



NATIONAL MARITIME HISTORICAL SOCIETY

# SEA HISTORY

THE ART, LITERATURE, ADVENTURE, LORE AND LEARNING OF THE SEA

The National Maritime Historical Society's mission is to preserve and perpetuate the maritime history of the United States and to invite all Americans to share in the challenging heritage of seafaring.

## Editorial Profile

Our seafaring history comes alive in the pages of *Sea History*, the National Maritime Historical Society's quarterly magazine. Each issue brings new insights and discoveries, from the ancient Greek mariners, to Portuguese navigators opening up the ocean world, to the heroic efforts of seamen of World War II.

*Sea History* is recognized as the pre-eminent journal of advocacy and education in the field, covering the world of maritime museums, sail training, art, literature, lore, and learning of the sea with a national focus and an international scope. *Sea History Magazine* carries stories on ships and the sea both past and present.



## About Our Readers

Members of the National Maritime Historical Society, *Sea History's* readers, are active, well-educated, avid readers and collectors. Our surveys prove that our members are an ideal advertising audience for an extensive array of products, publications, establishments, programs and services.

- 91% take yearly vacations
- 79% have a household income over \$75,000
- 83% purchase 3 or more books a year
- 76% purchased books they read about in *Sea History*
- 60% collect maritime items and collectibles
- 45% are boat owners
- 83% frequent maritime museums
- 95% are interested in marine art
- 94% college or higher, 55% graduate or professional degree

Each issue of *Sea History* is distributed to NMHS members and other individuals with a strong interest in our maritime heritage, including members of maritime museums and historical societies and the captains and crews of sail training vessels. With a circulation of 25,000, *Sea History* reaches over 45,000 readers.

## Advertising Closing Dates

ISSUE		AD CLOSING	MATERIALS DEADLINE	EXPECTED PO SHIP DATE
Spring	#174	10 Dec	7 Jan	1 Mar
Summer	#175	10 Mar	7 Apr	1 Jun
<b>Fall/Holiday</b>	<b>#176</b>	<b>9 Jun</b>	<b>7 Jul</b>	<b>1 Sep</b>
Winter	#177	9 Sep	7 Oct	1 Dec

# Display Advertising Rates

<b>BLACK &amp; WHITE</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Full Page	1,275	1,211	1,147	1,084
2/3	935	888	842	795
1/2	731	694	658	589
1/3	510	485	459	434
1/4	391	372	352	332
1/6	272	258	245	231
1/8	204	194	184	173
Column Inch	65	62	58	55
2"	120	108	97	87
<b>FOUR COLOR</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
Back Cover	2,669	2,535	2,402	2,268
Inside Cover	2,380	2,261	2,142	2,023
Full Page	1,870	1,776	1,683	1,590
2/3	1,360	1,292	1,224	1,156
1/2	1,071	1,017	964	910
1/3	748	710	673	635
1/4	569	540	512	484

**CLASSIFIED ADS: \$1.60 per word.**

## DISCOUNTS:

- Centerfold earns 5% discount.
- Two-page spread (elsewhere) earns 10% discount.
- Agency: 15% to recognized agencies.
- Heritage discount (for non-profit organizations): 25%
- Frequency discounts: Computed for consecutive ad placements.

Please provide materials created in In-Design or Photoshop as PDF, JPEG or TIFF files. Email files to: [seahistory@gmail.com](mailto:seahistory@gmail.com) or [seahistoryads@gmail.com](mailto:seahistoryads@gmail.com).

A fee will be applied for changes made to ads by NMHS.

Borders are required on all advertisements except for full and half-page bleeds.

Trim size 8 1/4" x 10 3/4"

Bleed size 8 1/2" x 11" (no extra charge)

ADVERTISING DESK: 1-800-221-NMHS (6647), ext. 235  
Email: [advertising@seahistory.org](mailto:advertising@seahistory.org)

# Dimensions

