



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 | #130 | 17 Dec | 7 Jan | 1 Mar |
| Summer | #131 | 18 Mar | 6 Apr | 1 Jun |
| Autumn | #132 | 17 Jun | 1 Jul | 1 Sep |
| Winter | #133 | 16 Sep | 1 Oct | 12 Nov |

Display Advertising Rates

| BLACK & WHITE | 1x | 2x | 3x | 4x |
|--------------------------|-----------|-----------|-----------|-----------|
| 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 |
| FOUR COLOR | 1x | 2x | 3x | 4x |
| 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