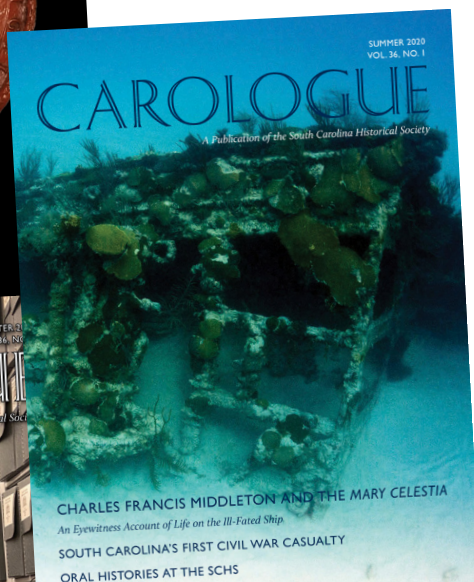
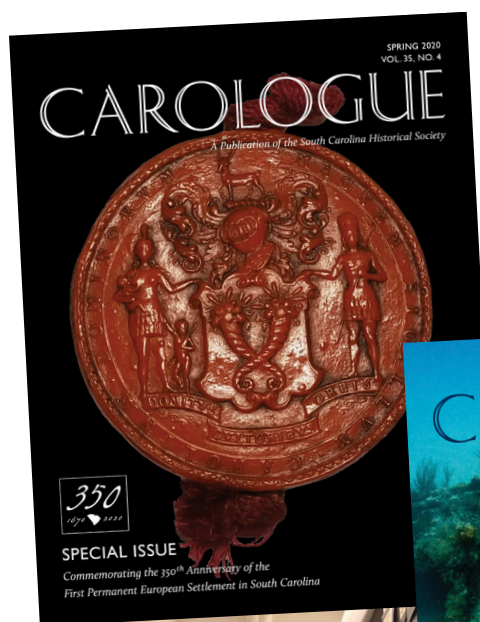


# CAROLOGUE

*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.



## 2021 CAROLOGUE CALENDAR

*(Dates are subject to change.)*

### Spring 2021

Ad space closes/all artwork due: April 2

Anticipated distribution: May 14

### Summer 2021

Ad space closes/all artwork due: June 18

Anticipated distribution: July 30

### Fall 2021

Ad space closes/all artwork due:

September 3

Anticipated distribution: October 15

### Winter 2021

Ad space closes/all artwork due:

November 19

Anticipated distribution: January 14

## 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

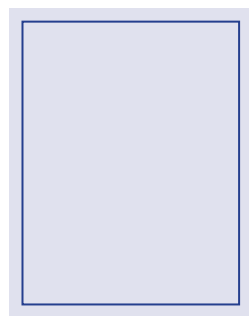
**Average Annual Income:** \$75,000 and up

**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

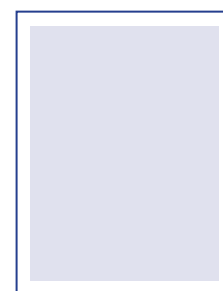


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1X: \$400

4X: \$1280

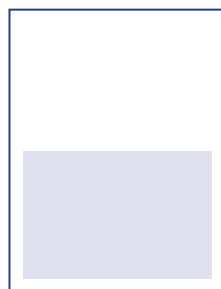


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1X: \$400

4X: \$1280

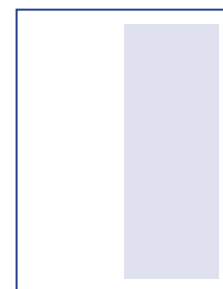


1/2 page  
(horizontal)

7.25"w  
x 4.5"h

1X: \$250

4X: \$800

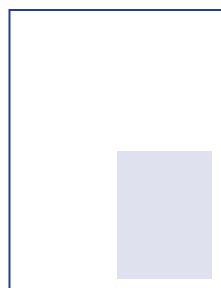


1/2 page  
(vertical)

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).*