



ROUNDTOP

BY PAPER CITY

ROUND TOP
ANTIQUES
& DESIGN
SHOW GUIDE

ROUND TOP | CARMINE | WARRENTON | FAYETTEVILLE

2026 MEDIA KIT





About Us

MISSION

Our *Antique and Design Show Guide* harnesses the chaos of the shows, and is the must-read for both veteran and first-timers. Roundtop.com and its digital accompaniments are THE entry point for folks visiting the region - both during the shows and in the off season.

HISTORY OF PUBLICATIONS

What started out as a humble local magazine, has expanded into a portfolio of media properties that helps us achieve our Mission. Brought under the operating team from *PaperCity* — Texas' largest luxury lifestyle, design-heavy, non-profit promoting, event-operating and social publication, *Round Top Publishers* has become its fastest-growing and focused initiative.

PaperCity Houston has been covering Round Top for nearly a decade, and has recently expanded its coverage into its Dallas edition. Today, with its robust web and social media platforms, the digital team utilizes the most current targeting techniques to aim content to the important and growing population of Austin and the surrounding area, in addition to the design community, at large.

In April 2023 we acquired Austin's *Tribeza* magazine. For 22 years, *Tribeza* has curated the very best of Austin art, culture and style for a loyal audience of educated and affluent tastemakers. *Tribeza's* reputation as the city's favored source for intriguing discoveries of both people and places has grown alongside Austin's stature on the national and international cultural scene.

AUDIENCE

Generational locals, newly-migrated locals and visitors are all our readers. Subscriptions and rapidly growing digital traffic reach to all corners of the country. Those with a specific interest in home design seem to be the more voracious consumers of our media.

Portfolio

ROUND TOP PUBLICATION

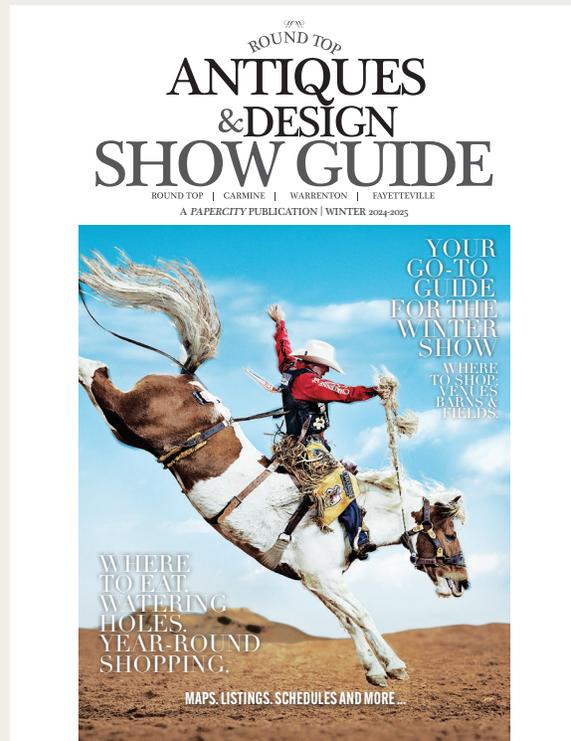
- *Antique and Design Show Guide*
- Roundtop.com/digital - including online guide:
 - Shopping
 - Eating
 - Lodging
 - Events

ROUND TOP EVENTS

- The Halles Sponsorships

ADDITIONAL OPPORTUNITIES

- *PaperCity Magazine and Events*
- Texas Design Week
- *PaperCity Design Awards*
- *TRIBEZA Magazine and Events*



ROUNDTOP
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ROUND TOP
ANTIQUES
& DESIGN
SHOW
WINTER 2024-2025

PAPER
CITY

TEXAS
DESIGN WEEK

DA
PAPER CITY
DESIGN AWARDS

The Halles

TRIBEZA
AUSTIN CURATED



By the Numbers

PRINT

ANTIQUE AND DESIGN SHOW GUIDE

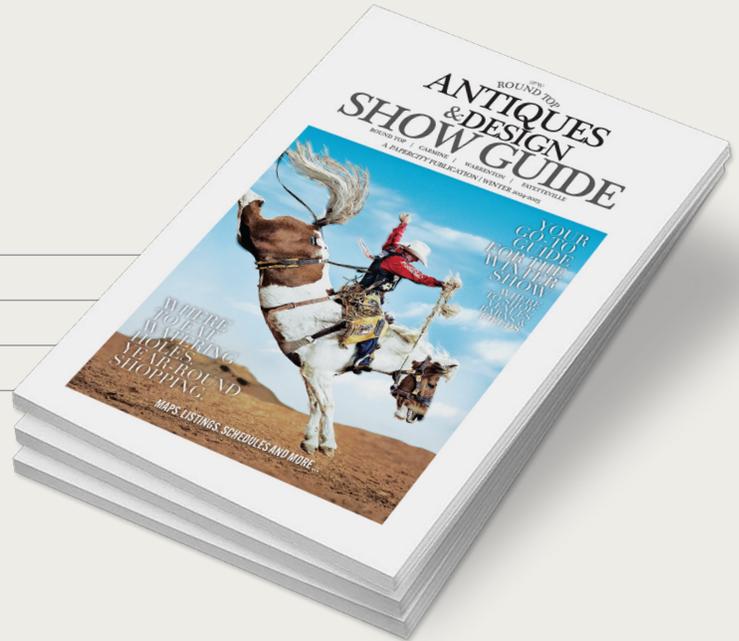
- **30,000** copies
 - **10,000** copies inserted into high-income subscribers of both the Austin American Statesman and Dallas Morning News alternating cities each show
 - **20,000** copies delivered to racks and bundles in hundreds of shops, restaurants, venues, hotels in the Roundtopolis
-

While the Show Guide is primarily consumed during the 3 weeks of the show, the magazine has an extended shelf life. Prior research of *PaperCity* shows that a pass-along rate of 2.5 would give Round Top a total readership of 75,000. Additionally, the online flip-book version has extensive readership.

Print Ad Rates

SHOW GUIDE | COST PER ISSUE

AD SIZES	1X	2X	3X
Spread	\$3,000	\$2,800	\$2,600
Full Page	\$2,000	\$1,800	\$1,600
½ Page Horizontal	\$1,000	\$900	\$850
¼ Page	\$660	\$600	\$550



- * All print clients receive a free online listing on website/app guide, and, receive a \$200 discount off upgraded guide listings.
- * Premium placements or special placement requests, when available, are a 30% upcharge.

PREMIUM OPTIONS

Spotlight - this is a 2 page spread that includes a map on the left and copy on the right. If venue tenants are advertising, their ads will follow the Spotlight. Full page advertisements by vendors may be placed forward in the book, unless requested to go behind the Spotlight. Spotlight ads should be created by the venue to ensure the most accurate and up-to-date information, but editorial assistance is available upon request.

Cost: \$2,000

Inside View - this is a 1 page, or more, story on the client, written by a Round Top editor. It is labeled "A Show Guide Promotion" or similar language.

Cost: \$2,000 for first page, \$1,500 for each additional page

Focus - Inside View with Cover Call Out - this will be the first Inside View in the guide and will have a Focus front cover call out (see sample Fickle International in Fall guide) Limit 2 per guide.

Cost - \$2,000 plus the Inside View portion

POPULAR PRINT PACKAGE

Spotlight + Full Page Ad.

Price: Spotlight cost + 25% off Ad Cost

POPULAR DIGITAL ADD-ONS

Dedicated eblast to highlight the news you want everyone to know about - during or outside the show

Sponsored article - a custom article posted online and heavily promoted to drive readership

NOTES

*All ads are required to be submitted camera ready (print ready).

*Photography must be supplied by advertiser. Round Top Publishers can recommend a professional photographer who will provide discounted day rates and expanded usage right for client)

*For all advertising, if new ads are not submitted by art deadline, the previous ad will be run. Also, contract cancellation cannot occur after the space deadline for the upcoming issue, and client will be billed for that issue if they choose not to run.

Clients of Round Top Publishers receive preferential rates in **PaperCity and TRIBEZA.**

PAPER CITY MEDIA KIT

TRIBEZA MEDIA KIT

Print Specs

HOW TO ELECTRONICALLY SUBMIT ARTWORK: FILE-TRANSFER INSTRUCTIONS

From Safari, Chrome or Microsoft Edge Browser, click on:

ROUND TOP AD SUBMISSION

Email - Please DO NOT send graphic files larger than 15mb through email.

Alternate Upload System - If you are unable to upload files, contact Reynel at reynel@papercitymag.com

AD SIZES W/ BLEED

	WIDTH	HEIGHT
Spread Bleed		
Bleed	17"	11.06"
Trim	16.75"	10.81"
Safety	15.75"	9.81"
Full Page Bleed		
Bleed	8.63"	11.06"
Trim	8.38"	10.81"
Safety	7.38"	9.81"

AD SIZES W/ NO BLEED

	WIDTH	HEIGHT
1/2 Horizontal	7.37"	4.86"
1/4 Page	3.64"	4.86"

** Due to the design and printing process that Round Top incorporates, the final printed size of an ad could be nominally larger or smaller than the specs outlined herein.*

SUBMISSION GUIDELINE FOR PRINT MATERIALS

File Types Supported:

All Adobe Products - Acrobat PDF (recommended), InDesign (INDD or IDML files with accompanying links and fonts included), and Illustrator (EPS or AI files). We will substitute with similar fonts if originals are not submitted.

Color:

All work should use profile "U.S. Web Coated CMYK (SWOP) v2" (Cyan/Magenta/Yellow/Black) mode, as this is the mode required for the printing process. All greyscale and color art should be at 300 dpi. If an RGB (Red/Green/Blue) file is submitted, it must be converted to CMYK. When the conversion takes place, color shifts can occur. PaperCity will do our best to reproduce as close to a match to your printed output as possible.

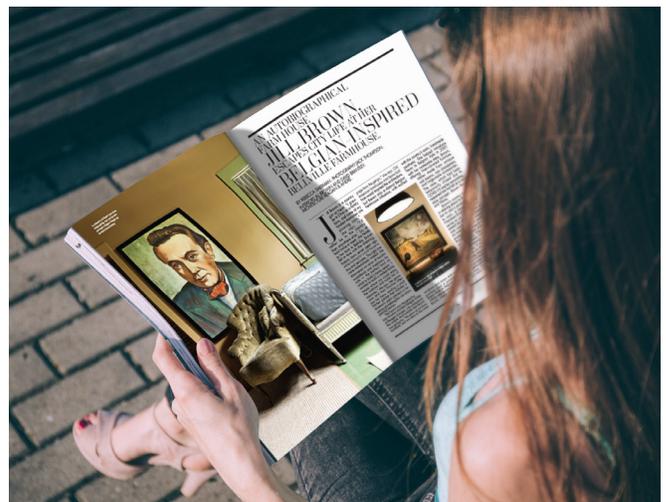
Proof:

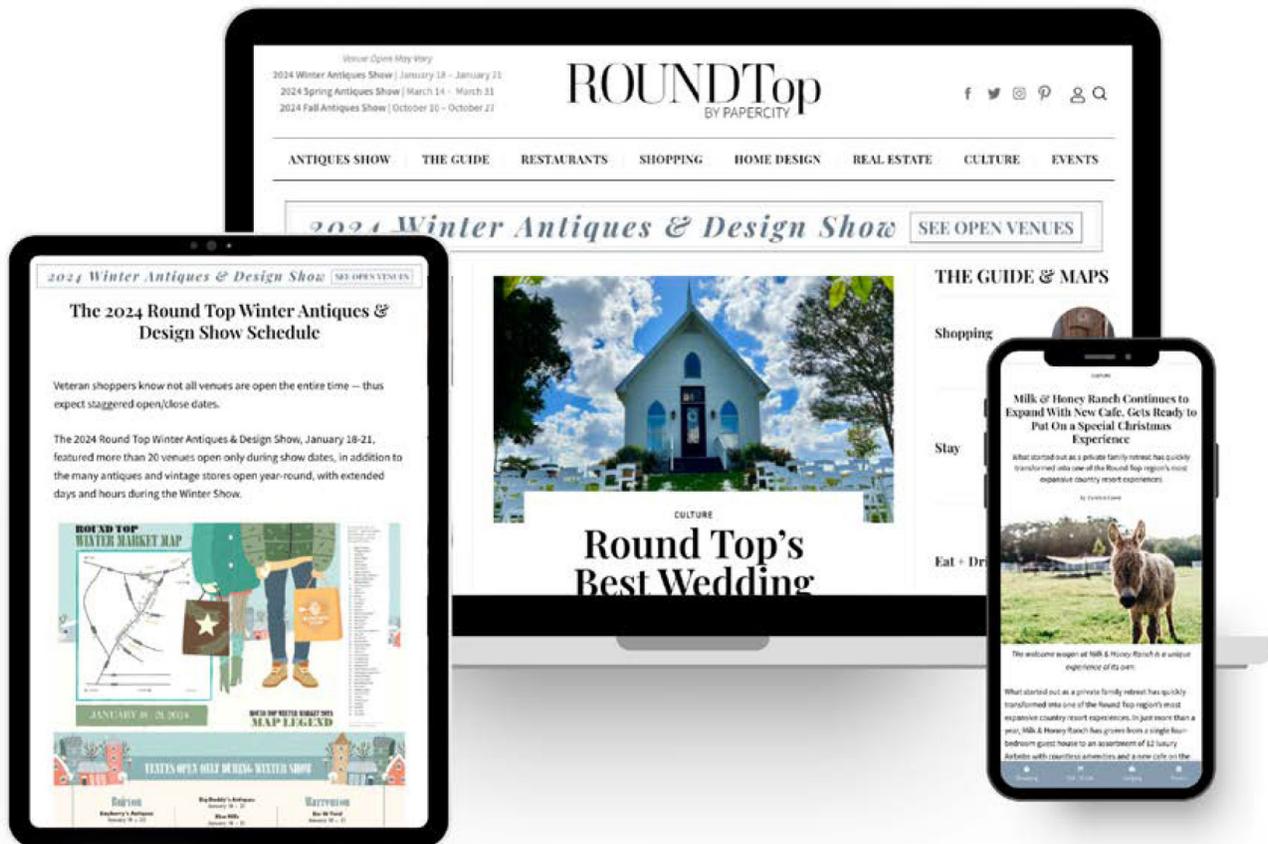
Proof is recommended but not required.

Due to the nature of the printing process and paper stock that Round Top incorporates, color may vary somewhat from preferred proofs.

If a proof is not supplied, we cannot assume liability for omissions, misprints or font defaults. If you have any questions, please call us for specifications prior to submitting your file.

Send all artwork to Production Department at 3411 Richmond Avenue, Suite 600 • Houston, TX 77046





By the Numbers

DIGITAL

ROUNDTOP.COM boasts a dedicated audience seeking out the best of the best in the Roundtopolis in all things antiques, shopping, real estate, food, art, and more.

This highly engaged audience actively engages with the exclusive curated content. With an increased focus on delivering content and digital-only stories, RoundTop.com's traffic continues to grow.

27% MALE
73% FEMALE

60%
AVERAGE EMAIL
OPEN RATE

30,800
UNIQUES

18,965+
EMAIL
SUBSCRIBERS

LOCATIONS:

20%
ROUND TOP AREA

59%
TEXAS

11%
OUT OF STATE

39,104
SOCIAL MEDIA
FOLLOWERS

1,391,840
YEARLY
DIGITAL
REACH

Roundtop.com and its accompanying social media have built traffic from lovers of Round Top and the shows. Today, with its robust web and social media platforms, the digital team utilizes the most current targeting techniques to aim content to the rapidly expanding tech hub that is Austin and the surrounding area, in addition to the design community, at large.

Digital Ad Rates

DEDICATED EMAIL | \$850

Includes an image, copy and links. Select your date and reach our audience of over 18,500 opt-in subscribers requesting info on anything Round Top related.

EDITORIAL NEWSLETTER | \$600

Advertiser takeover, exclusive to one (1) advertiser

SOCIAL MEDIA TARGETED FACEBOOK + INSTAGRAM POST | \$500

Align with a custom, boosted social media program that targets readers by geo, demo, etc. Social posts are delivered on facebook and instagram. Posts are delivered in the viewer's feed as a targeted dark post. Additional custom options available, based on the goals of the campaign. Minimum reach of 5,000 guaranteed.

IN FEED INSTAGRAM POST | \$350

Appears on our grid and will live there permanently

DISPLAY ADVERTISING

Banners run across roundtop.com, includes all three (3) large ad sizes shown on all platforms including desktop, tablet and mobile. Ad sizes 970x250, 300x600, 300x250. Limited to a maximum of eight (8) display ad packages running at any one time. 30-day period, can start any day.

1x \$650	3x \$550
6x \$450	12x \$350

SPONSORED ARTICLE

- Professionally written and heavily promoted for 30-days, includes the following:
- Promotion on roundtop.com, Facebook, Instagram, Editorial Newsletter
- Article will continue to live on roundtop.com building SEO value back to your website
- Full review and approval prior to article being published

1x \$1,500	3x \$1,200
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To see our full **digital media kit**

[CLICK HERE](#)

