

HistoryToday

www.historytoday.com

ARISTOTLE
The life and legacy
of the 'Mind'

EXECUTIONS
Behind the
axeman's mask

RUSSIA
Revolutionaries
in Siberia

June 2016
Vol 66 Issue 6

HistoryToday



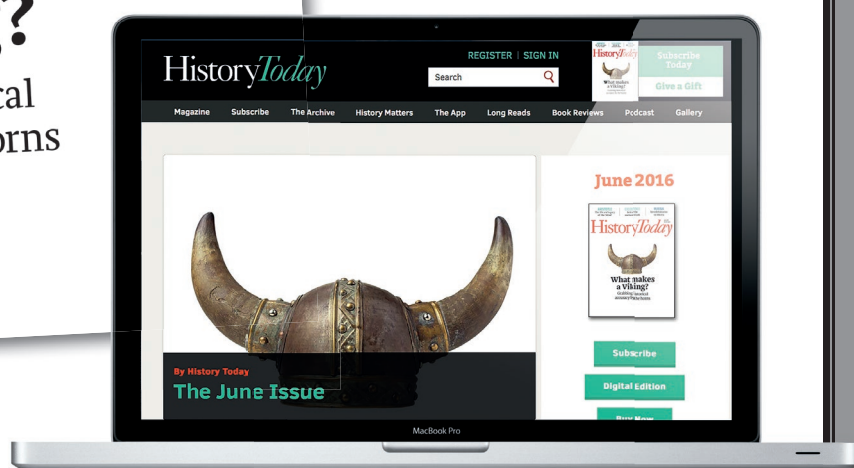
What makes a Viking?

Grabbing historical
accuracy by the horns



70%
HAVE READ THE
MAGAZINE FOR
OVER FIVE YEARS

A readership of over
50,000
(ABC: 18,161)



MEDIA INFORMATION

2017

✦ 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
- Our digital edition, free to print subscribers, is read by over 2,000 people every month. Our free app has been downloaded over 115,000 times.

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



✦ About the website

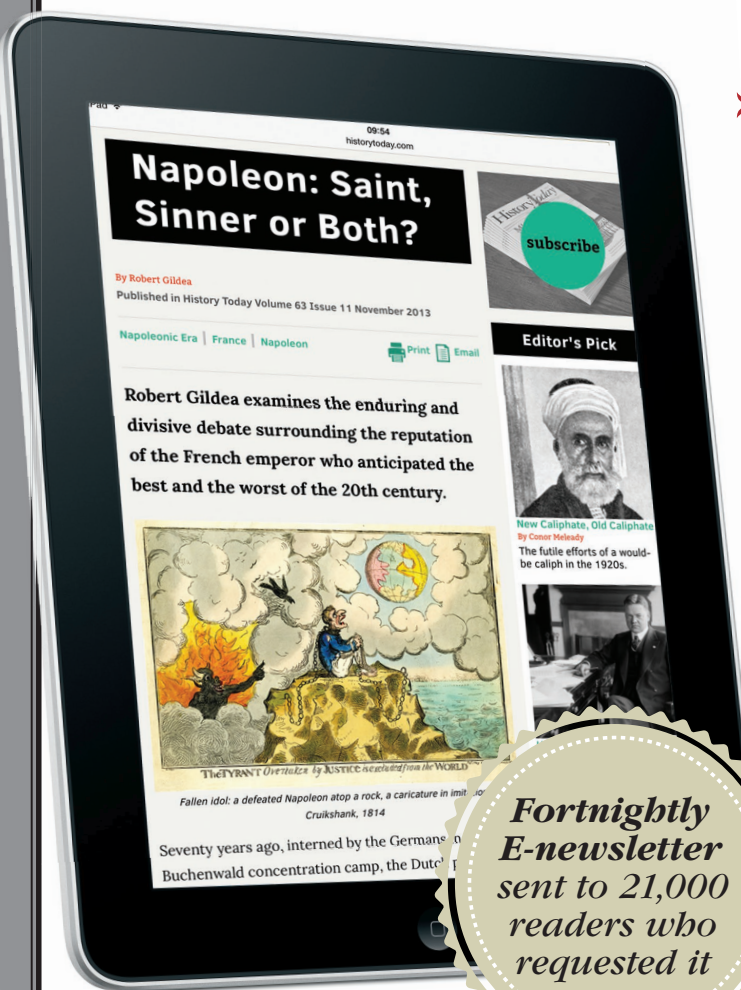
Our hugely popular website contains an unrivalled and ever-growing archive of over 16,000 articles dating back to 1951. The archive is popular resource, used by students, researchers and academics as well as history enthusiasts.

In the past year the website has seen its audience more than double while the number of pageviews has increased by 130%. These impressive 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:

- History Matters, which carries historical news, opinion, comment and other material;
- A biweekly podcast, featuring interviews with leading historians and intellectuals;
- Reviews of new books, films, exhibitions and apps;
- Videos of historical events.

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



✧ About our readers:

- Average age: **57**
- Household income: over **61%** 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



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

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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

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 1.6m page impressions per month.
990,000 unique users every month.

WEBSITE RATES:

(per calendar month)

Leaderboard (Top banner)	£ 595 pcm
Skyscraper (sidebar)	£ 300 pcm
MPU	£ 500 pcm

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

WEEKLY E-NEWSLETTER RATES:

(23,500 active recipients)

Box advertisement - £ 350
350 (h) x 550 pix (w)

DIMENSIONS (please note this is not A4 format)

Full page ad:

Trim size - 168 mm (w) x 240 mm (h)
With bleed - 171 mm (w) x 246 mm (h)
Type area - 139 mm (w) x 213 mm (h)

Half-page horizontal ad:

139 mm (w) x 103 mm (h)

Half-page vertical ad:

68 mm (w) x 213 mm (h)

Quarter page:

68 mm (w) x 103 mm (h)

Classifieds: 92 x 2 - 124 mm x 92 mm

59 x 2 - 92 mm x 59 mm

51 x 1 - 44 mm x 59 mm

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

- 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 0203 859 7093

For Display and Online call:

Paul Pryde on 0203 859 7095

For Classified and Online call:

Louis Gilbert on 0203 859 7096

Alternatively email

advertising@portmanmedia.co.uk

Terms & conditions

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