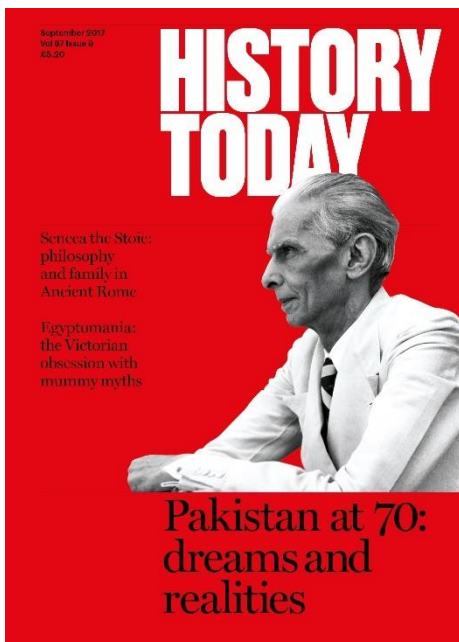


HISTORY TODAY

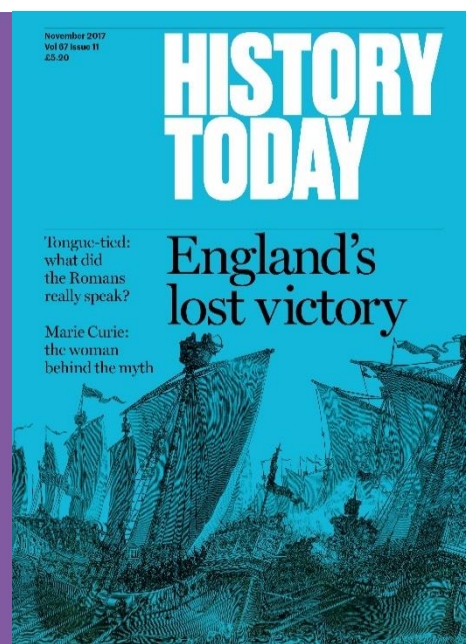
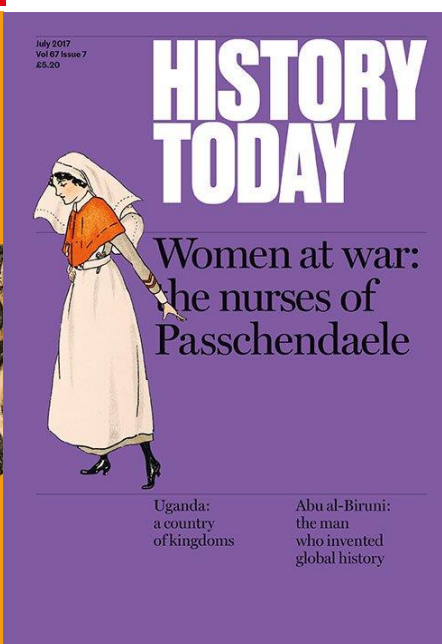
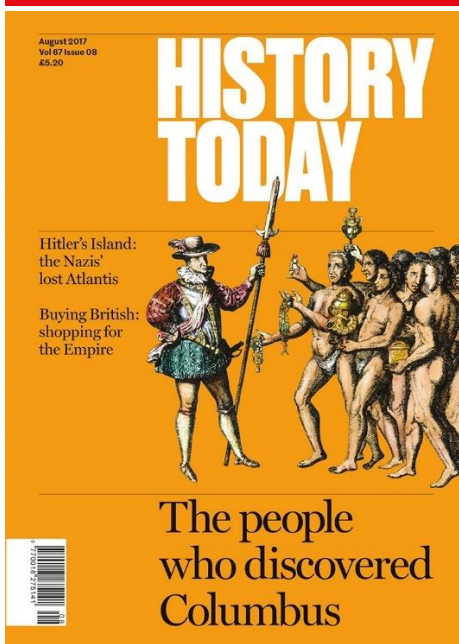
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MEDIA INFORMATION



Scholarly, provocative but always well-written and accessible, History Today is an essential read for all those gripped by the past.

Tristram Hunt, Director,
Victoria & Albert Museum



ABOUT THE MAGAZINE

- * the UK's oldest and best-loved serious history monthly.
- * continuously published since 1951.
- * covers all aspects of history: from all periods, all regions and all topics.
- * publishes monthly feature articles, news, opinion and reviews.

ABOUT OUR READERS

- * over 50,000 readers throughout the English-speaking world.
- * 14,000 subscribers. 2016 ABC 17,522.
- * 70% of our loyal subscribers have been readers for more than five years.
- * average age 57. Over 61% have household income in excess of £60,000.
- * 70% educated to degree standard or higher.

HOLIDAY BREAKS AND VISITS

- * 80% take two or more holiday a year.
- * 71% take regular weekend breaks.
- * 53% visit museums at least four times a year and 41% visit galleries as much.

IN THE PAST YEAR

- * 30% have taken special interest breaks.
- * 12% have been on study courses.
- * 25% have travelled to long-haul destinations.
- * 41% have stayed in self-catering accommodation.

Source: readership survey October 2015

ABOUT OUR WEBSITE

- * Our hugely popular website contains an unrivalled and ever-growing archive of over 16,000 articles dating back to 1951. The archive is a popular resource used by students, researchers and academics as well as history enthusiasts.
- * With over a million pageviews per month, History Today online has established itself as one of the finest resources for historical research on the internet.
- * Advertising on the home page will reach this engaged, motivated marketplace. See next page for rates and specifications.

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Space	Rate	Dimensions (h x w)
Cover Positions	£2,500	246 x 171mm
Full Page	£1,850	213 x 139mm (type area)
Half Page	£950	103 x 139mm
Quarter Page	£450	103 x 68mm

hi-res (300 dpi) PDF requested with crop marks and 3mm bleed if necessary. Images must be hi-res.

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Space	Rate	Dimensions (h x w)
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e-newsletter box*	£350	350 x 550 pixels

format: JPG, SWF, GIF. Maximum file weight 40k; recommended animation length 15 seconds.

*weekly e-newsletter sent to over 32,200 opted-in recipients. Average opening rate 30.3% (industry average 17.1%).

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