

HOBBYWAVES · MEDIA KIT

# THE INDEPENDENT NEWSROOM FOR COLLECTIBLES.

HobbyWaves covers the people, products, companies and markets shaping the hobby — trading cards, comics, video games, coins, toys and memorabilia. Partner with us to reach the operators, creators and collectors driving the category.

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EDITORIAL SECTIONS

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HOBBY CATEGORIES

Daily

PUBLISHING CADENCE

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Trading cards · Comics · Video games · Coins · Toys & diecast · Memorabilia

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[hello@hobbywaves.com](mailto:hello@hobbywaves.com)

[hobbywaves.com/media-kit](https://hobbywaves.com/media-kit) · Request live rates and brand assets online

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## WHO READS HOBBYWAVES

HobbyWaves is built for a working audience — the people who buy, sell, launch, grade, break and collect. Detailed engagement metrics are shared with prospective partners under NDA.

- **Shop owners & operators**  
The people moving product across card shop floors and online storefronts.
- **Manufacturer & brand execs**  
Decision makers at card, comic, TCG and collectible companies.
- **Auction & marketplace leads**  
Directors and buyers at grading, auction and secondary marketplaces.
- **Breakers & creators**  
Content-first sellers with owned audiences across live and social.
- **Serious collectors**  
High-intent enthusiasts tracking releases, grades and market moves.

## WHAT WE COVER

### NEWS

Breaking industry news, features and analysis across every category.

### MARKETS

Prices, trends and bounties for cards, comics, coins and memorabilia.

### RELEASES

Product-release intelligence pulled from manufacturer channels.

### EVENTS

Verified shows, conventions and a live event calendar.

### VIDEO

Long- and short-form video across YouTube, TikTok, Twitch and native.

### DIRECTORY

Companies, people and products — the reference layer of the industry.

## CATEGORIES WE PUBLISH EVERY WEEK

Trading cards, comics, video games and physical media, coins and currency, toys and diecast, sports memorabilia, non-sport cards, grading and auctions, shows and conventions.

## FIVE WAYS TO ADVERTISE

Every placement on HobbyWaves is clearly labeled. We only run partners that fit our editorial standards and audience. Buying inventory never buys coverage.

### HOMEPAGE TAKEOVER

Top-of-page leaderboard on our highest-traffic surface.

*How it's sold: Weekly or monthly, category-exclusive*

### IN-ARTICLE NATIVE

Native-styled sponsor unit between paragraphs of every story.

*How it's sold: Rotates across a full vertical*

### NEWSLETTER PRESENTING SPONSOR

Dedicated placement in the daily and weekly digest.

*How it's sold: Per-send or per-month, one sponsor per send*

### VERTICAL SPONSORSHIP

Own a category: cards, comics, video games, coins or memorabilia.

*How it's sold: Quarterly, one sponsor per vertical*

### HOBBYWAVES STUDIO

Branded content produced with our newsroom, clearly labeled.

*How it's sold: Per project, distributed web + email + social*

## ALSO AVAILABLE

### EVENT ACTIVATIONS

Show-floor coverage packages around The National, C2E2 and regional shows.

### PODCAST & VIDEO READS

Host-read placements in HobbyWaves TV segments and audio programming.

### CATEGORY EXCLUSIVITY

Lock competitors out of a vertical for the length of your flight.

### CUSTOM RESEARCH

Audience surveys and market reports produced with our data team.

## EDITORIAL STANDARDS

- **Labeled, always.**  
Every paid unit carries a SPONSORED label and your brand name.
- **Reported honestly.**  
Impressions and clicks are tracked per placement and shared after every flight.
- **Editorially separate.**  
Advertising never influences news coverage or market reporting.
- **Limited inventory.**  
One sponsor per newsletter send, one per vertical, exclusivity on takeovers.

## BRAND ASSETS & RATES

Current rate cards, audience reporting and the HobbyWaves logo pack (light and dark lockups, clear-space rules and color values) are shared on request. Submit the request form on [hobbywaves.com/media-kit](https://hobbywaves.com/media-kit) and our team replies within one business day with pricing, availability and a recommended mix.

## WHAT EVERY PARTNER RECEIVES

- A recommended media mix built around your launch calendar and budget.
- Creative specs, deadlines and a proofing pass before anything goes live.
- The HobbyWaves logo pack, color values and clear-space rules for co-branded work.
- Mid-flight and end-of-flight reporting with impressions and clicks per placement.
- A named point of contact in the newsroom for the length of the campaign.

## READY TO TALK?

Request the latest rates and brand assets:

[hobbywaves.com/media-kit](https://hobbywaves.com/media-kit)

[hello@hobbywaves.com](mailto:hello@hobbywaves.com) · Book placements: [hobbywaves.com/sponsorship-booking](https://hobbywaves.com/sponsorship-booking)