

COINSWEEKLY

2/22



2022
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Special Issue

XVI International Numismatic Congress Warsaw 2022

11-16 September 2022



CoinsWeekly

How to Attract Sponsors
How to Work on Your Image

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MS63 NGC
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Dear coin enthusiasts,

so much has changed over the past two years. Digitization progressed at a pace that we could never have imagined in our wildest dreams. Even if we just look at the field of numismatics, the content has multiplied. Virtually every museum, every research institution uploads their collection to the internet, publishes blogs, vlogs, news and newsletters and competes with all other museums and research institutions for the readers' attention.



Most of the results of this process are of excellent quality. It's evident how much thought went into the creation of every upload. Unfortunately, a post's quality hasn't any effect on how many views it gets. We had to learn this in the more than 10 years that we've been uploading videos, podcasts and, of course, articles. Just to give you a little example: every week, we work hard to put together an interesting selection of articles from the numismatic world. Do you know what our absolute long runner is? A series entitled „Finding Treasures in Your Change“, presenting euro coins that are worth a little more than their face value due to minting errors. Every day, between 100 and 200 people read these articles! That's more than 50,000 people every year, and a total of about 400,000 readers since the articles went online. And that's not even that much. Websites such as Sixbid generate thousands of views every day. And yet, many numismatic institutions are already proud when their website attracts a few hundred visitors per year.

Our problem is that we make the same mistake as children who are invited to a birthday party and then realise that the cake is far too small. They fight over who gets to eat the biggest piece of the cake. However, they should rather think about how to get a larger cake to begin with.

Let's apply this to view numbers: it's not about increasing your own views at the expense of other institutions but about increasing the total number of users of numismatic content. And there are many sensible ways to do so. Through effective cooperation, we could, for example, influence the algorithms of search engines in our favour. A key aspect – in addition to the usual SEO issues, which I'm sure your IT specialist already talked to you about various times – is linking. The more links of highly frequented websites lead to your website, the higher the rank of your own website. If you also keep in mind that users don't visit just one but a variety of websites, you'll see: if we don't monopolise the pool of interested parties for ourselves but share it with others by providing links to each other's content, the total number of views will increase. For we will all be ranked higher with Google and the

like. And this in turn leads to a better position regarding search queries and thus to higher user numbers.

Something similar holds true when it comes to sponsors. In recent years, I've been asked more and more frequently whether I could supply a list of potential sponsors to finance congresses and books. Usually, I'm happy to help. But unfortunately, there are so many requests by now that they cannibalise each other. My address list comprises a few companies; but always reaching out to the same companies is just like fighting over the cake at a child's birthday party. The pieces will get smaller. In this issue, we want to show you that you don't need to rely on my address list – you have all you need to build up a pool of sponsors by yourself.

We hope that you will find this information helpful. And we are available at our table in the exhibition area to answer any questions you might have. Feel free to talk to us. We at CoinsWeekly are your partner when it comes to networking. We mean it when we refer to ourselves as a bridge: a bridge between the worlds of scholars, museum curators, collectors and dealers – and not just those in Europe. We connect numismatists on all continents.

We are looking forward to talking to you!

Ursula Kampmann

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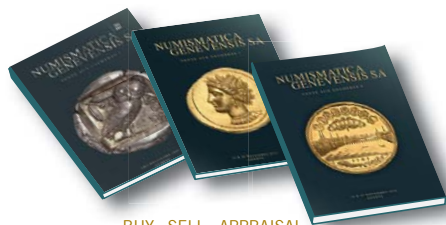
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How to Attract Sponsors

by Ursula Kampmann

A sponsorship is nothing like a gift of money without getting anything in return. On the contrary. Sponsors expect very specific benefits in return for their money. We explain which ones and show you how to attract sponsors for your project or your institution.

What Is a Sponsor?

A sponsor gives you money, that much is clear. But sponsors also want to get something for their money, namely a reputation or a feeling that their brand is to trigger in potential buyers. When Coca-Cola pays millions to financially support popular sports events, they

want to associate a sugary drink packed with calories with slim, powerful athletic bodies. Or have you ever seen someone who – clearly recognisable by their girth – nourishes themselves on soft drinks and chips on a daily basis in a Coca-Cola advertisement?

Thus, the idea of a sponsorship is to make customers associate a sponsor with the sponsored project. And that makes sponsorships a two-edged sword, especially for state institutions. After all, they represent certain values and are expected to uphold them. You should therefore ask yourself three questions before looking for a sponsor:

- 1) What image can I offer to a sponsor?
- 2) What sponsor fits my image?
- 3) How can I communicate this image to potential sponsors?

Why a Positive Image Makes all the Difference when Attracting Sponsors

Close your eyes and say the word „Harvard“. What associations come to mind? The name sounds completely different than, for example, North Dakota State University. This is not only due to reality but also to the fact that Harvard's management has been intent on building a very specific image for centuries. And this image is highly successful because it is closely tied to what Harvard actually is: a breeding ground for excellent scholars.

Of course, this does not mean that North Dakota State University does not train excellent scholars. But this fact has not been adequately hammered into public consciousness. And that is the main point here: every institution has strengths that can be used to successfully create an image.

The example of Harvard should not discourage you, on the contrary. Those who start building their image today can make use of that very image tomorrow. What steps can be taken to polish your image? Daniel Baumbach will explain this to you starting on page 15. And you can learn from Björn Schöpe how CoinsWeekly can help you build up your image starting on page 21.

Now, let's imagine that you found your profile and that you communicated it

to your target audience – regardless of whether you are an internationally renowned general museum for all forms of money or a highly specialised research institute aimed at a tiny specialist area.

After all, knowing yourself and your profile is an indispensable prerequisite for finding a potent sponsor. The basic rule of thumb is: the better known your institution is, the easier it is to attract sponsors.



If you have Japanese coins, a sushi restaurant might be a suitable sponsor. Think „outside the box“! PHOTO: ADAMSOV PRODUCTION ON PIXABAY

Who Is a Suitable Sponsor?

Before hunting down sponsors, you should consider which sponsors are most likely to cooperate with you. You can save a lot of time and energy by only approaching those who will benefit from working with you.

Do not make the widespread mistake of trying to attract sponsors that are already committed in other projects. After all, most sponsors have a specific sum that they can spend every year. The more projects a sponsor finances, the smaller the sum they can give to a single

institution. Therefore, it is advisable to look for your own sponsors. And do not be afraid to look outside the box.

Large museums of international renown usually do not have a problem finding sponsors. After all, they attract thousands of visitors, which is why even major corporate groups are interested in a collaboration. And we know that numismatics is especially appealing to companies that have to do with money. Regarding little museums and research institutions, things are different. But here too – with a little imagination – there is a large group of sponsors that includes much more than local coin dealers and regional monetary institutions. Be creative, and consider a common target audience or similarities regarding your image and that of a potential sponsor.

What does that mean? Here are a few examples:

- You are creating a sports-themed exhibition on the occasion of the upcoming Olympics? Well, every city has several specialist shops for sports equipment. They might be suitable partners!
- „Japan“ is the subject of your exhibition? It might be a good idea to approach an exclusive sushi restaurant. Just like in the previous example, you share the same target group: those who are prepared to pay a lot of money for authentic sushi are often interested in Japanese culture, too.
- Your research institute deals with coin finds? Why not cooperate with an

amusement park in your region? The subject of „real treasures“ will certainly appeal to their PR department.

- Sweden? Easy: go to the nearest branch of the well-known Swedish furniture store. After all, supporting an exhibition on Sweden will strengthen the image of the popular company.

What is important is that you approach a potential sponsor with very specific proposals. In this way, you automatically turn from a supplicant into a business partner.



You are not a supplicant! You have something to give in return that makes you a business partner.

PHOTO: EJAUGSBURG ON PIXABAY

What Does a Sponsor Want from Me?

The biggest mistake that you could make is to present yourself as a supplicant. You are no supplicant. You are a business partner proposing a deal to a sponsor: you offer a bundle of services and want to have a specific amount of money in return.

And that brings us to the crucial question of how much money do you need, or rather, how much money do you want

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to get from your sponsor. You must be realistic! The requested amount should be appropriate regarding the sponsor's financial means. You must consider this very carefully beforehand: the amount must not be too high, making them refuse immediately.

Do not blurt it straight out! Start the negotiation by presenting your offer, not by asking for a specific sum of money. After all, you are no supplicant, you are a business partner. And a good seller always presents their goods before talking about the price. And you have much to offer to your partner, far more than displaying their logo at the entrance of the exhibition.

So, be creative! Here is a little inspiration for further thoughts:

- Today, many companies have loyalty programmes for customers. Marketing divisions occasionally rack their brains about what to organise for their customers. Offer your premises as the venue for an event. Provide special tours, lectures, free coin identification events on a customers' day. And take advantage of the fact that this will make new people aware of your institution.
- Everyone has an ego, and this is especially true for CEOs. So, include your sponsor's CEO in your public appearances. Give them a space to present themselves and their company. Promise to mention the sponsor prominently in every press release – and do not forget to compile some sort of press review afterwards, highlighting eve-

ry occurrence where the sponsor was mentioned. After all, you do not want the sponsorship to be a one-time occurrence.

- Carefully consider which offer might fit your sponsor best. Savings banks or mints usually have customer magazines and will be happy to get an entertaining(!) article for their publications. A sports shop obviously does not have a customer magazine – but perhaps a blog or an email list for which you could create some content. The sushi restaurant might be glad to get a display case with two or three objects as a preview for the exhibition. In short: to have a suitable offer at hand, you should have analysed the company you are approaching as precisely as possible.

And take advantage of the pleasant side effect of getting additional sympathisers through your sponsor. Who knows, there might be a member of the upper ten thousand dining at the sushi restaurant who becomes interested in numismatics thanks to the display case with Japanese coins – they might become a patron of your institution!

And How Do I Get a Patron?

This brings us to a group of people that is readily mistaken for sponsors: patrons or Maecenas. Thus, those who – incidentally, quite unlike the historic Maecenas – give money to projects for the mere sake of philanthropy, i.e. just because they consider the project or the project head to be exciting.

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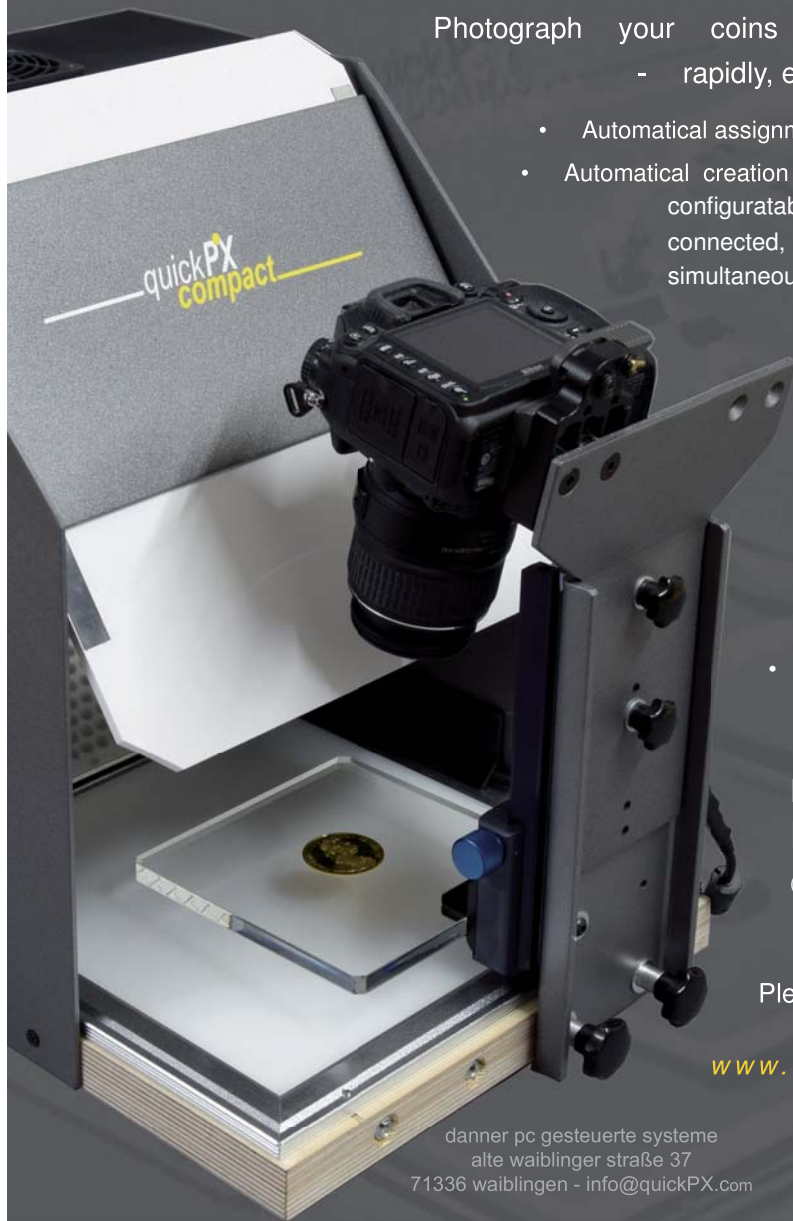
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Time and again, institutions believe that CoinsWeekly can find such a patron for them. I am sorry, you are asking too much of us. And even if we had a list of billionaires who are interested in numismatics, we would have enough projects ourselves to keep at least 20 patrons busy.

There is no other option: you have to look for a patron by yourself. And the best way to do so is by being prepared to cooperate with several small fish instead of looking for one big fish.

A tried and trusted method of finding minor patrons is to create an aid association for your institution. It is very important that you provide your aid association with the necessary tax-law requirements so that all donations for your institutions are tax-deductible.

And it is certainly true that such an aid association must offer something to its members. Here you can make use of the aura that surrounds you as a scholar in the eyes of a layperson: the average collector is often fascinated by the mere thought that a world-renowned author or an impressive professor sits down with them at a table, carefully listening to them.

Provide members of your association with special insights. In the best case, this will make them identify with your institution and foster their wish to help you.

Of course, your association will include people of completely different financial means. Be mindful of this. Not everything works in every country. There

are huge cultural differences! Whereas in the US, it goes without saying that financially powerful members get other offers and privileges, such a strategy is very likely to backfire in Germany.

Always remain flexible! Try different options. And remember: at some point, the much longed-for patron might become a member – but you can be sure that they will not be recognisable as a patron right from the start. So, take good care of all your members. That is the only way to unmask a potential patron and secure their favour.

What about Crowdfunding?

In recent years, crowdfunding has become more and more popular. Entire movies are produced by means of fan money if film studios are not prepared to take the risk. So, why shouldn't you use crowdfunding for your own project? Keep in mind: most people do not like to be under the impression that they pay money anonymously into a big pot without having any control as to what the money will be used for.

So, make things more personal! There is a reason why children's relief organisations assign a specific child to donors and have children write touching letters to donors on a regular basis. At the zoo, you can read the names of animal sponsors right next to the enclosure and the Berlin Coin Cabinet offers sponsorships in their Interactive Catalogue.

In other words: make donors feel like their money supports a very specific cause – regardless of the size of the do-



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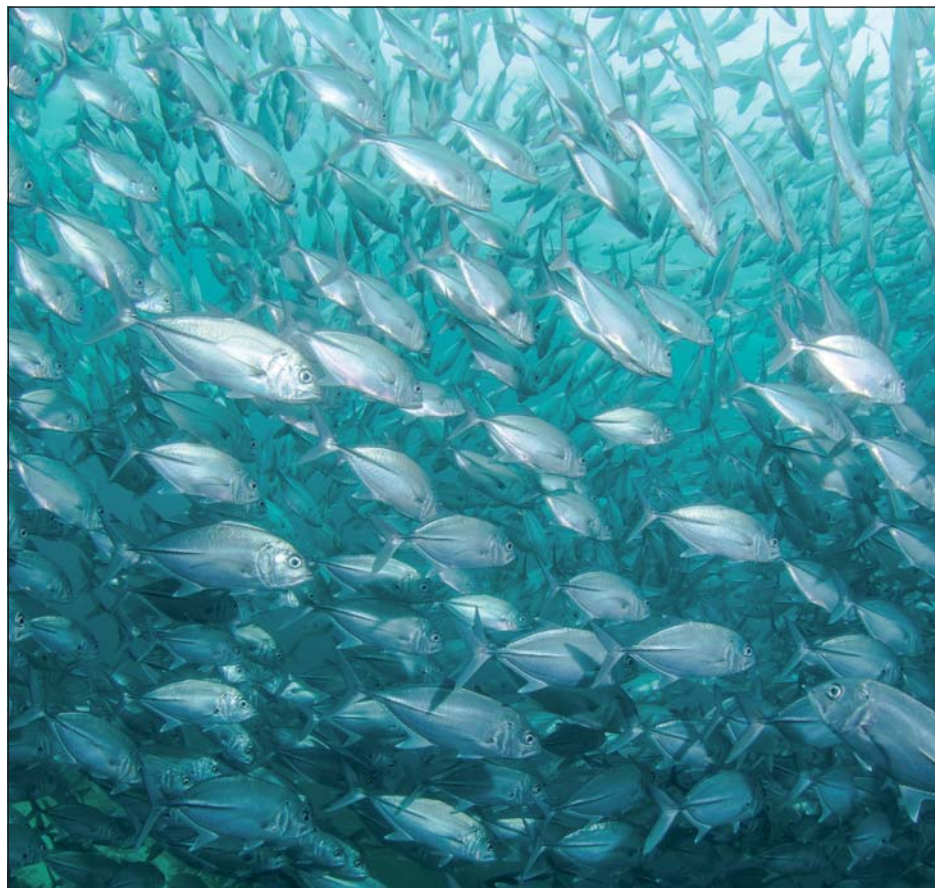
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nation. And again, the donation must be tax-deductible, and donors must promptly get a donation receipt. Therefore, crowdfunding comes with a lot of administrative work. Before you decide to crowdfund, please consider whether you can afford it.

In the past three years, we have learned how quickly our world and the things we take for granted can change. Therefore, it makes sense to be prepared –


even for institutions that (still) receive sufficient government funding to comfortably finance their research.

I strongly recommend starting to think about sponsorships before the implementation of a project or even your own livelihood depends on it. The more experience you have in this field, the better you positioned your institution, the easier it will be to raise the necessary funds and to continue your work.



Instead of searching for one “big fish”, a patron, you might go for collecting funds from many small fish: crowdfunding.

PHOTO BY JEAN WIMMERLIN ON UNSPLASH



Whether in person or for example on social media: networking is essential for you to become known among your peers.

PHOTO: KEVIN CURTIS ON UNSPLASH

How to Work on Your Image

by Daniel Baumbach

When looking for a sponsor, you will benefit from name recognition. However, your image is even more important because a clearly defined and properly communicated image helps to attract the sponsor that fits you best. Here you can find out what to keep in mind.

Self-promotion does not necessarily come natural to scholars. And yet: if you want to attract sponsors, a healthy amount of external communication is key. Do not worry, this is not about crudely flaunting yourself. You just need to put more effort into making people aware of what you and your institution do

anyway. Yes, they say that achievements speak for themselves – but that is nonsense. Achievements have to be communicated if you want to effectively attract supporters. Let us divide the aspect of external communication into two areas to explain the matter – we will talk about name recognition and image.

Name Recognition Opens Doors

The advantage of name recognition is obvious. If a sponsor already knows your name or that of your institution, it is much easier to get a connection to them. A well-known institution is more likely to find a sponsor. But how to boost name recognition?

First: be present! Great achievements are of no use if no one outside your museum or your institution knows about them. Act as an ambassador of your institution and go to events, fairs and conferences. Network, get to know colleagues. Even if an event merely touches on your topic, it can be worth attending to further expand your network. You do not know where your new acquaintances might be in a few years. With such a network, you can spread the word about what is happening behind the doors of your institution.

Of course, this is just the beginning and certainly not enough – for it is very unlikely that one of your peers will qualify as a sponsor. Therefore, make sure that your name is also known beyond your own „bubble“. Make people talk about you, communicate the latest news from your institution. Whether it be publications or new acquisitions, exhibitions, lectures or milestones of digitization, even new members of staff could be a

topic. Be creative. Show that something is happening at your institution, and do so regularly, using as many different channels as possible. After all, experience has shown that one-off PR campaigns rarely achieve anything. Think of it as a party. You go there, have a nice chat with some people. Will the people you talk to still remember you after a few years? Probably not. But if you keep running into each other at parties and have pleasant conversations, it is very likely that you will soon be remembered. And if you attend different parties instead of always going to the same friend's events, your network will expand.

How to Spread Your News

So: get the word out regularly, by using different channels. Do not underestimate social media. For culture and research institutions, it is custom to follow each other's profiles, which should make it pretty easy for you to get star-



You simply can't do without a bit of noise: communicate to the outside world what is happening behind the gates of your institution.



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ted. In this way, a network will emerge without much effort that you can use to effectively inform professional colleagues at lightning speed. If your message is exciting – or at least creatively presented – your peers are sure to share it, and it will be read by way more persons than you anticipated.

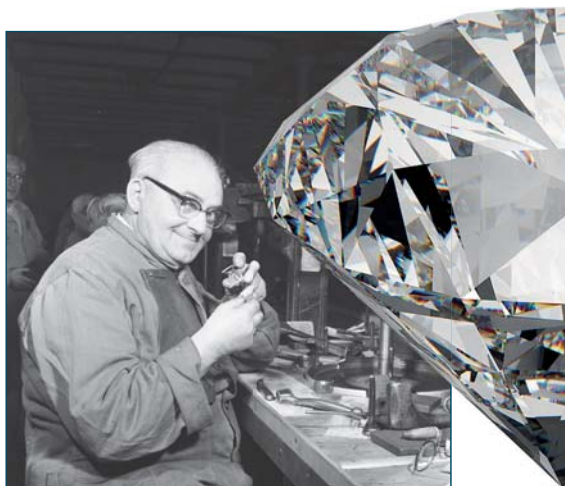
Then there is the press. Today, local newspapers seem a bit old-fashioned, but they are often indispensable, especially for museums – after all, not every visitor can or wants to travel 6 hours just to see your new exhibition. So you need visitors from the area.

Above all, remember that your message is most likely to attract much attention when people are already somewhat interested in the topic. Coin collectors are much more likely to be interested in your new book or your new exhibition on Sicilian decadrachms than the average museum visitor. And the best way to reach collectors is through specialist publications. This is a wonderful opportunity for you to share your news with the world: write a press release and send it out! A press release is an announcement written by your institution that is explicitly intended to be disseminated by the press. Of course, a press release for specialist publications should look different than one for local newspapers. From the perspective of a specialist publication we can say: if we receive an exciting text, ideally with pictures accompanying it (that do not have to be removed from the website after a few months!), it is very likely that we and

our colleagues will publish your news. After all, you help us save time that we would otherwise spend researching, writing and dealing with complicated copyright issues. And this applies to printed as well as digital newspapers. So, regularly send out your material! And before you know it, one day they will say „Oh yes, you are the one with the exciting exhibitions / projects / books on ...! I read about you in (insert a magazine of your choice)!“ Mission accomplished. Why? Well, the readers of these specialist publications also include potential sponsors from the coin trade.

The Image – What Do You Want to Represent?

What is the difference between name recognition and an image? Having an image is not about whether the potential sponsor has heard or read your name before, it is about whether they associate something with it. After all, name



recognition is very helpful, but it is not enough. You need an image – a positive one, of course! An image is very specific and provides sponsors and marketers with a concrete idea they can work with. If you have an image, you have a clearly defined profile that can perfectly be used to attract the attention of sponsors. It reflects what you and your institution stand for, perhaps delivering the exact message that a sponsor is looking for.

What Image Fits Me?

When defining your image, you will rarely have to create something completely from scratch. If you are realistic about yourself and your institution, you can probably find a strength or a feature that you should focus on. However, as with job interviews: do not try to build an unrealistic image of yourself and sell yourself as something that – on closer inspection – you are not. An image should fit your institution and be as specific as possible. You don't necessarily need a unique selling point,

but something that makes you more tangible. A few examples:

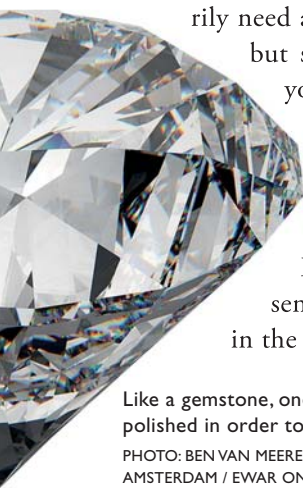
- Does your collection or your research have a distinct focus? Emphasise that! Present yourself as an expert in the field.

- You do not have such a focus? That is fine too, a generalist or a general collection can also be sought after. Point out that you cover a wide range of topics.
- Your institution lacks money and staff, but it has a long history? Present yourself as a time-honoured institution with a long-standing tradition.
- There is no history since your institution was founded just a couple of years ago? Show yourself as a young, up-and-coming team that is a breath of fresh air.
- Do you attach a lot of importance on cutting-edge research and the promotion of young talent? Highlight that as it is easy to find supporters for such a cause.

Have you found the image you are looking for? Then now is the time to work on PR to communicate and polish this image. Before, we looked at how to gain name recognition. The same approach can be used for your image: spread your image repeatedly via different channels. Providing specialist magazines with press releases is a wonderful way to do this, too. And think not only in terms of content but also of emotions. An image is also about sympathy, not about mere facts. A wording that fits your image gives your text the finishing touches, so use it in your press releases.

Image and Sponsor

And how is all this related to sponsors? Your image can help sponsors polish



Like a gemstone, one's image needs to be polished in order to unleash its full potential.
PHOTO: BEN VAN MEERENDONK, AHF, COLLECTIE IISG,
AMSTERDAM / EWAR ON PIXABAY

their own image. In this way, you offer them a reputation that they would like to have themselves, or one that strengthens the sponsor's image as it is in line with your reputation. A coin auction house wants to establish itself as an important address for ancient numismatics? It will certainly see an advantage in being associated with you – a renowned collection of ancient coins or a research institution in this field. Or: an auction house is the world market leader when it comes to Islamic coins? Then collaborating with you – an internationally renowned expert for Islamic numismatics – is a great idea! Therefore, supporting your book on Arabic coins with an advertisement will become a

worthwhile investment for the dealer because he gets something in return.

Let us summarise the essential points in the ideal order:

- Find out what kind of image suits you.
- Communicate what you and your institution do in a likeable and vivid way, taking into account the image that you want to communicate.
- Be present, thus increasing name recognition.
- PR campaigns are most effective when they take place regularly and make use of different channels.

If you take all this into account, you will be in an excellent position to attract a sponsor. Good luck!



A classic example of a sponsor working on his image through the company he supports. By placing the logo on a parachute, the sugary product is associated with something the sponsor would like to stand for: sporting achievement, freedom, action and adventure.

PHOTO:TEXAUSI / CC BY 2.0



It is not easy to communicate one's image all over the world. CoinsWeekly can help you!

IMAGE: GERD ALTMANN ON PIXABAY

Communicate Your Image with CoinsWeekly – But Do It Right!

by Björn Schöpe

So, you know what you stand for? You have a clear idea about what image of your institution you want to communicate? Great! Here is the next step: make potential sponsors aware of this image. How? CoinsWeekly is a great starting point.

Hello, World!

You know who you are and what you stand for? That is to say: you found your brand, your image? Congratulations! That is the starting point for any sponsorship. Now you can go look for spon-

sors. In your area, your institution might be well known. But those who do not live in your district and are not passionate numismatists might have never heard of you. And even other numismatists do not necessarily know what you stand for. You need to change that. Let the world know about your image. Nobody knows as much about early medieval issues from North Hesse as you? Good for you. However, if only the two next-best experts in this field know that, your expertise will not help you to attract potential sponsors from North Hesse.

Therefore, you must do something that many competent people struggle with: you have to show yourself. The good news is that there is no need to flaunt yourself. Just do not keep your knowledge to yourself or only share it with fellow researchers in specialist journals. After all, there are probably no sponsors within your own bubble. You need to address a broader public, i.e., people who are already interested in your topic or people whom you have to show how fascinating *your field of interest/the focus of your collection* (insert what applies to you) is.

One for All: CoinsWeekly

This is where CoinsWeekly can help. Since 2009, our online magazine has published new articles every week. Over time, our international issue CoinsWeekly and the German version MünzenWoche have built up a large and loyal readership around the word. CoinsWeekly sees itself as a bridge between different fields of numismatics. It is read by collectors, scholars and museum staff alike, but also by decision-makers in central banks, mints and the supply industry. Take advantage of that. Through CoinsWeekly you can

Thursday, 2022.07.21

CoinsWeekly

Sponsored by: CNG, SINCONA, NGC, KÜNKER

HOME NEWS AUCTIONS WHO IS WHO RECORDS PUZZLE MISC NEWSLETTER

EMPORIUM HAMBURG NUMISMATICS

397644

Webshop Emporium Hamburg
Asia Minor, Lycia, Pericles, AR 1/3 Stater, 380-362 BC, Av. Lion scalp Rv.
Tridrakes, 1 head Apollo, 2.27g, v-el
Fixed price: 350 EUR

SUPREME-NUMISMATICS AT A SENSATIONAL PRICE

ADVERTISING

MünzenWoche Hamburg
MÜNZEN RITTER
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NEWS

WWII-Looted Art Found in a Thrift Store
July 14, 2022
A Roman bust disappears from Bavaria during the Second World War. Then, it reappears in the unlikely place in the world: a thrift store in Texas. A true story with a happy ending, which also draws attention to a serious problem.

How the US Mint Was Created
July 14, 2022
Heritage offers the 1794 congressional resolution authorizing the creation of the US Mint signed by Thomas Jefferson and George Washington, and other remarkable documents related to the origin of US coinage.

Shipments With Ancient Coins Lost!
July 14, 2022
Four ancient coins from a recent Cayen auction have been lost during shipping. This probably occurred in the USA. Here you can see the lost coins and their description.

DOWNLOADS

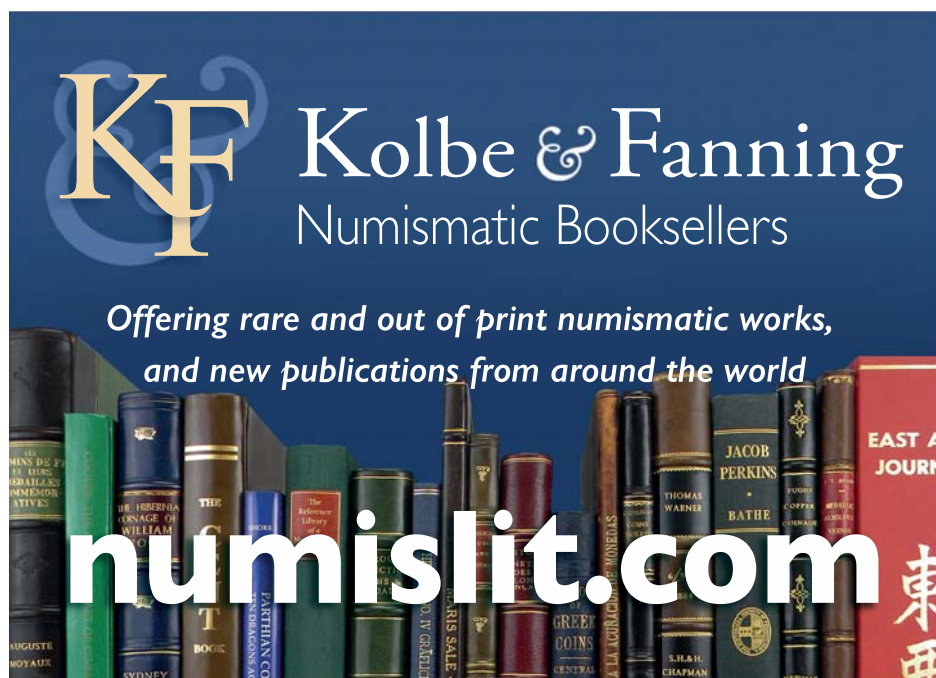
MünzenMarkt
MünzenWoche Spezial Hall

reach a much broader audience than with campaigns on your own premises. Your task is to explain to this audience what you stand for (your „image“) – and „you“ obviously does not only refer to you as a person but to the institution you work for. In this process, do not forget about presenting yourself as a person, as a human being. People buy from people, and people prefer to negotiate with people, not with abstract institutions. In the best case, you can combine both. Remember: your image is part of a sponsorship deal. (If you have already forgotten about that or did not read the first article by Ursula Kampmann yet, you had better do so now!) This image must convince the

sponsor to give you money; you certainly do not want to make them feel sorry for an underfunded institution that they are supposed to keep alive out of mere pity.

CoinsWeekly provides you with a variety of options to make a broad public aware of your expertise. The requirement is that you send us a text. We publish the following texts free of charge for scholarly institutions:

- Articles of the week
- News stories
- Biographies – of numismatists or collectors
- Records
- Job advertisements



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Numismatic Booksellers

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and new publications from around the world*

numislit.com

However, we will not do the work for you. If you want CoinsWeekly to spread your image, it is not enough to send us a link. No pain, no gain! That is to say: if you do not take care of your own PR, you will not be present online, i.e., your popularity will not increase and finding sponsors will therefore not get any easier.

The Article of the Week: Competent, Informative, Entertaining

Theoretical topics are of interest to professionals, not to laypeople. Long lists of die comparison studies and pages filled with mintage figures will only generate yawns among the demanding readers of CoinsWeekly. Does that mean that no one is interested in new findings or provocative viewpoints? Not at all! Take, for example, our article „Lösers in Death Rituals: The Funeral of John Frederick of Brunswick-Calenberg“: specialised, provocative, lively. Choose a style, as you do in an Anglo-American essay, and tell a fascinating story. Be specific, provide lots of vivid images and be sure to include photos in your text. You can do all that in our article of the week. It should not be longer than two or at most three pages. And it does not have to be – that is enough to make a broad public aware of your profile as a specialist in a certain field. And our articles can also be easily found with a Google search. Ideal conditions to be quickly perceived as a business partner by a potential sponsor.

A News Story: Only Bad News Are Good News? That Is Nonsense!

When running your business, you often do not notice it yourself – but everywhere, be it a museum or a faculty, things are happening all the time: a new employee, an exhibition, perhaps a new online catalogue or research project, a book published by an employee, an award. Did you recently remodel parts of your building or changed the design of your exhibition? Are you working on an innovative way to implement open access solutions? Will you have an open day? Think of all this.

And to clear up a misconception: of course, not everything is worth an article. But it does not have to be a big fire or a Nobel Prize. What is important is something else: you have to present a topic in a (short) article in such a way that readers will enjoy it. No more and no less. And if you can add a few nice pictures too, it is very likely that CoinsWeekly will run your news story, naming you as the author and providing readers with links to your institution or project.

In case you are already getting nervous because you have never written a press release: do not worry,

there is a fantastic guide that we published for the last International Numismatic Congress in Taormina. Even



if you did not pick up a CoinsWeekly Special Issue at our booth back then, you can read the guide by downloading the issue from our site (simply scan the QR code beside.)

From Human to Human: Our Who's Who

As I said: people buy from people. Present yourself! In our Who's Who, we do not present institutions but people of the numismatic world – from young PhD students to established experts. Personalities from the scholarly world, the coin trade and museums.

You send us your biography, a publication list, some links and a photo and we will write an encyclopaedia entry, presenting you and your employer in the best light possible.

By now, we have augmented our Who's Who section. There is a separate Who's Who for collectors. And before you think that this is not your cup of tea: do not forget about collectors who donated objects to your institution, or those who bequeathed a large group of items or even an entire collection to your coin cabinet. You may not have met these people because the donation was made centuries ago. But I am sure there are documents that give you the information you need to write an article. (Remember: we are not talking about a scholarly treatise that explores all unresolved details.) Perhaps the collector was an important figure in their hometown and is still well known there? That might be a possible con-

nection ... You understand where this is going, don't you?

Prettier, Bigger, Older: Records

The most expensive Roman gold coins, the most expensive US coins ... It should not come as a surprise that such record articles also generate record view numbers with our online magazine. People just love top performances, otherwise the Greeks would not have created the Olympic Games.

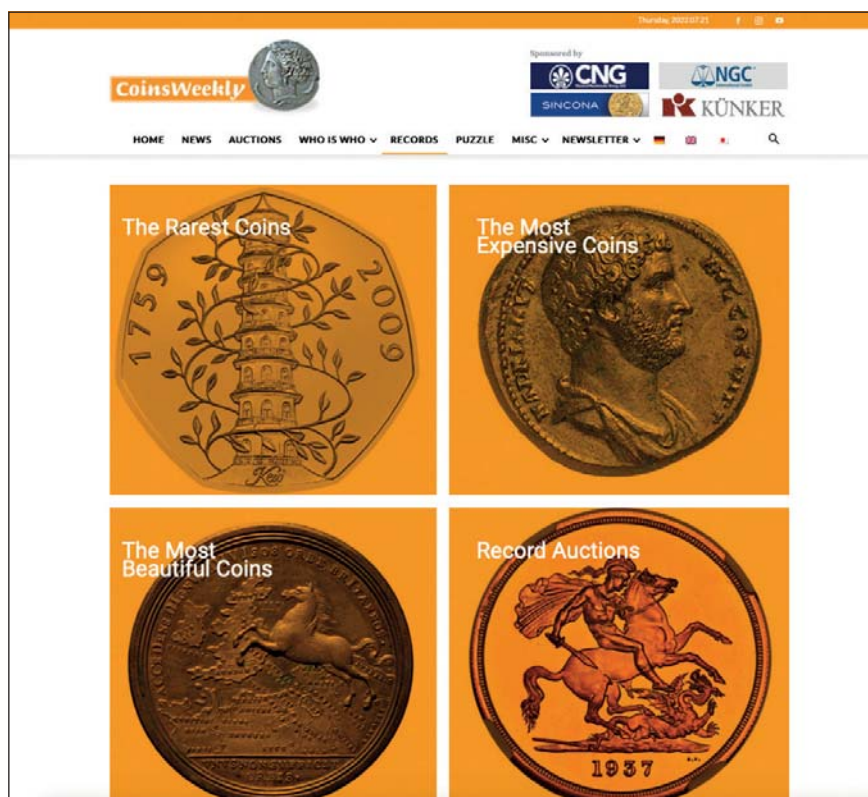
Your institution happens to own the heaviest silver coin of the Holy Roman Empire? You are the oldest museum in your country, or have the largest collection of Frisian pfennigs? Perfect! That could be the beginning of a record list. But you can also think of more sub-

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jective topics. Let's repeat: people buy from people. And it simply fascinates readers to learn about the ten favourite coins of one renowned professor or doctor xy – so you give them a list. This is a great option as it is a subjective list and you do not have to research any data. A brief comment identifying the coins and telling readers about the facts you love most about the specimen is enough. And, of course, you should mention your collection. Be creative!

Jobs Tell Stories: The Job Market

Admittedly, at first glance this is not about communicating your compe-

tence or knowledge. When sharing a job posting through the IAPN-funded job market on our website, you want to find a suitable applicant to begin with. That alone is reason enough for you to send us a job advertisement. We publish them free of charge. (Unfortunately, we cannot systematically search and find all open positions on our own, so we need your help.)

But even these texts are about your institution, your research projects, your staff, your collection. And readers of our newsletter will see it, too. Do not underestimate how much such advertisements add to the „background noi-

se“ of image building; people notice them.

Coming Soon: Our Numismatic Address Book

With us, nothing is as constant as change. Ever since it was founded, CoinsWeekly has constantly added new features to better respond to the needs of the market. And one of the new features that are currently being implemented is our CoinsWeekly Address Book, which aims to better connect the virtual world with the real world.

Simply put: our numismatic travel guide provides travelling collectors with an overview of numismatic and philatelic sights that a city has to offer. These are, of course, coin and stamp dealerships but also museums, club meetings, venues of coin shows. Of course, we also inform about institutes that teach numismatic courses and research institutions. Museums, associations, universities and research institutions can even publish images and additional information about themselves free of charge. If you are interested: a form is available at our booth that you can take home to fill in the relevant information. Take advantage of this opportunity to present yourself to sponsors from all over the globe – not only virtually, but also in the real world.

Think Outside the Box: Bookophile

Many coin people love books – and quite a few book lovers are coin enthusiasts, even though they may not know it yet. There is a reason why we regularly present interesting new works. Does your institution happen to house a collection of numismatic literature? This might be the starting point for a CoinsWeekly article. But it could also be interesting to other readers: bibliophiles. The Bookophile website, which is curated by us, is aimed at book lovers. If you have a suitable topic, this might also be an audience for you to find sponsors. We also highlight new Bookophile articles in the CoinsWeekly newsletter. For numismatically interested people should definitely hear about it.

À La Carte

Do you think that all this does not quite suit you? Or you are not sure which option might be the best fit for your institution? Or whether your article may have many footnotes? (Spoiler alert: definitely not!) Do not hesitate to talk to us here at our booth at the International Numismatic Congress. And if you did not find the time to do so, write us an email to info@muenzenwoche.de – by the way, you are welcome to do so in German, Italian or French! Together, we will certainly find a solution. After all, we want to provide our readers with a high-quality product and are happy to receive valuable content.

Cosmos of Collectibles and Its Advantages for Museum Collection Inventories

All those who take care of a general coin collection are familiar with this problem: There is a lot of literature readily available regarding anything related to the collection's main focus because the respective works have been consistently acquired for decades. However, when it comes to coins that do not belong into this category, there is no catalogue at hand to identify them. Especially

regarding modern and contemporary coinage, this problem is omnipresent. This is where the new catalogue Cosmos of Collectibles comes to the rescue, combining the advantages of a print catalogue with the benefits of free and always available online catalogues. **For this is the very essence of Cosmos of Collectibles: a quotable catalogue of coin types that is available online, free to use for everybody.**

PREVIOUS

NEXT

PL-2022-0014

50 Zloty – 100th Anniversary of the Discovery of the Complex of Prehistoric Striped Flint Mines “Krzemionki” (2022)



Bildquelle: Mint of Poland

Titel / Anlass	100th Anniversary of the Discovery of the Complex of Prehistoric Striped Flint Mines “Krzemionki”
Land	Polen
Staat	Die Republik Polen
Nominal	50 Zloty
Prägest Jahr	2022
Material	Silber
Feingehalt	Ag 999
Durchmesser (mm)	45.00
Gewicht	62.20 g
Form	Rund
Rand	Glat
Prägeststätte	BN
Münzstätte	Mint of Poland
Prägestzeichen	Monogram MN
Auflage	7,000
Sonderzeichen	Infra Special finish
Designer	Wlodek, Ursula

Beschreibung Vorderseite

The obverse of the coin shows the characteristic symbol of the Great Mother, a channel drawing made on the surface of a limestone pillar of one of the mines in Krzemionki, the seat of arms of Poland: RZECZPOSPOLITA POLSKA 2022, 50 ZŁ.

Beschreibung Rückseite

The reverse features an image of a prehistoric miner at work and an elliptical insert made of striped flint. 100. ROCZNICA ODKRYCIA ZESPÓŁU PRAZDZIEJNYCH KOPALNI KRZEMIENIA INKASTERSO “KAZIMONKI”

Anmerkungen

Lens-shaped, high relief, striped flint, encaustic.

Zitat

Polen, Dritte Polnische Republik, 50 Zloty (Silber) 2022, Mint of Poland, CoCo PL 2022-0014.

Schlagerworte: Archäologie

Cosmos of Collectibles was launched in 2020. The CoinsWeekly team is behind the Cosmos of Collectibles catalogue. Over the past two years, during which the ready-to-use alpha version was available online, we have gone through a steep learning curve, which helps us now to develop a much more comprehensive beta version.

The Objective of Cosmos of Collectibles

The objective of Cosmos of Collectibles is to record the coin types of all nations, peoples and cultures of every time period, and to assign an individual CoCo number to them. Of course, not at once. The current alpha version includes – to name but the most important fields – German coins issued since 1870,

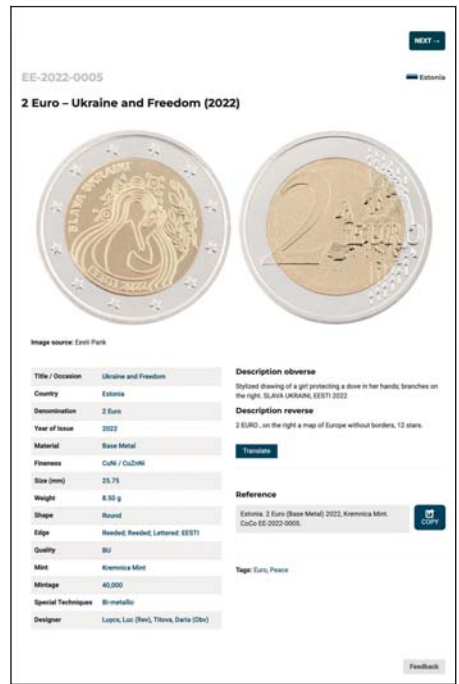
Swiss coins issued since 1850, coins of the Roman Republic, 20th-century Austrian coinage and all contemporary coins that were issued since 2020. They can all be found in the online database, in addition to a detailed description and their respective CoCo number. So if you are one of those curators who find it important to also collect the coins of the present for future generations, you can find a free catalogue online that covers the contemporary issues of all national mints, plus a lot more.

The Vision

You may think that it is quite bold to tackle the task of compiling a catalogue that includes every existing coin type. Well, we think so too. But this does not stop us from dreaming even bigger. We would also like to include other types of collectibles. Bibliophile books published before the 18th century, for example, or graphic art and other fields that do not focus on unique items but on mass-produced objects. We expect this to open up completely new research opportunities. For example, one could systematically search for the inspirational models that many baroque engravers drew on to design their coins.

We Need Help!

Such a project can only succeed in co-operation with others. Did you write a type catalogue for a specific field? Are you interested in making the results of



your years-long research available to everyone instead of a small group of scholars? Feel free to talk to us. Cosmos of Collectibles might be an excellent hub to connect all the individual projects that deal with numismatic cataloguing.

If you think that our objective is impossible to achieve, remember that numismatics follows the same rule as cybernetics, about whose possibilities Kersten Kämpfer once said:

Nothing is impossible, for if we think the impossible, we have already made it as good as possible.

“You know, these hydras are just like office work – just when you think you’ve finished, something new pops up...”



Franklin's World

by Ursula Kampmann

CoinsWeekly readers know Claire Franklin's cartoon series „Franklin's World“, which has been published weekly since 2011. Now Claire Franklin compiled her best works in a book. You can buy it at CoinsWeekly's table.

It all began during a dinner in the autumn of 2011. Claire Franklin showed me some cartoons she had created for a British student magazine. I couldn't stop laughing. The idea of comparing Heracles and the Hydra to everyday office work was simply divine – and so accurate! I asked her at the time if I could share these cartoons with CoinsWeekly

readers. Claire Franklin agreed. Ever since, she has delivered a new cartoon every week. Her creativity is inexhaustible!

Claire Franklin has a gift for seeing the adversities of everyday life in a completely new light. I'm a fan of her work because she regularly manages to use wit and irony to put into perspective the festering problems of an increasingly complex environment that even we coin enthusiasts struggle with. I am always delighted to find her carefully wrapped bundle of new cartoons in my mailbox and save them for a particularly stressful and frustrating day. When I start to

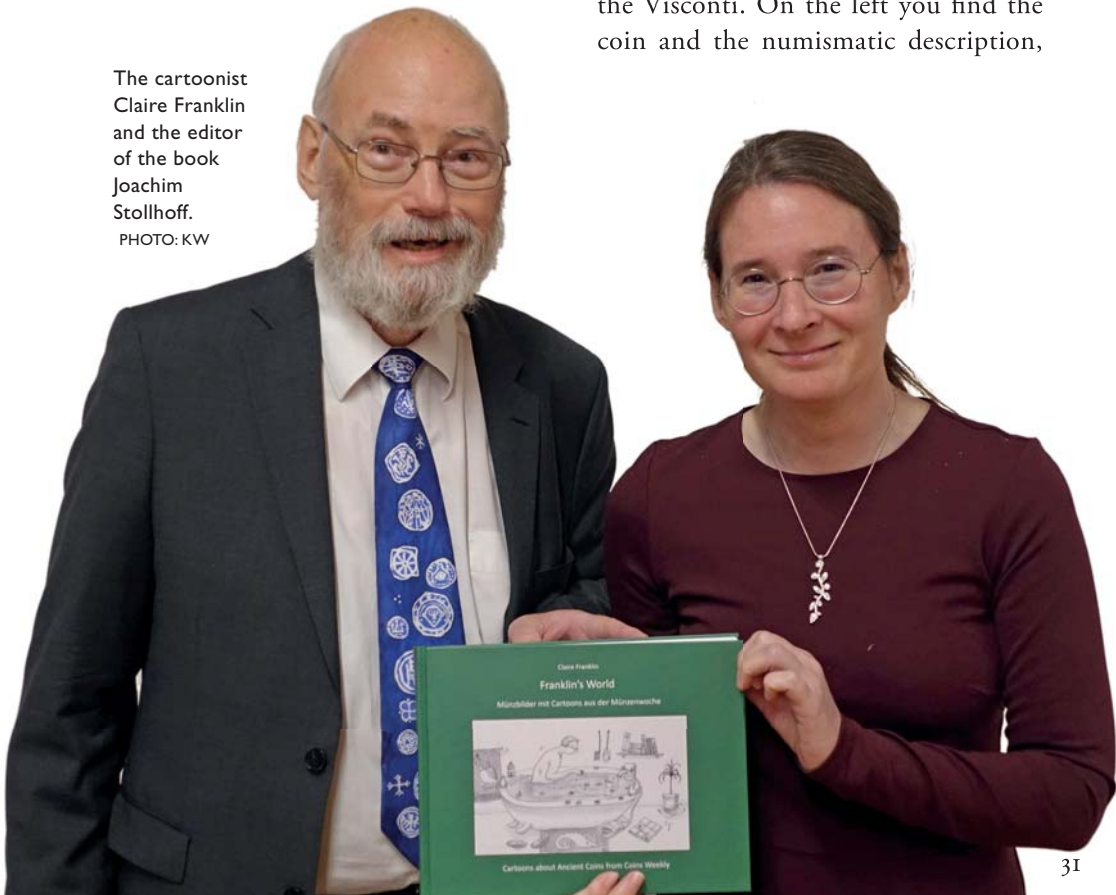
doubt the point of my existence around 5 p.m., I unwrap her cartoons and by the third one, at the latest, the only reaction I have left for everyday madness is to burst out laughing.

I know that Claire Franklin has a lot of fans – after all, I see what news our newsletter subscribers click on. However, I also often hear from colleagues who are not so familiar with ancient numismatics that there are some cartoons they did not understand. That's no surprise: many of Claire Franklin's cartoons are pure numismatics. She is inspired by the coins she identifies as

part of her job as a numismatist at the Münzen und Medaillen GmbH. Anyone who knows the coin types of ancient numismatics by heart immediately knows which coin she is referring to. Those who do not would be well advised to visit her office, where the inspiration for her cartoons can be found on coin trays.

Joachim Stollhoff, the owner of Münzen und Medaillen GmbH, came up with the great idea of presenting the cartoons next to the images of the coins that inspired Claire Franklin: from 7th century electrum coinage from Asia Minor to early modern fractional coins of the Visconti. On the left you find the coin and the numismatic description,

The cartoonist
Claire Franklin
and the editor
of the book
Joachim
Stollhoff.
PHOTO: KW



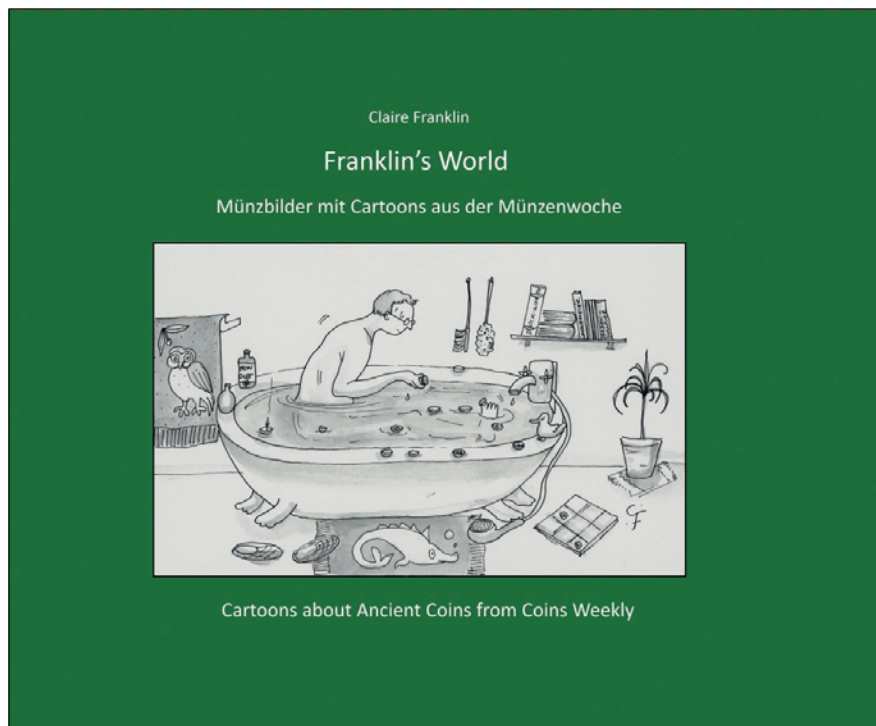
on the right the cartoon – everything in German and English.

In addition, there are some of Claire's coin-free „classics“ making fun of coin enthusiasts or dressing everyday madness in the costume of the past: we see a coin enthusiast who, given the bad weather in tropical paradise, consoles his wife by saying that he took the entire RIC series with him; a lost car driver who doesn't know which road he is on but does know that coins were minted in that very area around 1270; and a Roman customer who reads a warning sign on a covered vase indicating that the vessel depicts scenes of explicit nature

and brutal violence that are unsuitable for youngsters, to name but a few of my favourite cartoons.

Now all lovers of Claire Franklin's cartoons have the choice. They can either go to our Claire Franklin site and see her cartoons one by one. Or they can buy the book at our table for 30 euros.

A warning: Claire Franklin's humour can be life-sustaining. Laughter is good for your health. However, once you've started flipping through Claire Franklin's book, you won't be able to stop until you reach the end.



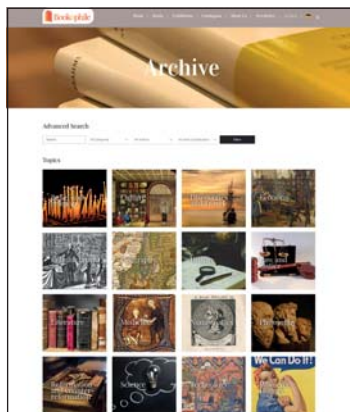
The new book: Franklin's World.

Thinking Outside the Box: Bookophile

On behalf of the MoneyMuseum, the Coins-Weekly team has been publishing the Bookophile online magazine since June 2019. Bookophile deals with bibliophile books. It explains the stories behind literature, reconstructs why a book was written, what it tells us about its time and why it is still worth to be picked up today. Bookophile is aimed at interested laypeople, incidentally providing them with fascinating details on the cultural and intellectual history of the early modern period. Bookophile is also of interest to numismatists because – as its name suggests – the MoneyMuseum also focuses on means of payment, economic thinking and the social function of money.

Why Does Bookophile Exist?

Founder Jürg Konzett summarises the thoughts that went into the creation of Bookophile as follows: „Books carry ideas. Books reflect their time and their world. Books hold the condensed knowledge of humankind, and they only live when they are opened and read. In the age of the internet and smartphones, books are having a hard time. They do



not consist of bite-sized educational appetizers but require our undivided attention. For the spoiled reader of the 21st century, engaging with old books is almost like an obstacle course. They are written in a language that hardly anyone can read fluently. And we have to

put a lot of effort into deciphering the fonts in which they are set. The greatest obstacle, however, is the fact that we no longer know about the historical, social and intellectual context in which these books were written. And that's why Bookophile exists. We want to tell the stories of books. We want to convey why a book was particularly exciting / important / scandalous / modern / progressive in its time. And we wrap this up in short, bite-sized tidbits of information that whet the appetite for more and make you want to dive headfirst into the great adventure that is reading.“

Sounds interesting? In that case, you should subscribe to our free newsletter! Every 14 days, it delivers a bite-sized piece of history to your doorstep.

www.bookophile.com

The IAPN Job Market on CoinsWeekly

In 2015, the International Association of Professional Numismatists (IAPN) chaired a round table at the International Numismatic Congress, introducing the different industries in which trained numismatists can be employed. During the discussion, the audience demanded that an international platform be set up that would publish job advertisements, especially from the coin trade, and make them known to a broad public. It took less than two months for this request to be put into practice by CoinsWeekly – sponsored by the IAPN. Since then, many numismatists have found a job in the research and museum world or in the coin trade by responding to a job advertisement on CoinsWeekly. We see that there is a great interest in these job advertisements. Postings are read about 120 times on average; some advertisements were read up to 400 times.

Take Action!

Above all, this tells us one thing: there are way more people looking for a numismatic job than there are job postings. And at CoinsWeekly, we notice

that all the numismatists who are looking for a job are not taking action with us. That's a mistake. For CoinsWeekly also offers job seekers the possibility of actively looking for a job themselves. You can also do this anonymously. Write a job application. It should include the following information:

- the location where you want to work (geographically speaking),
- your education,
- your work experience,
- the languages you speak,
- and – if you have one – your salary expectation.

We will forward incoming job offers from coin dealers to you.

Take action! Currently, the coin trade is booming and many coin dealers are looking for efficient and enthusiastic numismatists, especially for catalogue writing. Give it a try!

If you have any questions, feel free to talk to us. Come to our table in the exhibition area!

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Unsere Frühjahrsauktionen finden im April oder Mai statt. Der Einlieferungsschluss für Ihre Münzen und Münzsammlungen liegt dabei ungefähr Mitte Januar. Herbstauktionen wiederum führen wir im November durch. Der Einlieferungsschluss dafür liegt um Ende Juli und Anfang August. Darüber hinaus veranstalten wir monatlich eine Online-Auktion.

Wir schätzen Ihre Münzsammlung jeder Zeit. Rufen Sie noch heute unsere Experten an ! (Tel. 040/257 99-137)



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www.emporium-numismatics.com



Auction 362, Lot 1280 - The Mark and Lottie Salton Collection
Netherlands. City of Campen. 8 Rosenoble n. d. (1600). 60,95 g.
Imitation of the fourfold sovereign of Queen Elizabeth of England.

Hammer price: 700,000 Euros

*Piece from the auction Glendining & Co., London,
October 26-27, 1938, no. 213.*



The Preussag Collection, Part 1, Lot 43
Brunswick-Wolfenbüttel. Friedrich Ulrich, 1613 - 1634.
Löser (multiple taler) in the weight of 20 gold gulden 1625,
Goslar or Zellerfeld.

Hammer price: 910.000 Euro.

*Piece from the Pogge Collection, Auction L. & L. Hamburger, Frankfurt/Main,
November 1903, No. 2190, of the Vogelsang Collection, Auction Riechmann
35, Halle/Saale 1925, no. 440 and the Auction Hirsch 103, Munich 1977, no. 57.*



Auction 302, lot 1211
Saxony-Coburg-Gotha.
Frederick I alone, 1675-1680-1691.
6 Ducats 1687, Gotha, by Chr. Wermuth,

on the alchemical experiments of the Duke.

Restitution to the Klassik Stiftung Weimar, March 2019.

Piece from the Auction Grunthal & Gans 9, New York 1950, No. 47.

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