

% ARCHAEOLOGY



SEX

Male	48
Female	52

AGE

Median Age:	60
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EDUCATION

Post Graduate Degree	37
Graduated College 4yr+	70
Any College	93

HOUSEHOLD INCOME

\$100,000 +	22
\$75,000+	34
Median Income	\$60,000

READERSHIP of PRINTED VERSION of ARCHAEOLOGY MAGAZINE:

Yes	76
Read 4 out of 4	77
Read 3 or 4 out of 4	86

SUBSCRIBE

10 + years	18
7-10 years	10
4-7 years	22
1-4 years	33
Less than one year	9
Regularly purchased on Newsstand	8

ARCHAEOLOGY MAGAZINE
36-36 33rd Street, Suite 301
Long Island City, NY 11106
Main: 718.472.3050
Fax: 718.472.3051

Source: 2014 Online Study - Castle Builder

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LEISURE ACTIVITIES PARTICIPATED IN (LAST 12 MONTHS):

Read Books	96
Went to museums	82
Attended music/dance/live theater	48
Engaged in photography	37
Engaged in physical fitness program	40
Participated in charity events	33
Took adult education classes	27
Attended Lectures	49
Attended a cooking class	6

AGREE WITH THE FOLLOWING STATEMENTS:

I am curious: wanting to explore and learn about new things	95
I like doing things that are new and different	93
I like Being physically active	88
I am willing to pay more for a product that is environmentally safe	81
I prefer products that offer the latest technology	69
I like adventure: seeking adventure and risk	48
People come to me for advice before making a purchase	48
I'm always one of the first of my friends to try new products or service	37
I am curious: wanting to explore and learn about new things	95

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ARCHAEOLOGY.ORG INFORMATION



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CONTENT-RICH WEBSITE:

- Daily News
- Interactive Digs
- Marketplace
- Online Exclusives
- Travel links
- Photo Slideshows; Videos
- Exclusive Online Features
- Active Social Media Purchase

ADVERTISING OPPORTUNITIES:

- Homepage Banners
- Marketplace Banners
- Email Blast
- Advertorials
- E-Update Sponsorship
- Customized Products

WEBSITE STATISTICS:

2016 1st Half Impressions: 6,317,952
2016 1st Half Visits: 3,285,515
2016 1st Half Unique Visitors: 342,648 average per month

2015 Total Impressions: 14,058,428
2015 Total Visits: 7,874,378
2015 Unique Visitors: 426,253 average per month

2014 Total Impressions: 12,287,157
2014 Total Visits: 7,275,340
2014 Unique Visitors: 405,958 average per month

2013 Total Impressions: 8,507,614
2013 Total Visits: 4,409,832
2013 Unique Visitors: 237,341 average per month

2012 Total Impressions: 7,825,179
2012 Total Visits: 4,794,876
2012 Unique Visitors: 293,341 average per month

2011 Total Impressions: 5,921,103
2011 Total Visits: 3,005,020
2011 Unique Visitors: 162,113 average per month

Source: 2015 Google Analytics

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FREQUENCY OF SOCIAL MEDIA USE:

You Tube - Sometime/Often	77
Facebook - Sometimes/Often	70
Google+ - Sometimes/Often	61
Twitter - Sometimes/Often	22
Linked In - Sometime/Often	45
Pinterest- Sometimes/Often	25
Reddit- Sometimes/Often	5
StumbleUpon- Sometimes/Often	7
Instagram- Sometimes/Often	11

FREQUENCY OF VISITING ARCHAEOLOGY.ORG:

Daily	6
3-6 times a week	7
1-2 times a week	13
1-4 times a week	27
Less than once a month	27

ACTIVITIES DONE ONLINE:

Read a news site	95
Researched a trip/destination	77
Buy something	74
Click on an advertisement	49
Looked at a photo gallery	92
Posted a comment after an article	41
Play a game	36
Read a blog	65
Answer a poll	80
Watch video	88
Listen to audio file	66
Share an article via social media or email	72

FREQUENCY OF WEBSITE VISITS:

Afar.com	1
Audubon.org	6
Nationalgeographic.com	31
Nationalgeographic.com/traveler	13
Smithsonianmag.com	27
Discovermagazine.com	17
Travelandleisure.com	5

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GENERAL TRAVEL

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TOOK ANY FOREIGN VACATION Past 12 Months:

Any	38
2+ Vacations	24

ACTIVITIES or PLACES CONSIDERING (Next 12 Months):

Museums	75
Historic Sights	77
Cultural/Edu. Travel	53

Family vacation	32
Beach/Lake	30
Camping/Hiking	22
Adults Only	21
Archaeological digs	33
Volunteer/Charity	7

Active Sports	7
Adventure travel	11
Cruise	21
Eco-travel	11
Health spa or retreat	8

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TRAVEL DESTINATIONS (PAST 3 YEARS)

Africa	4
Alaska	9
Asia	9
Australia/New Zealand	4
Canada	18
Caribbean	13
Central America	7
Eastern Europe/Russia	6
Israel	3
Mexico	13
Mid Atlantic	20
Middle East	4
Mid West	25
Mountain	23
Northeast	30
Norway	2
Pacific	31
South America	6
Southeast	31
South Pacific	2
Southwest	31
Turkey	6
Western Europe	26
None	10

PLANNED TRAVEL DESTINATIONS (Next 3 Years)

Africa	7
Alaska	12
Asia	9
Australia/New Zealand	9
Bermuda	
Canada	17
Caribbean	13
Central America	18
Eastern Europe/Russia	9
Israel	5
Mexico	11
Middle East	5
Other Western Europe	36
South America	10
South Pacific	7
Turkey	4

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GENERAL TRAVEL

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TOOK ANY VACATION

Any	38
2+ Vacations	24
3+ Vacations	19

ACTIVITIES or PLACES VISITED ON VACATION (Past 12 Months)

Museums	75
Historic Sights	77
Cultural/Edu. Travel	53
Family vacation	32
Beach/Lake	30
Camping/Hiking	22
Adults Only	21
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Adventure Travel	11
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Health Spa or Retreat	8

TEND TO VISIT

Archaeology/Cultural/Educational Areas:	83
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TYPES OF TRIPS TAKEN

Weekend Trips (2-3 Days)	82
4-5 day-long trips	66
Week-long trips	65
Two week-long trips (8-14 days)	46
Longer than 2 week-long trips (15+ days)	29

PLACES VISITED within the U.S. (Past 3 years)

Northeast	31
Southeast	31
Pacific	31
Southwest	31
Midwest	25
Mid Atlantic	20
Mountain	23

PLACES VISITED within the U.S. (Next 3 years)

Northeast	24
Southeast	20
Pacific	28
Southwest	24
Midwest	18
Mid Atlantic	13
Mountain	21

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ONLINE ADVERTISING OPPORTUNITIES

HOME PAGE

Top Leaderboard

Top Box (Right Column)

Bottom Box (Right Column)

Middle Leaderboard

Archaeological Institute Of America

www.archaeological.org

Half Banner

Top Box

Email Blast (E-Blast) Packages

With over 60,000 opt-in recipients, ARCHAEOLOGY.org can connect you with an audience that has proven to be both loyal in terms of their viewership and responsive in regards to our clients' online campaigns.

All Email Blasts are available in groups of 10,000.

- Packages: 10,000 recipients
- Full List Buy: 60,000 recipients

Additional Advertising Options:

- Interactive Map
- Online Advertorial
- "Get to Know" customized program
- AIA website opportunities:
ARCHAEOLOGICAL.ORG

MARKETPLACE

MONTHLY RATES:

Marketplace Skyscraper
(based on availability)

Marketplace Categorial Banner

Logo Button

COST-PER-CLICK (CPC) PROGRAM:

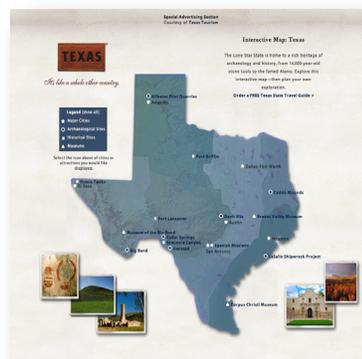
ARCHAEOLOGY.ORG's Cost Per Click (CPC) Program allows for advertisers to determine the number of click-throughs they want to receive. Based on a set pre-paid rate, your ad will continue to run until the designated number of click-throughs is achieved.

minimum 600 clicks

(Multi-Placement Rates are available)



(E-Blast example)



(Interactive Map)



(Marketplace Landing)

File Format:	Ads should be supplied in .jpg or .gif format
File Size:	Maximum 250K
Ad Resolution:	Ads should be at a resolution of 72 pixels per inch.
Address:	Please e-mail ads to webmaster@archaeology.org ; cc: advertising@archaeology.org
Materials Date:	2 weeks prior to online placement.

ONLINE SPECIFICATIONS

ARCHAEOLOGY.org:

Top Leaderboard	728px x 90px
Box	300px x 250px
Middle Leaderboard	728px x 90px

Archaeological Institute of America: (www.archaeological.org)

Top Half Banner Ad	234px x 60px
Box Ad (right-hand side)	300px x 250px

EMAIL BLAST:

Format in HTML including complete html codes and images.
Images should be in .jpg or .gif format.
Approximately 100 words, any number of links desired and 3-5 images.
Try to avoid text that could be perceived as spam.

E-Update NEWSLETTER:

Skyscraper	160px x 600px
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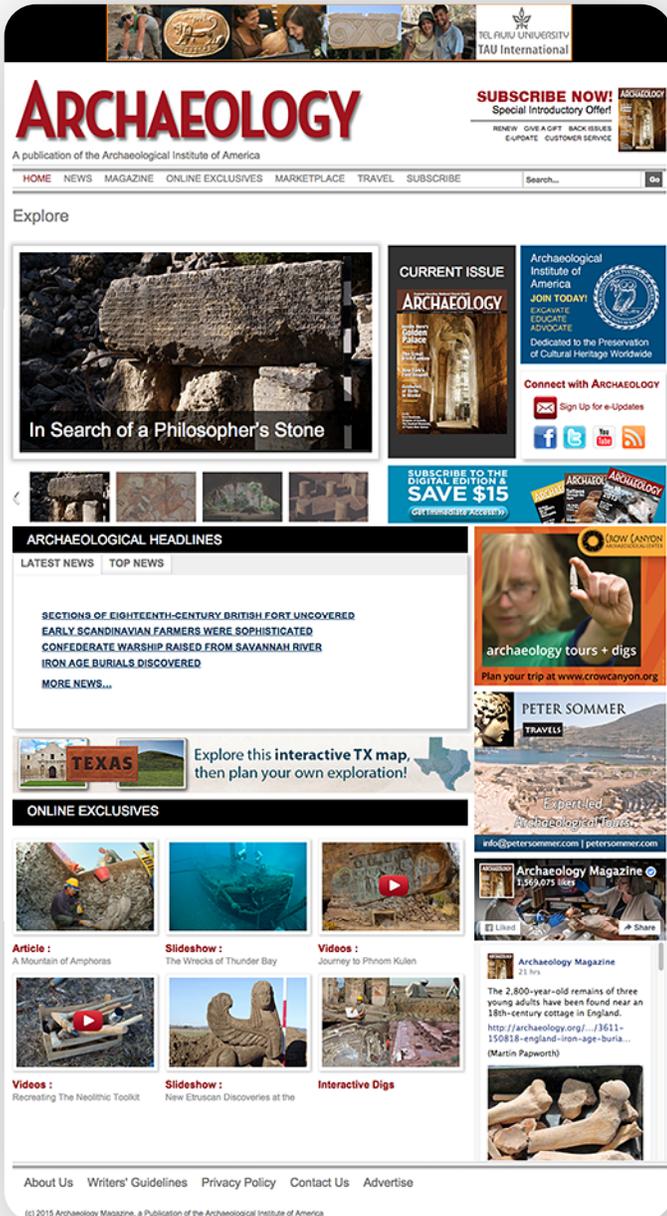
Materials Production Contact:
KARINA CASINES
718.472.3050 ext. 4905
materials@archaeology.org

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ADVERTISING POLICY

Advertisements for the sale of
antiquities are not accepted.

***Please Include URL**



Account Managers:
(tel): 718.472.3050

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x4904; Gerry@archaeology.org

Karina Casines, Account Manager
x4905; Karina@archaeology.org

Jeff Posner, East Coast Account Manager
516-594-2820 x11; JeffP@pricommunicationsinc.com

Contact Representatives for Rates.

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