



# NATIONAL MARITIME HISTORICAL SOCIETY

# SEA HISTORY

The National Maritime Historical Society's mission is to preserve and perpetuate the maritime history of the United States and to invite all Americans to share in the challenging heritage of seafaring.

## Editorial Profile

Our seafaring history comes alive in the pages of *Sea History*, the National Maritime Historical Society's quarterly magazine. Each issue brings new insights and discoveries, from the ancient Greek mariners, to Portuguese navigators opening up the ocean world, to the heroic efforts of seamen of World War II.

*Sea History* is recognized as the pre-eminent journal of advocacy and education in the field, covering the world of maritime museums, sail training, art, literature, lore, and learning of the sea with a national focus and an international scope. *Sea History* Magazine carries stories on ships and the sea both past and present.



## About Our Readers

Members of the National Maritime Historical Society, *Sea History's* readers, are active, well-educated, avid readers and collectors. The results of our most recent membership survey confirm that our members are an ideal advertising audience for an extensive array of products, publications, establishments, programs and services.

- 91% take yearly vacations
- 73% have a household income over \$75,000
- 58% purchase 6 or more books a year
- 58% collect maritime items and collectibles
- 42% are boat owners
- 78% frequent maritime museums
- 46% make 3 or more museum visits per year
- 81% are interested in marine art

Each issue of *Sea History* is distributed to NMHS members and other individuals with a strong interest in our maritime heritage, including members of maritime museums and historical societies and the captains and crews of sail training vessels. In all, *Sea History* reaches over 25,000 readers.

## Advertising Closing Dates

ISSUE		AD CLOSING	ON PRESS	POSTAL DELIVERY
Spring	#126	16 Dec	8 Jan	1 Mar
Summer	#127	19 Mar	9 Apr	1 Jun
Autumn	#128	18 Jun	9 Jul	1 Sep
Winter	#129	15 Sep	7 Oct	13 Nov

# Display Advertising Rates

<b>BLACK &amp; WHITE</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Full Page	1,275	1,211	1,147	1,084
2/3	935	888	842	795
1/2	731	694	658	589
1/3	510	485	459	434
1/4	391	372	352	332
1/6	272	258	245	231
1/8	204	194	184	173
Column Inch	65	62	58	55
2"	120	108	97	87
<b>FOUR COLOR</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Back Cover	2,669	2,535	2,402	2,268
Inside Cover	2,380	2,261	2,142	2,023
Full Page	1,870	1,776	1,683	1,590
2/3	1,360	1,292	1,224	1,156
1/2	1,071	1,017	964	910
1/3	748	710	673	635
1/4	569	540	512	484

**CLASSIFIED ADS: \$1.60 per word.**

A fee will be applied for changes made to ads by NMHS.

Centerfold earns 5% discount.

Two-page spread (elsewhere) earns 10% discount.

Agency: 15% to recognized agencies.

Heritage discount (for non-profit organizations): 25%

Frequency discounts: Computed for consecutive ad placements.

Please provide materials created in Photoshop, Pagemaker or In-Design as PDF, JPEG or TIFF.

Borders are required on all advertisements except for full and half-page bleeds.

Trim size 8 1/4" x 10 3/4"

Bleed size 8 1/2" x 11" (no extra charge)

ADVERTISING DESK: 1-800-221-NMHS (6647), ext. 235  
E-mail: advertising@seahistory.org

# Dimensions

**1/3 Page (Col.)**  
2 1/4" x 9"  
or  
13.5 x 54.5 picas

**2/3 Page**  
4 5/8" x 9"  
or  
28 x 54.5 picas

**1/8 P**  
2 1/4" x 3 3/8"  
or 13.5 x 20 p

**1/6 P (Horiz.)**  
4 5/8" x 2 1/4"  
or 28 x 13.5 p.

**1/2 Page (Island)**  
4 5/8" x 6 7/8"  
or  
28 x 41.5 picas

**1/6 P**  
2 1/4" x 4 1/2"  
or  
13.5 x 27 p

**1/3 Page (Square)**  
4 5/8" w x 4 1/2" h  
or 28 x 27h picas

**1/2 Page (Horiz.)**  
6 7/8" x 4 1/2" or  
42.75 x 27 picas

**1/4 Page**  
4 5/8" x 3 3/8"  
or 28 x 20 picas

**1/4 Page**  
3 7/16" x 4 1/2"  
or  
21 x 27.5 picas