.3%
Asia.....	1.0%



AWARDS

Since 2009, *The Intelligent Collector* has been honored numerous times for editorial and journalism excellence:

- ❖ Pearl Award-Gold: Best Overall Editorial
- ❖ Maggie Award-Finalist: Editorial Excellence
- ❖ Eddie Award-Bronze: Best Overall Editorial
- ❖ Numismatic Literary Guild: Best Dealer Publication
- ❖ Apex Award: Publication Excellence

EDITORIAL CONTACT

Hector Cantu, Editor

214.409.1359

HectorC@IntelligentCollector.com

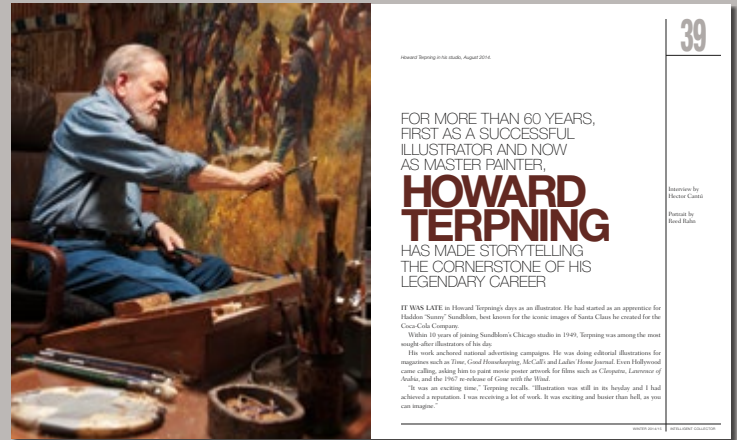


'He Brought History Alive for Me'

MANHATTAN GALLERY OWNER NICHOLAS BRAUER'S CHANCE MEETING WITH A BRITISH OFFICER SPARKED A FASCINATION WITH MAN'S MORE ADVENTUROUS PURSUITS

By Suzanne Gannon | Portrait by Andy Newman

Nicholas Brauer and the opportunity to meet the British officer, Lord Curzon, in 1914 and 1915. Curzon was a member of the House of Lords and a former Viceroy of India.



Howard Terpning in his studio, August 2014

FOR MORE THAN 60 YEARS, FIRST AS A SUCCESSFUL ILLUSTRATOR AND NOW AS MASTER PAINTER, **HOWARD TERPNING** HAS MADE STORYTELLING THE CORNERSTONE OF HIS LEGENDARY CAREER

39

Interview by Hector Cantu
Portrait by David Rubin

IT WAS LATE in Howard Terpning's days as an illustrator. He had started as an apprentice for Hudson "Sonny" Smithburn, best known for the iconic images of Santa Claus he created for the Coca-Cola Company.

Within 10 years of joining Smithburn's Chicago studio in 1949, Terpning was among the most sought-after illustrators of his day. His work included national advertising campaigns. He was doing editorial illustrations for magazines such as *Time*, *Good Housekeeping*, *McCall's* and *Ladies Home Journal*. Even Hollywood came calling, asking him to paint movie posters, artwork for films such as *Clint Eastwood of Apache*, and the 1967 re-release of *Gene north the Wind*.

"It was an exciting time," Terpning recalls. "Illustration was still its heyday and I had achieved a reputation. I was receiving a lot of work. It was exciting and better than hell, as you can imagine."

HOWARD TERPNING
ILLUSTRATION: COLLECTOR



Collector's Home

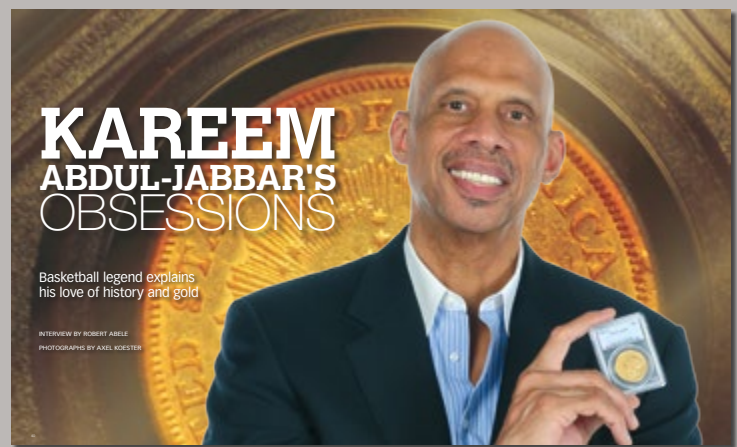
Jim and Sharon Gault have a room dedicated to their duck collection, among the most important collections in the hobby. The pair, from the Blue Heron Community Duck Club, since 1992, he master curate their Gault Duck Club (GDC) taxidermy collection (1/1/2014)

Showcase

Living

MINNEAPOLIS COUPLE TEAMS UP WITH ARCHITECT, DECORATOR & CONTRACTORS TO SPOTLIGHT THEIR \$20 MILLION COLLECTION

Photo by Suzanne Gannon for Intelligent Collector | © Steve Delaney



KAREEM ABDUL-JABBAR'S OBSESSIONS

Basketball legend explains his love of history and gold

INTERVIEW BY ROBERT ABLE
PHOTOGRAPHS BY AXEL ROESTER



Hollywood's First King

FOR TRACY GOESSEL, COLLECTING DOUGLAS FAIRBANKS MEMORABILIA IS ABOUT KEEPING A LEGEND ALIVE

Story by Tracy Goessel | Portrait by Axel Roester



Photo by Axel Roester for Intelligent Collector | © Axel Roester. "Tracy" and the memorabilia collector wanted to be a part of it," says Tracy Goessel, in the Los Angeles Times.

HOWARD TERPNING
ILLUSTRATION: COLLECTOR



COLLECTOR'S TRAVEL JOURNAL

ON THE TRAIL OF ART AND ADVENTURES IN ONE OF EUROPE'S MOST INTRIGUING DESTINATIONS

Adoring Amsterdam

By Edward Russett

The featured article (2014) appears with all rights reserved. Reprints and other uses require the author's permission.

HOWARD TERPNING
ILLUSTRATION: COLLECTOR

Editorial Calendar

WINTER 2015/16

LEARNING FROM THE BEST: World-class movie poster collector shares her collecting wisdom

HIGH-PERFORMING TREASURES: A look at the year's top illustration art, from Norman Rockwell to J.C. Leyendecker

COLLECTOR'S JOURNAL: Amsterdam is one of the most vibrant modern art markets in Europe

SPACE	MATERIALS	ON SALE
Oct. 30, 2015	Nov. 13, 2015	Jan. 5, 2016

SPRING/SUMMER 2016

NUMISMATIC ACHIEVEMENT: One of the hobby's elite collectors shares his strategy for building an extraordinary collection

HIGH-PERFORMING SPORTS: The most popular sports artifacts always lead to America's favorite pastime

COLLECTING WISDOM: How top collectors protect their investments

SPACE	MATERIALS	ON SALE
Jan. 29	Feb. 19	April 12

FALL 2016

MOVIE MANIA: Hollywood memorabilia keeps breaking auction records

TOP OF THE ARTS: The best-performing modern and contemporary art pieces of the past year

HIGH-TECH COLLECTING: A round-up of the best electronics, software and high-tech products that help collectors organize and preserve their treasures

SPACE	MATERIALS	ON SALE
June 24	July 15	Sept. 6

WINTER 2016/17

CREATING COLLECTIBLES: The world's top living artists and why they remain popular with collectors

TOP TREASURES: A look at the year's top collectibles, by prices realized

TRAVEL: TOP DESTINATIONS: Readers share the journeys that complement their collecting experiences

SPACE	MATERIALS	ON SALE
Nov. 2, 2016	Nov. 16, 2016	Jan. 9, 2017

DEPARTMENTS & COLUMNS

LIFESTYLE & TRAVEL

Creative ways to broaden your collecting experiences

LUXURY REAL ESTATE

Top collectors show off their homes in this multi-page photo feature

COLLECTING GEAR

How electronics, software and high-tech products help today's collectors

TRUSTS & ESTATES

Legal issues of importance to executors and heirs

COLLECTOR BRIEFING

Q&A with collectors in the news

PRICES REALIZED

Hammer prices for the world's top treasures

AUCTION PREVIEWS

Significant fine art and vintage collectibles going up for sale

Advertising

The Intelligent Collector is the only way to reach the most active, affluent clients of the world's largest collectibles auction house. Our distribution list includes Heritage Auctions' top clients, who combined represent more than 50 percent of all auction house transactions worldwide. Advertising partners get access to this exclusive audience, for whom collecting is not simply an interest. It's a passion. An investment. A lifestyle.

ADVERTISING SALES CONTACTS

Mike Edison | 646-588-5057 | medison@saintsmarketing.co
Diane Homer | 646-529-7254 | dhomer@saintsmarketing.co



THE INTELLIGENT COLLECTOR® 2016 Rates (GROSS)

[EFFECTIVE WINTER 2015/16 ISSUE]

RATE BASE: 50,000

FOUR COLOR	1X	4X
Full Page	\$20,000	\$18,000
Double Page Spread	\$37,000	\$33,300
1/2 Page	\$11,000	\$9,900
1/3 Page	\$7,332	\$6,599
1/4 Page	\$5,500	\$4,950

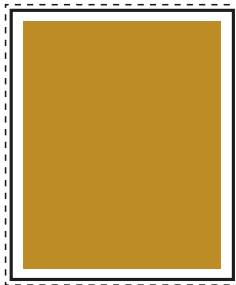
COVERS	1X	4X
Cover 2 – Inside Front	\$24,000	\$21,600
Cover 3 – Inside Back	\$23,000	\$20,700
Cover 4 – Back	\$24,000	\$21,600

All rates are gross. All copy and contract conditions apply.

Reaching Affluent, Proven Consumers

Exclusive Access to Our Auction Room

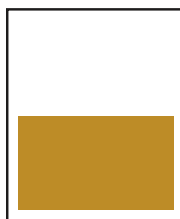
Ad Specs



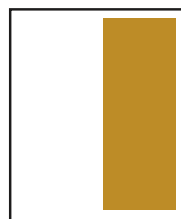
FULL PAGE
(Live Area) 7.5" x 9.875"
(Trim) 9" x 10.875"
(Bleed) 9.25" x 11.125"

DIGITAL FILES ONLY:

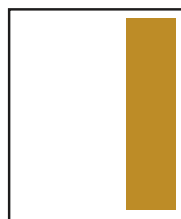
- ❖ Press-ready PDF (300 dpi CMYK; fonts embedded) is the preferred format. Mac Adobe InDesign files (CS3, CS5, CS6), packaged with all linked images and fonts, are also accepted.
- ❖ All images should be 300 dpi CMYK.
- ❖ For bleeds, allow 1/8" (.125") beyond trim area.
- ❖ Ads in Microsoft Word, Microsoft Publisher, Power Point, or other file formats not specified above cannot be accepted. Please email for ad production rates.
- ❖ Ads may be emailed to MichaelP@HA.com or submitted via FTP. Please email for FTP instructions.



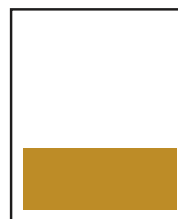
1/2 HORIZONTAL
7.5" x 4.625"



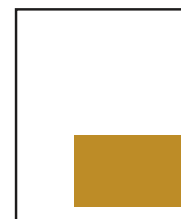
1/2 VERTICAL
3.6875" x 9.75"



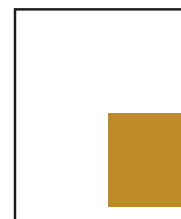
1/3 VERTICAL
2.5" x 9.75"



1/3 HORIZONTAL
9.25" x 2.5"



1/4 HORIZONTAL
4.75" x 3.625"



1/4 VERTICAL
3.6875" x 4.625"



JOHN & BOBBIE NAU

As featured in "Stewards of Texas Art: John & Bobbie Nau Collect What They Love While Fully Understanding the Importance of Conservation and Sharing Their Passion," Winter 2013/14



SYLVESTER STALLONE

As featured in "Sylvester Moves Forward: With 'Rocky' and 'Rambo' Securely Positioned in America's Cultural Lexicon, Stallone Decides it's Time to Share His Memories With The World," Fall 2015



“THE INTELLIGENT COLLECTOR isn’t just a magazine. It’s a learning tool, a trusted guide, a reference, a keepsake itself for the world’s most distinguished, accomplished and well-traveled collectors.”

—HECTOR CANTU
EDITOR & PUBLISHER