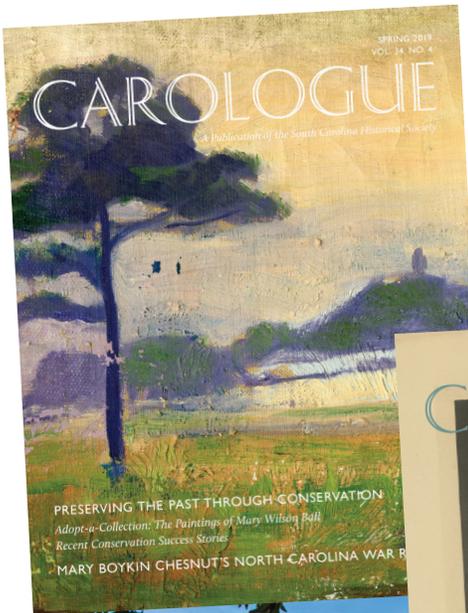


# CAROLOGUE

*A Publication of the South Carolina Historical Society*



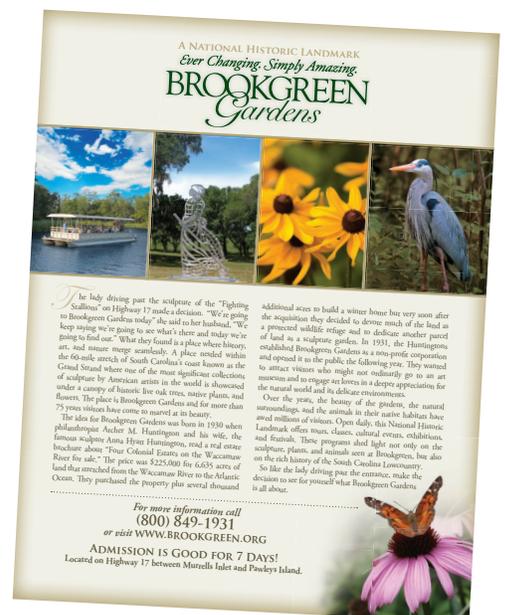
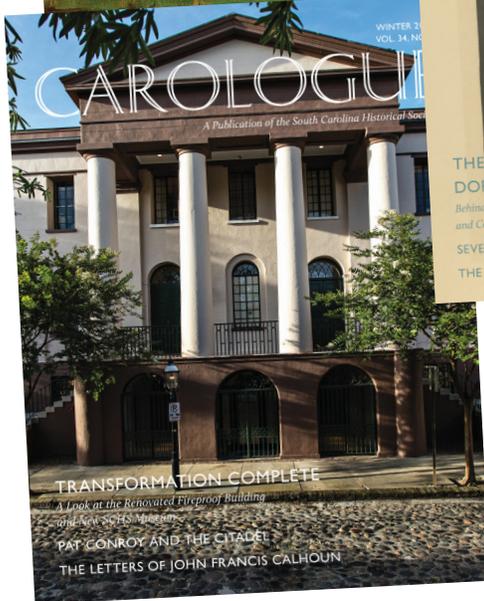
Established in 1855, the South Carolina Historical Society remains true today to the original mission set forth by its founders: to collect, preserve, and publish the history of South Carolina. In keeping with the third part of that mission, the Historical Society publishes *Carologue*, its general-interest history magazine and newsletter, four times each year. *Carologue*

is circulated to nearly 3,000 well-educated, affluent, and community-minded Historical Society members from all parts of South Carolina, the United States, and the world.

The majority of South Carolina Historical Society members are 40 years of age and older, with average incomes exceeding \$75,000. Two-thirds make their home in the South Carolina lowcountry. Conservative yet cosmopolitan, our members possess strong interests in history,

historic preservation, environmental protection, antiques, art, and literature. They are frequent purchasers of books, magazines, collectibles, real estate, and professional services.

The Historical Society's generous members often share their issues of *Carologue* with friends, family, and colleagues, increasing its target audience exposure well beyond the print run. *Carologue* also reaches thousands of non-members through nearly 300 institutional subscribers, including libraries, universities, and historical societies around the world, as well as through distribution at Historical Society events and in its museum.



## 2020 CAROLOGUE CALENDAR

(Dates are subject to change.)

### Spring 2020

Ad space closes/all artwork due: April 3

Anticipated distribution: May 15

### Summer 2020

Ad space closes/all artwork due: June 19

Anticipated distribution: July 31

### Fall 2020

Ad space closes/all artwork due:

September 4

Anticipated distribution: October 16

### Winter 2020

Ad space closes/all artwork due:

November 20

Anticipated distribution: January 15

## CIRCULATION

*Carologue*, the quarterly general-interest magazine of the South Carolina Historical Society, is sent to nearly 3,000 members.

## DEMOGRAPHICS

According to surveys sent to our members, South Carolina Historical Society members are well-educated, affluent, and involved in the community. They often share their issues of *Carologue* with friends, increasing its exposure.

**Age:** 40-80 years old, with equal gender distribution

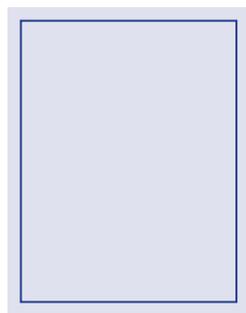
**Average Annual Income:** \$75,000 and up

**Interests:** History, historic preservation, environmental protection, antiques, art, literature

**Geography:** Two-thirds of Historical Society members live in the lowcountry.

**Purchasing Habits:** Our members are frequent buyers of books, magazines, collectibles, and real estate. They also travel frequently, attend events of special interest, and hire professional services.

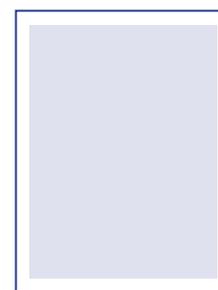
## SIZES AND RATES



Full page  
(with bleeds)

8.75" w  
x 11.25" h

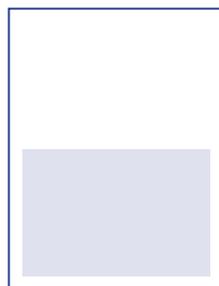
1X: \$400  
4X: \$1280



Full page  
(no bleeds)

7.25" w  
x 9.5" h

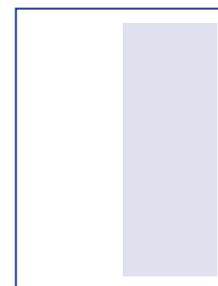
1X: \$400  
4X: \$1280



1/2 page  
(horizontal)

7.25" w  
x 4.5" h

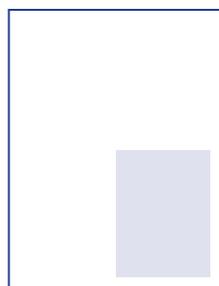
1X: \$250  
4X: \$800



1/2 page  
(vertical)

3.4375" w  
x 9.5" h

1X: \$250  
4X: \$800



1/4 page

3.4375" w  
x 4.5" h

1X: \$175  
4X: \$560

## ART SPECIFICATIONS

Please submit your color (CMYK) or grayscale artwork as a .pdf, .tif, or .jpg file to [lauren.nivens@schsonline.org](mailto:lauren.nivens@schsonline.org). Files must be at least 300 dpi and scaled to actual size.



Please use these guidelines when making your choice for advertising in an upcoming edition of *Carologue*. If you have any questions regarding this information, please contact Lauren Nivens at [lauren.nivens@schsonline.org](mailto:lauren.nivens@schsonline.org).