

# 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

## ✦ 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.*



## 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
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](http://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](mailto: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**

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Alternatively email

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