

HistoryToday

www.historytoday.com



70%
HAVE READ THE
MAGAZINE FOR
OVER FIVE YEARS

A readership of over
50,000
(ABC: 20,490)

Average income:
£33,450



MEDIA INFORMATION

2013

✦ About the magazine

- Published monthly in London, we cover all aspects of history, from all periods and all countries through articles, news features and reviews
- Over 75% of the circulation are loyal subscribers but it also widely available on the newsstand and in WH Smith
- In 2012 we launched our free app and digital edition which already has several hundred subscribers.



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

✦ About our readers:

- Average age: 57
- Household income: over 54% in excess of £40,000
- 70% educated to degree standard or higher

HOLIDAY BREAKS AND VISITS

- 80% enjoy two or more holidays a year
- 71% take regular weekend breaks
- 53% visit museums at least four times a year
- 41% visit galleries at least four times a year

IN THE PAST 24 MONTHS:

- 15% have taken a cruise
- 25% have visited long-haul destinations
- 41% have holidayed in a self-catering apartment or villa
- 30% have taken special interest breaks
- And 12% have taken study courses



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

✦ About the website

Our hugely popular website contains our unrivalled, and ever-growing, archive of over 12,000 articles, going back as far as 1980. The archive is a popular resource, used by students, researchers and academics as well as lay history enthusiasts. We have now begun the digitisation of our pre-1980 archive, which will almost double its size.

In the past year the website has seen its audience grow by more than 110%, while the number of pageviews has increased by over 60%. These numbers reflect both our continuing digital reach and our position as the finest resource for historical research on the internet.

The History Today website also contains:

- The Blog, which carries historical news, opinions and other material;
- A biweekly podcast, featuring interviews with leading historians and intellectuals;
- Reviews of new books, films, exhibitions and apps;
- A page dedicated to students, featuring study guides, timelines and other key learning resources;
- Videos of historical events.



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



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

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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 650,000 page impressions a month.
350,000 unique users per month.

WEBSITE RATES:

(per calendar month)

Leaderboard (Top banner)	£ 300 pcm
Skyscraper (sidebar)	£ 200 pcm
MPU	£ 500 pcm

(Please note that all of the above website adverts are on rotation)

PRODUCTION INFORMATION

Please use the following guidelines to create PDF files:

- All files to be supplied as high-resolution PDFs
- Files must be centred to the page with crop marks and 3mm bleed
- All print images contained within the PDF must be high-resolution (300dpi recommended), CMYK format

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:

244.5 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)

90px (h) x 728px (w)
600px (h) x 160px (w)
250px (h) x 300px (w)

- Display ads to be supplied via email to:
 - Recommended maximum fileweight: 40k
 - Recommended animation length: 15 seconds
 - Formats accepted: JPG, SWF, GIF
- 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:

Azmi Elkholy on **0207 487 8407**

For Classified and Online call:

Jack Watts on **0207 487 8406**

Alternatively email

advertising@portmanmedia.co.uk

Terms & conditions

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