

## A Magazine of Nature, Science and Culture

With its long affiliation with the American Museum of Natural History, *Natural History* is the authoritative voice that our curious readers turn to for informed insights and understanding of natural phenomena.

### Our Readers are Leaders

Virtually all of our readers are college educated, affluent men and women, who are extremely active in their personal lives and take very seriously their civic responsibilities. They exert a strong influence on the people around them, on their local communities, and on national policy.

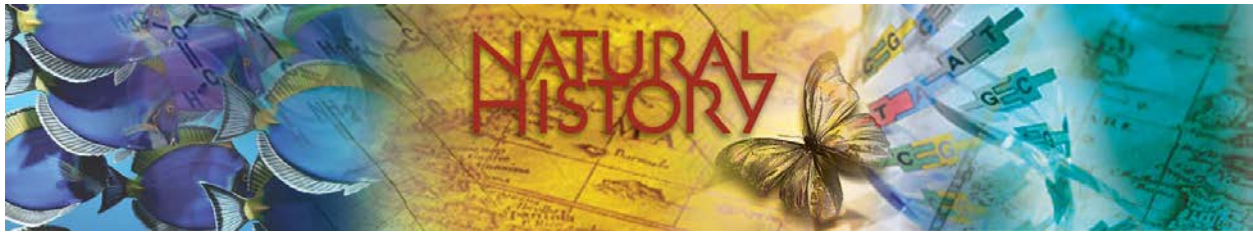
Attended/graduated college	96.9%
Professional/Managerial	74.4%
Median Household Income	\$109,000
Men/Women Ratio	48.5/51.5
Median Age	57.7
Involved, member of board or other leadership position with community organization	72.1%

Source: 2014 Online Natural History Subscriber Survey

For advertisers who need to reach thought leaders, opinion shapers, and customers who respond to innovative ideas, *Natural History* provides the ideal environment and audience for their marketing message.



...attracting a curious breed



## Online Ad Rates and Specifications

Take advantage of *Natural History's* boutique site for long-form stories about nature, science, and culture to reach 50,000 interested and involved users each month.

Ad	Dimension	Cost
Leaderboard	728 x 90	\$5.00 CPM
Rail	300 x 250	5.00 CPM
Double rail	300 x 600	10.00 CPM
Footer	300 x 100	5.00 CPM

### General Specifications

Standard formats accepted:

GIF

JPG

SWF (Flash)

Maximum file size: 80K for Flash.

For Flash banners—embed exact URL within the Flash file. Link must be set to open a new browser window or tab. You may also include your own click-through tracking code if desired.

For GIF or JPG files—send the graphic and exact URL for link

All ads will be pre-approved before going live on the *Natural History* site. Allow a minimum of two business days in production before your campaign start date.

### Ad Submission

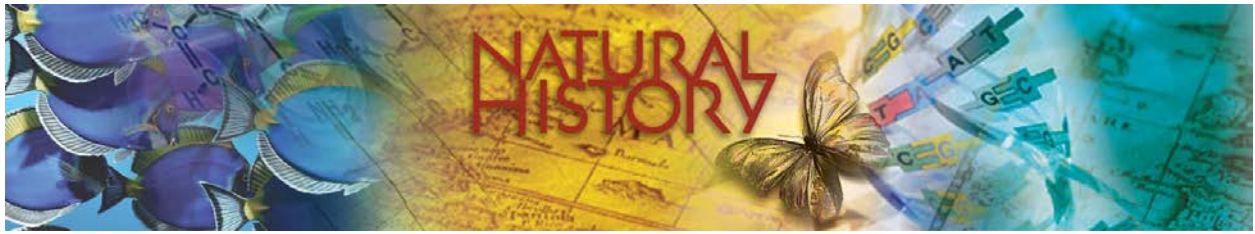
Attach ad in an e-mail with any special specifications to: [charris@nhmag.com](mailto:charris@nhmag.com).

For questions, contact Charles Harris at [charris@nhmag.com](mailto:charris@nhmag.com) or 919-933-1867.

...attracting a



curious breed



## 2017 In-Print Issue Deadlines

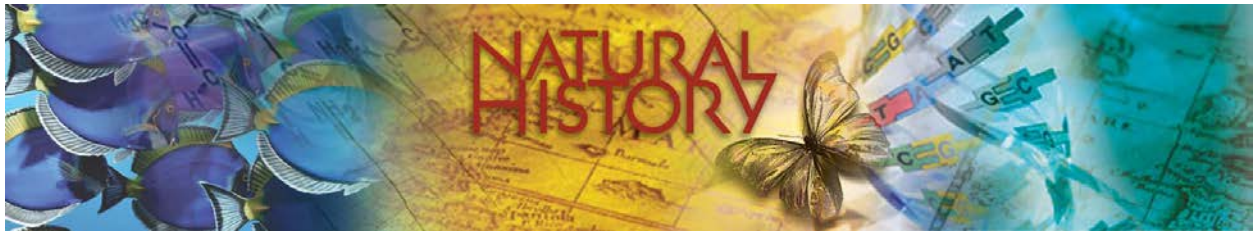
<u>Issue</u>	<u>Space and Material Close</u>	<u>Subscriber Delivery Date</u>
February	January 3	January 19
March	February 3	February 16
April	March 3	March 16
May	April 4	April 19
June	May 3	May 18
July/August	June 5	June 16
September	August 3	August 16
October	September 5	September 19
November	October 3	October 18
December/January	November 3	November 16

Please call production department at (917) 664-7252 for insert due dates.

...attracting a



curious breed



## 2017 In-Print Ad Rates

Effective / February 2017 Issue

Rate base / 50,000

Open Rate					
Four-color	1x	3x	6x	10x	
Page	\$5,000	\$4,860	\$4,720	\$4,444	
2/3 page	3,850	3,740	3,635	3,422	
1/2 page	3,050	2,965	2,880	2,710	
1/3 page	1,900	1,850	1,795	1,690	
1/6 page	1,100	1,070	1,040	980	
Black & white					
	1x	3x	6x	10x	
Page	\$3,750	\$3,645	\$3,540	\$3,333	
2/3 page	2,888	2,800	2,725	2,566	
1/2 page	2,288	2,225	2,160	2,033	
1/3 page	1,425	1,385	1,345	1,267	
1/6 page	825	800	780	733	
	Cover 2 - \$5,750	Cover 3 - \$5,500	Cover 4 - \$6,250		

### Supplied inserts

Costs available upon request.

### Commissions, Terms & Agency Discounts

Billing is net 30 days. No cash discount. 15% to recognized advertising agencies. No commission on mechanical services. No cancellations accepted after closing dates.

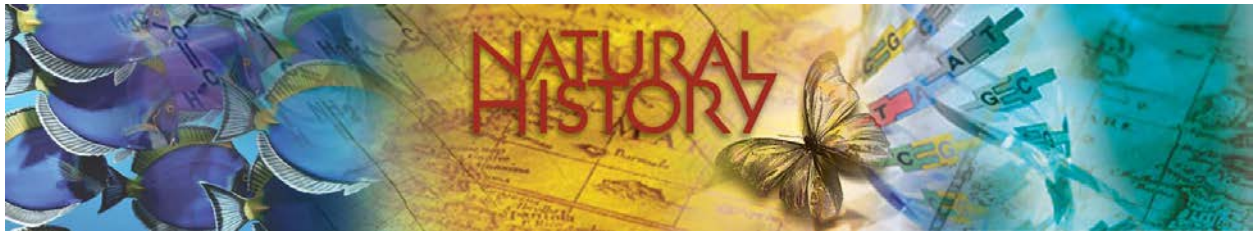
### Closing for all Inserts

1st of month prior to cover date.

...attracting a



curious breed



## In-print Ad Specifications

Effective / February 2017 Issue

Ad Sizes	Non-bleed	Bleed	Trim
Two-page spread gutter bleed	15"x10"	16-1/2"x10-3/4"	16-1/4"x10-1/2"
Full page	7-3/8"x9-3/4"	8-1/4"x10-3/4"	8-1/8"x10-1/2"
2/3 page	4-5/8"x10"	5-1/4"x10-3/4"	5-1/8"x10-1/2"
1/2 page horizontal spread	15"x4-7/8"	16-1/2"x5-3/8"	16-1/4"x5-1/4"
1/2 page horizontal	7"x4-7/8"	8-1/4"x5-3/8"	8-1/8"x5-1/4"
1/2 page digest	4-5/8"x7"	5-1/4"x7-1/2"	5-1/8"x7-3/8"
1/3 page - vertical	2-1/4"x10"	2-7/8"x10-3/4"	2-3/4"x10-1/2"
1/3 page - square	4-5/8"x4-7/8"	5-1/4"x5-3/8"	5-1/8"x5-1/4"
1/6 page	2-1/4"x4-7/8"		

### Dimension Details

Full page trim: 8-1/8" x 10-1/2"

Live area: 7-3/8"x 9-3/4"

Spread trim: 16-1/4" x 10-1/2"

Spread live area: 15-1/2" x 9-3/4"

Safety margins are to be 3/8" from trim all around

All 1/8" on all sides for bleed ads

### General Specifications

Complete mechanical specifications available on request. Also see SRDS Print Production Data.

- Process Web Offset, R.O.P.
- Binding: Saddle-Stitch
- Original offset materials left in publisher's possession are destroyed 12 months after date of issue

### Digital Ad Requirements

*Natural History* accepts ads in digital form, provided all technical provisions and deadlines are met. Ads can be submitted as Macintosh formatted, collected Quark or InDesign documents; Illustrator EPS, Photoshop EPS or TIFF files; and PDF files. PDFs must be created with high resolution images and CMYK color space. No spot colors. Please include a laser print and digital color proof for color ads.

(cont.)

...attracting a



curious breed

# In-print Ad Specifications (cont.)

## Conditions for Document Files

- Include all fonts and images
- Images must be high resolution, minimum 300+ dpi
- All colors must be CMYK. No spot colors.
- All fonts must be Postscript (screen and printer) and must be used in their native form. (Bold, italic or other font attributes must not be done in the application, but must be the proper version of the font).

Files can be sent on CD ROM, or uploaded to our FTP site. By accepting digital ads, *Natural History* is acting as a prepress supplier. We cannot be held responsible for unexpected results from failure to follow the above procedures and commonly-accepted desktop publishing principles.

Should you have any questions or for FTP site information, please contact Meredith Miller, Advertising Production Manager, at (917) 664-7252 or [mer1219@hotmail.com](mailto:mer1219@hotmail.com)

[1]. proof specifications For all 4-color ads, please supply proofs that are SWOP certified with color bars. Advertisers can go to the SWOP Web site ([www.swop.org](http://www.swop.org)

[2]) to learn about SWOP-certified proofing systems. Color keys, laserprints, photocopies and tear sheets are not acceptable as proofs. Line screening of 133 or 150 is acceptable.

Send Materials To: Advertising Production Department / *Natural History*, PO Box 110623, Research Triangle Park, NC 27709-5623.

Tel: 919-933-1867

Fax: 919-933-1867

Please specify advertiser and date of insertion on all materials.

...attracting a



curious breed