FineScale Modeler MAGAZINE

FineScale Modeler
21027 Crossroads Circle
P.O. Box 1612
Waukesha, WI 53187

HOW TO GET YOUR PRODUCT INFORMATION PUBLISHED IN FINESCALE MODELER

FineScale Modeler readers want to know about new hobby products, and they rate our magazine as their top source of product information. Help us inform them about your new products.

What market does FSM reach?

FineScale Modeler serves over 43,000 builders of nonoperating scale models worldwide. Many of *FSM's* model subjects are military – including aircraft, armored vehicles, and naval vessels – but our readers also build automobiles, historic figures, trucks, and spacecraft, among other subjects. The magazine is published 10 times per year. To learn more about *FSM* visit our home page at www.finescale.com

Where will my product notice appear?

Our **New Products** and **Spotlight** section in each issue delivers the latest information about new hobby products of any type from kits, decals, and parts to tools, books and paints. Be advised that we begin work on issues several months in advance of their cover dates, and while we try to work as many products as possible into the magazine, space is sometimes limited. Your information will also appear in our Modeling Products Directory available on our website at www.finescale.com.

We would also appreciate receiving your firm's brochures, catalogs, and price information sheets for our permanent reference file.

What are the guidelines for submission?

Before sending your product submission, make sure you have included the items in the checklist to the right. All of this can be found on the New Product Information sheet.

There is a greater chance that your product will be mentioned and possibly photographed when you **send along a product sample** with your product information. We will also accept digital images of your product, as long as they meet the requirements described in our digital photo guidelines, available on our website at www.finescale.com.

Is there a charge for placing product information in FSM?

There is no charge for your product to appear in *FineScale Modeler*'s **New Products** or **Spotlight** section, nor do we require that you take out an ad in *FSM* to have your products listed.

Please complete the New Product Information form attached and send it along with your sample product to:

News & Products c/oMonica Freitag
FineScale Modeler
21027 Crossroads Circle
Waukesha, WI 53187
mfreitag@kalmbach.com

Product checklist

- ☐ Sample of the product
- ☐ Product name
- ☐ Scale
- ☐ Item number
- ☐ Complete description
- ☐ Retail price

Company information checklist

- ☐ Company name
- ☐ Address
- ☐ Publishable phone number
- ☐ Fax number
- ☐ Email and website

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NEW PRODUCT INFORMATION (please print clearly or type)

Name and complete address of firm:

_____

_____

_____

Name of person (contact) completing this form: _____

Telephone number: _____

Fax number: _____

E-mail: _____

Web page address: _____

Do we have permission to publish your phone number in FSM? Yes No

Product name: _____

Product number: _____

Price: _____ Is this product a reissue? Yes No

Product release date: _____

Description (please include scale and material from which product is made)

_____

_____

_____

For firms outside the US:

Who is your US distributor? _____

Do you accept US currency? Yes No