

History Today

www.historytoday.com

A readership of nearly 50,000
(ABC: 22,501)

Average income: £33,450

70% have been reading the
magazine for five years or more

Don't miss out on this affluent and very loyal readership
of the **UK's most respected history magazine**

Simon Sebag Montefiore
on Jerusalem

400 Years of the
King James Bible

Beaverbrook: Press Baron
and Historian

January 2011
Vol 61 Issue 1

60th YEARS

History Today

What happened then matters now

www.historytoday.com

Power Dress:
The Birth of Fashion

£4.95

9 770018 225134

60th
anniversary
year

History Today

What Did They Know?

History Today

The Best History Moments of 2010

Home Topics Features Archive Shop Blogs About

From the Editor

History in the News

Picture Research

One Week Total

Recent articles

New Books December 23rd

MacBook Pro

‘After 60 years, *History Today* maintains very high standards’
~ Lord Asa Briggs

MEDIA INFORMATION

History Today gives you the opportunity to reach an exclusive and discerning audience in a medium to which they are devoted.

About the magazine

- **History Today** itself had an illustrious inception. Launched in January 1951 by the enigmatic Brendan Bracken, Churchill's Minister of information, the monthly magazine created the concept of popular history.
- From its first editor, Peter Quennell, the magazine has set out to engage both the academic and the amateur historian by being both challenging and highly readable.
- **History Today** takes great pride in its renowned illustrations which are essential to the success of bringing ancient times to life. This is not a dry and dusty tome but a vibrant magazine demanding attention.
- The content is a lively mixture of news, opinion, debate, features and book reviews.

Where is it available?

Both at WH Smith and on the newsstand, and at leading museums and libraries. It is also available by subscription.

In our 60th year, we are embarking on a major promotional campaign, including subscription marketing, display advertising and a series of talks at Kensington Place.



About our readers

- Average age: 57 years old
- Average income: £33,450
- 70% educated to degree standard or higher

These stats are not the final word. *History Today* readers are well-educated and cultured. They enjoy many other pursuits like travel and visiting art galleries.

History is the glue of all of these activities. Understanding the background and context of these pastimes makes them infinitely more enjoyable.

Holidays, breaks & visits

- 80% enjoy two or more holidays a year
- 71% enjoy weekend breaks away

Buying power

- 87% buy through high street bookshops
- 74% use the internet regularly
- 70% buy books by mail-order or through book clubs
- 78% internet users buy books online

Book buying - last 12 months

- 44% of *History Today* readers bought more than four hardback history titles
- 58% bought more than four paperback history books
- 70% bought more than four paperbacks on non-history subjects
- 74% bought historical novels



History Today readers trust the magazine and see the ads as having the publisher and editor's endorsement.

Don't just take our word for it...

'History Today provides precisely what it says on the packet. History that is never less than cutting edge and up to the minute.'

– **Tom Holland**, historian and author of *Rubicon*, *Persian Fire* and *Millennium*

'I have a passionate attachment to History Today. Now, as I write my own books, History Today is by my bedside – an ally and a delight, when I suspect my own research interests risk blotting out the wider historical world.'

– **Bettany Hughes**, broadcaster and historian

'Scholarly and provocative, but always well-written and accessible, History Today is an essential read for all those gripped by the past and concerned with history's role in public life.'

– **Tristram Hunt**, historian, commentator and MP



Fortnightly E-newsletter sent to 21,000 readers who requested it

About the website

www.historytoday.com

The website is an extremely popular resource. Not only is it updated with its very own content but it also has a stunning searchable archive of over 11,000 articles which subscribers can access.

Always free, and constantly updated, are:

- Editor Paul Lay's diary
- Picture Editor Sheila Corr on Picture Research
- Web Editor Kathryn Hadley's news digest
- On This Day and the Historical Dictionary
- Arts reviews & previews
- The *History Today* newsletter
- The Fortnightly E-newsletter – This is emailed to 21,000 readers who have requested it.
- Each issue covers a new item and highlights the main items on the website and magazine.



HistoryToday

Advertising rates

Display rates:

Outside back cover	£ 2,500
Inside front cover	£ 2,500
Inside back cover	£ 2,250
Full page	£ 1,850
Half page	£950
Quarter page	£495
Eighth page	£295
Single column centimetre	£35

Insert rates: £50 per '000

This rate covers inserts weighing up to 10g. We charge £1 per 1g per 1,000 copies on inserts going into our subscription copies to cover the extra postage.

Online advertising:

www.historytoday.com

Over 500,000 page impressions a month.
21,000 unique users per month.

Website rates:

(per calendar month)

Top banner	£ 300 pcm
Side-bar large	£ 250 pcm
Side-bar small	£ 200 pcm

(Please note that the side bars are randomised with a different advert displaying on each page referral)

Monthly e-newsletter rates:

(21,000 active recipients)	
Banner large	£ 300
Banner small	£ 200
Active user database = approx.	30,000

Dimensions

(please note this is not A4 format)

Full page ad:

Trim size - 275 mm (h) x 210 mm (w)
With bleed - 281 mm x 216 mm

Half-page horizontal ad:

122 mm (h) x 180 mm (w)

Half-page vertical ad:

275 mm (h) x 88 mm (w)

Quarter page:

Display: 122 mm (h) x 88 mm (w)

Eighth page:

60 mm (h) x 88 mm (w)

Classifieds column width:

1 column	42 mm
2 columns	88 mm
3 columns	134 mm
4 columns	180 mm

Production Information

Please use the following guidelines to create PDF files that conform to our specifications

- All files to be supplied as high-resolution PDFs
- Files must be centred to the page with crop marks and 3mm bleed
- All images contained within the PDF must be high-resolution (300dpi recommended), CMYK format
- Display ads to be supplied via email to: advertising@portmanmedia.co.uk

All web adverts should be provided as a jpeg



CONTACTS

For Display and Inserts call:

Lisa Martin on **0207 487 8405**

For Display and Online call:

Corin West on **0207 487 8406**

For Classified and Online call:

Azmi Elkholy on **0207 487 8407**

Alternatively email advertising@portmanmedia.co.uk

Terms & conditions

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