



## **ADVERTISE IN WASHINGTON HISTORY MAGAZINE**

**Reach our highly involved and affluent audience while you support the essential work of the DC History Center\***

*Washington History*, the only magazine devoted exclusively to the local history of our nation's capital, is accepting advertising for the spring and fall issues of Volume 37 to be published in 2025, respectively. Reserve your space today!

Written and edited by distinguished historians and journalists, *Washington History* is published by the DC History Center. It is filled with scholarly articles, reviews, and a rich array of images all designed to educate and entertain general audiences who share our fascination with the history and culture of DC.

The magazine's total print audience is approximately 2,500 per issue,\*\* readers who are passionate about their city and its region. Our audience is predominantly in the 40-75 age group, and most hold advanced degrees, have ample disposable income, and live in the Washington, DC Metropolitan Area. They are avid book readers and travelers, interested in history, politics, art, literature, architecture, social justice, and historic preservation. The high-quality production values of the magazine—heavy stock, multiple illustrations, and resonant topics—make it a coffee table favorite, with multiple viewings. *Washington History* is provided to the city's mayor, members of the DC Council, and key DC agency heads, and is often used in high school classrooms as a teaching tool.

*Included in this packet are the current rates, ad specifications, and a reservation form.*

**The deadline to reserve your ad for the spring 2025 issue is February 17.**

**The deadline for camera-ready copy (high-resolution [300 dpi] tif or jpg scan or production quality pdf) is February 24.**

\*The Historical Society of Washington, D.C., founded in 1894, now does business as the DC History Center.

\*\*Readership estimate based on 800 DC History Center members, institutional subscribers, and sales via the DC History Center Store (at [shop.dchistory.org](http://shop.dchistory.org) and at our location in the Carnegie Library in Mt. Vernon Square).



### ADVERTISING RESERVATION FORM

Company or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Bill to if different from above: \_\_\_\_\_

#### Insertion Deadlines and Ad Sizes

Spring 2025: Reserve by Feb. 17 Copy due Feb. 24		Fall 2025: Reserve by July 14 Copy due July 21	
Location of Ad	Ad Size	Insertion Dates	Insertion Fees**
Back Cover, full page color w/bleed* Limited Availability – 1 ad per issue	8.625" x 11.25"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$950 each or two insertions for \$1,800
Inside Back Cover, full page color w/bleed* Limited Availability – 1 ad per issue	8.625" x 11.25"	<input checked="" type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$850 each or two insertions for \$1,600
Premium placement (front of magazine) full page interior, grayscale w/bleed*	8.625" x 11.25"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$775 each or two insertions for \$1,450
Premium placement (front of magazine) full page interior, grayscale, no bleed	7.125" x 9"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$700 each or two insertions for \$1,300
Full page interior, grayscale w/bleed*	8.625" x 11.25"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$750 each or two insertions for \$1,400
Full page interior, grayscale, no bleed	7.125" x 9"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$675 each or two insertions for \$1,150
Half-page vertical, grayscale, no bleed	9" x 4"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$500 each or two insertions for \$900
Half-page horizontal, grayscale, no bleed	7.125" x 4.375"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$500 each or two insertions for \$900
Quarter-page, grayscale, no bleed	3.5" x 4.375"	<input type="checkbox"/> Spring 2025 <input type="checkbox"/> Fall 2025	\$400 each or two insertions for \$700

\*For ads with bleed, any critical image/text must be set a minimum of 1/2" in from trim edge.

\*\*Orders two insertions receive a \$50 discount off each insertion. You may mix and match sizes.

Note: High-resolution (300 dpi) tif or jpg scans, or production quality pdfs only. Design services are available for an additional charge.

Terms: Invoices are issued upon receipt of reservation, 30 days net. Advertisers will be charged for ads canceled or received after copy deadline.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please complete and return this form to [kingraham@dchistory.org](mailto:kingraham@dchistory.org)  
Or mail to Washington History, DC History Center, 801 K Street NW, Washington, DC 20001