

# ARCHAEOLOGY

## READER PROFILE

	ARCHAEOLOGY %	ARCHAEOLOGY Index
<b>SEX</b>		
Male	49.9	103
Female	50.1	97
<b>AGE</b>		
35+	12.0	n/a
50+	86.6	n/a
Median Age	66.9	147
<b>MARITAL STATUS</b>		
Married	56.5	103
<b>EDUCATION</b>		
Post Graduate Degree	29.5	328
Graduated College + Any College	71.2	286
	89.2	162
<b>OCCUPATION</b>		
Arts, Design, Food, Sports	4.2	186
Education, Training, Library	15.0	232
Healthcare Practitioners, Technical	10.1	185
Legal	2.9	258
Management	22.9	206
Professional and Related	40.5	182
Retired	53.6	322
Working	37.3	62

	ARCHAEOLOGY %	ARCHAEOLOGY Index
<b>HOUSEHOLD INCOME</b>		
\$200,000 +	6.2	136
\$100,000 - 199,999	16.5	n/a
\$75,000 +	11.2	81
Median Income	\$ 65,300	109
75,000 +	\$ 185,700	120
<b>NET WORTH</b>		
\$1,000,000 +	12.9	n/a
\$500,000 +	44.3	n/a
Median Net Worth	\$ 429,900	n/a
Average Net Worth	\$ 584,200	n/a
<b>OWN HOME</b>		
200,000 +	11.7	135
250,000 +	7.9	120
Average Home Value	\$ 749,100	272

Source: 2011 GFK MRI Subscriber Study

### Advertising Contacts:

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# ARCHAEOLOGY

## ACTIVE READERS

### PARTICIPATED IN CIVIC ACTIVITIES LAST 12 MONTHS:

ARCHAEOLOGY %	ARCHAEOLOGY Index
Participated in Environmental Groups/Causes 15.4	370
Written something that has been published 11.5	391
Written to an Elected Official 25.6	201
Written to Editor of Magazine/Newspaper 18.0	414
Influentials (3 or more of the above) 29.2	327

### PARTICIPATED IN CULTURAL ACTIVITIES LAST 12 MONTHS:

	%	Index
Visit museums	65.7	429
Take education courses	25.8	362
Attend Music/Dance/ Theater	52.0	161
Participated in Charity Events	31.5	n/a
Participated in Photography	27.6	248
Participated in Book Clubs	14.0	513

### PARTICIPATED IN SPORTS ACTIVITIES LAST 12 MONTHS:

	%	Index
Snorkeling/Skin Diving	5.3	270
Backpacking/Hiking	25.9	239
Canoeing/Kayaking	10.0	205
Sailing	3.7	291
White Water Rafting	1.9	151
Cross-Country/Downhill Skiing	5.8	179
Scuba Diving	2.8	249

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# ARCHAEOLOGY

## UNIQUE READERS

	<u>% WHO DO NOT SUBSCRIBE</u>	<u>% WHO DO NOT REGULARLY READ *</u>
American Heritage	96.6	94.3
Audubon	93.1	92.6
Budget Travel	96.5	96.9
Conde Nast Traveler	96.5	95.2
Discover	86.7	82.8
National Geographic	59.0	48.0
National Geographic Traveler	93.9	92.2
Natural History	96.3	93.5
Scientific American	92.6	87.5
Sierra	97.1	96.2
Smithsonian	57.2	52.8
None of These	64.8	74.0

\* Read regularly is 3 out of 4 issues

Source: 2011 GFK MRI Subscriber Study



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# ARCHAEOLOGY

## PSYCHOGRAPHICS

'AGREE MOSTLY/SOMEWHAT'	ARCHAEOLOGY:		% 'AGREE MOSTLY'	ARCHAEOLOGY:	
	%	INDEX		%	INDEX
I Like Being Physically Active	92.0	n/a	I Like Being Physically Active	61.7	n/a
Willing to Pay More for a Product that is Environmentally Safe	75.9	158	I Like Being the First to Try New Technology	7.9	123
I Like Doing Things that are New and Different	86.2	130	I Like to Learn About Foreign Cultures	67.2	384
I Like to Try New Products First	33.2	121	On My Vacations, I Prefer to Travel to Places I've Never Been	50.8	215
I Like to Learn About Foreign Cultures	94.0	156	I Like Doing Things that are New and Different	45.7	333
On My Vacations, I Prefer to Travel to Places I've Never Been	84.1	114	Willing to Pay More for a Product that is Environmentally Safe	27.1	272
I Prefer Guided Tours Over Independent Travel	43.1	128	I Prefer Guided Tours Over Independent Travel	14.2	184

Source: 2011 GFK MRI Subscriber Study

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# ARCHAEOLOGY

## FOREIGN TRAVEL

	ARCHAEOLOGY %	ARCHAEOLOGY Index
<b>TRAVEL DESTINATIONS LAST 3 YEARS:</b>		
Africa	5.6	220
Alaska	15.2	274
Asia	15.2	139
Australia/New Zealand	5.9	245
Canada	23.9	168
Caribbean	23.6	79
Central America	11.5	229
China	5.9	193
Eastern Europe	9.3	353
England	18.9	253
Egypt	9.6	n/a
France	14.3	158
Greece	11.8	448
Hawaii	17.1	157
India	4.3	154
Ireland	10.9	304
Israel	5.3	388
Mexico	29.5	114
Middle East	21.4	611
Russia	4.7	360
Scandinavia	5.9	319
South America	11.8	256
Spain, Portugal	13.0	264
Turkey	11.2	747
Thailand	4.3	n/a
Western Europe	54.0	190

<b>TYPE OF TRANSPORTATION USED ON FOREIGN TRIPS:</b>		
Cruise Ship	39.6	190
Rented Car	32.7	444
Took Railroad	26.7	425
Plane Trips (Scheduled)	86.2	108
Plane Trips (Chartered)	9.0	190

	ARCHAEOLOGY %	ARCHAEOLOGY Index
<b>TOTAL NUMBER OF TRIPS (FOREIGN)</b>		
Any Reason	40.8	156
1	32.0	63
2	22.7	116
3 or More	45.3	217

<b>TOOK ANY FOREIGN VACATION:</b>		
3+ Days	39.8	
2+ Vacations	22.7	
3+ Vacations	42.9	

### SEASONS FOR FOREIGN TRAVEL

Jan-Mar	38.1	118
Apr-June	49.8	135
July-Sept	50.8	125
Oct-Dec	42.6	156

**PLAN FOREIGN TRAVEL (in next 3 years)**  
43.6

**PLAN FOREIGN TRAVEL (in next 12 months)**  
30.6

Source: 2011 GFK MRI Subscriber Study

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# ARCHAEOLOGY

## DOMESTIC TRAVEL

### GENERAL TRAVEL

ARCHAEOLOGY  
%

#### TOOK ANY DOMESTIC VACATION:

3+ Days	54.7
2+ Vacations	21.3
3+ Vacations	60.6

#### TYPES OF TRAVEL LAST 12 MONTHS:

General Sightseeing	60.2
Archaeological & Historical Areas	41.2
Cultural Travel	36.5
Beach	32.3
Nature/Scenic Trip	28.6
Camping, Hiking	21.6
Adventure Travel	21.1
Cruise	16.0

#### HOTELS:

Stayed at Hotel 15+ Nights	12.6
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ARCHAEOLOGY  
%      ARCHAEOLOGY  
Index

#### LAST 12 MONTHS

Took domestic trip	15.2	141
Took 3+ vacations/ personal trips	60.7	182
Average	4.9	268
Took railroad	9.3	465
Used a rental car	25.1	249
Traveled by airplane	50.9	117
Traveled by bus	6.1	235
Traveled by Motor Home	4.7	254
Plan to take domestic trip (next 12 months)	78.0	n/a

### STATES VISITED LAST 12 MONTHS

ARCHAEOLOGY  
%      ARCHAEOLOGY  
Index

Alabama/Georgia	14.0	175
Arizona, New Mexico, Nevada	23.1	171
Arkansas/Oklahoma	7.5	189
California	25.9	171
Delaware, Maryland, DC	14.5	226
Iowa/Indiana/Illinois	9.5	168
Florida	20.8	106
Kentucky/Tennessee	11.8	146
Louisiana, Mississippi	8.4	196
Maine, New Hampshire, Vermont	10.4	186
Massachusetts, Connecticut, RI	13.2	293
Michigan/Wisconsin	13.2	161
Montana, Idaho, Wyoming	7.3	221
Nebraska	8.1	253
New York, New Jersey, Pennsylvania	26.1	168
North Carolina, South Carolina	14.0	117
N.Dakota, S.Dakota, Minnesota	7.7	179
Texas	12.7	143
Utah, Colorado	14.1	200
Virginia, West Virginia	13.4	225
Washington, Oregon	14.3	234

Source: 2011 GFK MRI Subscriber Study

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# ARCHAEOLOGY

## TYPES OF TRAVEL

	ARCHAEOLOGY %	% ARCHAEOLOGY <u>With Kids</u>
Adventure Travel	21.1	17.9
Archaeological Dig	2.8	2.3
Arch./Historical Sites	41.2	36.1
Beach Camping/Hiking	32.3	24.7
Cruise	16.0	15.4
Cultural Travel	36.5	33.9
Eco Travel	4.6	3.9
General Sightseeing	60.2	54.2
Golf/Tennis	0.1	8.8
Nature/Scenic Trip	28.6	24.2
Spa	4.0	3.9
Volunteerism	3.9	3.7
None	8.2	17.5

### CRUISES

	ARCHAEOLOGY %	ARCHAEOLOGY <u>Index</u>
Took a Cruise	21.2	250
3 Cruises	14.1	165
4+ Cruises	6.7	229
Caribbean Cruise	48.2	--
Europe	33.5	--
Alaska	22.9	--
South America	8.8	--
Canada	5.9	--
Other	19.4	--

Source: 2011 GFK MRI Subscriber Study



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# ARCHAEOLOGY

## PRODUCTS

### WINE & SPIRITS PURCHASED, LAST SIX MONTHS:

	ARCHAEOLOGY %	ARCHAEOLOGY Index
Brandy	10.3	285
Cognac	4.4	103
Gin	12.4	189
Vodka	19.0	110
Scotch Whisky	13.5	280
Domestic Wines	57.0	216
Imported Wines	38.5	312

### MAIL / PHONE / INTERNET:

	ARCHAEOLOGY %	ARCH. Index
Ordered Anything	91.3	195
Financial/Banking Accounts	40.5	156
CDs/Tapes/Cassettes	40.3	191
Computer Peripherals/Software	13.4	127
Cameras/Camera Equipment	13.9	144
Airline Tickets	42.8	104
Books	70.5	191
Clothing/Apparel	66.2	163
Event Tickets	36.6	240
Other Health/Medical Supplies	15.5	426
Hotel Reservations	41.7	138
Prescription Drugs / Vitamins	40.9	216

### ELECTRONICS:

	ARCHAEOLOGY %	ARCHAEOLOGY Index
TYPES OF CAMERAS OWNED		
Digital	73.1	205
35 mm	52.3	435

### CAMERAS: PLAN TO BUY IN NEXT 12 MONTHS

Digital	5.7	n/a
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OWN PERSONAL COMPUTER?	85.6	105
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### TYPE OF COMPUTER?

Desktop	79.3	108
Laptop / Tablet	62.2	120
Netbook	7.2	477

Source: 2011 GFK MRI Subscriber Study

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## BOOKS

	ARCHAEOLOGY %	ARCHAEOLOGY <u>Index</u>
Participate in Reading	87.3	227
Bought Any Books	90.9	178
Bought Any Fiction Books	61.8	214
Bought Any Non-Fiction Books	71.7	284
Bought 7+ Books	55.9	134
Mean Books Bought	18.7	165
Median Books Bought	11.0	186
<b>TYPES OF BOOKS PURCHASED</b>		
History	69.8	469
Biography	40.1	280
Novels	60.6	183
Cookbooks	32.2	163
Archaeology	43.0	n/a
Art	19.1	n/a
Travel	20.3	753
Member of Book Club	17.6	n/a
Own Electronic Book Reader	10.5	851
Look at / Read Digital Magazine or Newspaper	31.3	279
Subscribe to Digital Publications	7.7	n/a

Source: 2011 GFK MRI Subscriber Study

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# ARCHAEOLOGY

## INVESTMENTS

ARCHAEOLOGY  
%  
ARCHAEOLOGY  
Index

### Total Value of Investment Portfolio:

\$100,000-199,999	12.5	n/a
\$200,000-499,999	29.4	n/a
\$500,00+	14.9	n/a
Mean	\$ 336,800	
Median	\$ 149,100	

### Real Estate

Own Vacation/ Weekend Home	12.6	355
Own Primary Residence	87.2	124
Rent	12.8	45

Source: 2011 GFK MRI Subscriber Study

ARCHAEOLOGY  
%  
ARCHAEOLOGY  
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### Market Value of Primary Home (Approx.); Including Land:

\$100,000-199,999	27.0	125
\$200,000-499,999	34.8	127
\$500,00+	16.1	218
Mean	\$ 749,100	272
Median	\$ 227,500	113

### Family's Priorities When Investing:

Long Term Growth/ Capital Apprec.	30.8	n/a
Retirement Funding	47.2	n/a
Preservation of Capital/Principal	29.2	n/a
For Additional Income	23.3	n/a
Tax Shelter/ Tax Savings	10.5	n/a
Funding Children's Education	10.3	n/a

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# ARCHAEOLOGY

## CLOSING DATES

ISSUE DATE	CLOSING	MATERIALS	ON SALE DATE
January / February 2017	November 7	November 10	December 13
March / April 2017	January 9	January 12	February 14
May / June 2017	March 6	March 9	April 11
July / August 2017	May 8	May 11	June 13
September / October 2017	July 10	July 13	August 15
November / December 2017	September 11	September 14	October 17
January / February 2018	November 6	November 9	December 12



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## PRINT SPECIFICATIONS

### ACCEPTABLE MEDIA

ARCHAEOLOGY magazine will accept your press ready PDF PDF or PDF/X1-a files via CD or email. Quality control is dependent upon properly created PDFs.

### PRODUCTION

Supplied advertising that requires production or design work of any kind may incur a non-commissionable production charge of at least \$50.

### MECHANICAL

Bleed ads should have trim indications and minimum .125" bleed on all 4 sides. 2-page spread ads must allow for .25" type safety across the center gutter.

### SCANNING

Images must be at 300 DPI at 100% of final size.

### RESOLUTION

All rasterized files must be 300 DPI at 100%. All live elements, i.e. type on bleed ads, must be a minimum of 1/4" (.25") inside the final trim area. Line screen is 150 LPI.

### FONTS

Embed all necessary fonts in each PDF.

### ADVERTISING POLICY:

Ads from companies that sell antiquities are not accepted.

### Materials Production Contact:

Karina Casines  
karina@archaeology.org

718.472.3050 x4905

### COLOR

Provide files in either CMYK or Grayscale color space. Use process colors for 4-color ads; use spot colors only when agreed to in advance.

RGB colors are not acceptable for print ads.

Note any special color information on the contract proof.

### LIABILITY

Archaeology magazine cannot be held responsible for the quality of reproduction if these specifications are not adhered to. Ads received after deadline may not publish in the desired issue. Archaeology magazine will not be held responsible for changes the Archaeology magazine Production department must make in an ad that is inadequate or fails to adhere to Archaeology magazine Digital Ad Specifications. Archaeology magazine is not liable for the final output if no contract proof is supplied.

### PROOFS

A proof must accompany all advertising material. 4-color ads must include a 4-color proof. If a proof is not supplied, Archaeology will not be held responsible for errors.

### DIMENSIONS

	Full Page Spread, non-bleed	16 1/2" x 10 3/4"
<b>For Full Pages:</b>	Half Page Spread	16 1/2" x 5"
<b>Trim Size:</b>	Full Page	7 3/8" x 10"
8" x 10 1/2"	1/2 page horizontal	7 1/4" x 4 5/8"
<b>Bleed Size:</b>	1/2 island vertical	4 3/4" x 7 1/2"
8 1/4" x 10 3/4"	1/3 page vertical	2 1/4" x 9 5/8"
	1/3 page square	4 3/4" x 4 5/8"
<b>Safety Size:</b>	1/6 page vertical	2 1/4" x 4 5/8"
7 1/2" x 10"	1/12 page square*	2 1/4" x 2 1/4"
	1/24 page*	2 1/4" x 1 1/8"

\* Classified Section Only

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