

Pennsylvania Magazine of History and Biography Advertising

The *Pennsylvania Magazine of History and Biography* publishes articles on the history, literature, and culture of the mid-Atlantic states from settlement to the present. *PMHB* reviews books on all aspects of American history and life. *PMHB* accepts advertisements suitable for our audience, primarily for new books from university presses and academic announcements.

Advertising Rates

Full page: \$350.00

Half page: \$250.00

PMHB JSTOR page: \$500.00

Deadlines

PMHB appears three times per year: January, April, and October. Camera-ready copy must be received six weeks prior to the first of each of those months.

Mechanical Requirements

- Trim size: 6.5" x 9.5"
- Bleed page: 6.75" x 9.6"
- Full page: 4.5" x 7.5" (type area)
- Horizontal half page: 4.5" x 3.5"

PDF or TIFF files (300 dpi) accepted

Requirements for Online Ads

Size: 300 pixels wide x 250 pixels high

Static (non-animated) ad units are preferred.

Maximum file size: 100KB

Acceptable file formats: GIF | JPEG | PNG

Images should be optimized for the web with a resolution of 72dpi. A linking URL should accompany each ad; ads will click through to the provided URL in a new browser window. We do not accept rollover or expandable ad units, pop-ups or pop-unders, or ads with audio or video at this time.

Circulation

Our print run is 2,000, with a paid circulation of 1,800. *PMHB* is received by members of the Historical Society of Pennsylvania, professors of history, research scholars, and individuals interested in history, as well as and by libraries, colleges, universities, and other institutional subscribers.

All advertising correspondence should be addressed to:

Pennsylvania Magazine of History and Biography
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215-732-6200 x208
[e-mail](mailto:pmhb@hsp.org) ^[1]

Links

[1] <mailto:pmhb@hsp.org>