MAGAZINE AND DIGITAL ADVERTISING
2022 MEDIA KIT

Tim Allen, Director of Advertising
tallen@skyandtelescope.org
(773) 551-0397
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SKY & TELESCOPE MAGAZINE
2022 OVERVIEW

THE ESSENTIAL GUIDE TO ASTRONOMY

- Founded in 1941 at Harvard Observatory and has been published continuously ever since
- Published monthly (12x per year)
- Monthly Average 2021 Paid Circulation, Printed and eMagazine:
  - Monthly Average 2021 Paid Magazine Circulation: 47,043
  - Monthly Average 2021 eMagazine Circulation: 13,260
  - Source: 2021 Statement of Ownership
- Delivers the latest astronomy news, science, observing tips, product reviews, and imaging techniques
- Boasts the most respected editorial staff and contributing editors of any astronomy magazine - authority, credibility, and accuracy are hallmarks of *Sky & Telescope*
- Has a highly engaged audience that includes astronomy practitioners of all levels – from novices with their first telescope, to intermediate and advanced backyard astronomers, to professionals
- Publishes the most thorough and trusted product reviews in the industry, helping readers make informed decisions about astronomy equipment to fit their level of skill and expertise
- *Sky & Telescope* is the magazine of the American Astronomical Society
MAGAZINE AND DIGITAL ADVERTISING
2022 MEDIA KIT

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A region between Jupiter and Neptune serves as the on-ramp for icy bodies entering the inner solar system.
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Transform your observing sessions by adding a new sense of adventure.
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When night-scape photos fall short of expectations, chances are the problem is the lens.
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ON THE COVER

STARGAZER’S CORNER
Enjoy reader stories of adventures in astrophotography, eclipse-chasing, deep-sky marathons, and more!
skyandtelescope.org/stargazers-corner

JOIN THE AAS
Become an amateur affiliate member of the American Astronomical Society and help build pro-am collaboration.
https://fas.aas.org/membership

ONLINE

INTERACTIVE SKY CHART
Find out what the sky looks like for your time and place. You can also print the chart as a handout.
skyandtelescope.org/interactive-sky-chart
## Sky & Telescope Magazine

### 2022 Ad-Close and On-Sale Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Paid Ad Close</th>
<th>Artwork Ad Materials Due</th>
<th>Subscriber Copies Sent in Mail</th>
<th>Newsstand On Sale</th>
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<td>11/28/2022</td>
<td>12/22/2022</td>
<td>1/17/2023</td>
</tr>
</tbody>
</table>

Please send artwork/creative ad materials to:

Tim Allen  
Director of Advertising Sales  
tallen@skyandtelescope.org  
773-551-0397  
One Alewife Center, Suite 300B, Cambridge, MA 02140
SKY & TELESCOPE MAGAZINE
2022 DISPLAY ADVERTISING RATE CARD (EFFECTIVE NOV’21)

<table>
<thead>
<tr>
<th>Display</th>
<th>1x</th>
<th>3x</th>
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<tr>
<td>Cover 4</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$7,400</td>
</tr>
</tbody>
</table>

Tim Allen, Director of Advertising Sales
(773)551-0397
tallen@skyandtelescope.org
<table>
<thead>
<tr>
<th>Marketplace Section</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
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<td>$1,650</td>
<td>$1,615</td>
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<td>$900</td>
<td>$875</td>
<td>$855</td>
<td>$805</td>
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<tr>
<td>1/8 Page</td>
<td>$710</td>
<td>$690</td>
<td>$675</td>
<td>$645</td>
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<tr>
<td>1/12 Page</td>
<td>$485</td>
<td>$475</td>
<td>$465</td>
<td>$435</td>
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<tr>
<td>1/24 Page</td>
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<td>$245</td>
<td>$235</td>
<td>$220</td>
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<tr>
<td>Classified Line:</td>
<td>$1.95 Per Word</td>
<td>$30.00 Minimum</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SKY & TELESCOPE MAGAZINE AD SUBMISSION SPECS

• COMPLETE ADS: Preferred Format: PDF (PDF/X-1a) • PDF 1.4 or 1.3

• ACCEPTABLE FILE FORMATS: Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

• NOTE: ALL BLACK TEXT SHOULD BE ONE-COLOR.

• PROOFS: Critical color advertising should be accompanied with a SWOP-certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser-supplied SWOP certified proof.

• ARTWORK: Minimum resolution requirements: 300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.

• COLOR MODE: CMYK color mode

• NOTE: Artwork with RGB, lab, spot/Pantone and index colors will need to be revised by advertiser to be converted to CMYK. If S&T makes this revision some color shifts may occur

• TECHNICAL REQUIREMENTS: 300 ppi (pixels per inch) for raster or continuous-tone artwork.

• NOTE: Anything less than 300 ppi will result in poor print reproduction; the images will appear “fuzzy” on the printed product.

• 600 ppi for vector or line art created in Illustrator or Photoshop.

• NOTE: Any text laid out in a Photoshop document should be 600 ppi as well.

• 300 ppi will be acceptable for vector/line art for tabloids.

• All fonts need to be embedded

• Avoid Composite fonts

• Avoid using colored 6pt text

• Make sure any small text uses 100% K or 100% black ink

• Double check overprints and transparency

• Avoid using spot colors, when they are converted to CMYK.

• Do not exceed 280% ink density for enamel and 260% for newsprint stock.
<table>
<thead>
<tr>
<th>Specifications and Requirements</th>
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<tbody>
<tr>
<td>Printing Process:</td>
<td>Web Offset</td>
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<tr>
<td>Binding Process:</td>
<td>Saddle-stitch</td>
</tr>
<tr>
<td>Trim Size:</td>
<td>8 3/8&quot; x 10 1/2&quot; inches</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Display Ad Dimensions, Non-Bleed</th>
<th>Inches (Decimal)</th>
<th>Inches (Fraction)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 page)</td>
<td>16w x9.3h</td>
<td>16&quot; x 9 5/16&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.45w x 9.3h</td>
<td>7 1/2&quot; x 9 5/16&quot;</td>
</tr>
<tr>
<td>Two-thirds Page</td>
<td>4.86w x 9.3h</td>
<td>4 7/8&quot; x 9 5/16&quot;</td>
</tr>
<tr>
<td>Half Page (Horizontal)</td>
<td>7.45w x 4.55h</td>
<td>7 1/2&quot; x 4 1/2&quot;</td>
</tr>
<tr>
<td>Half Page (Vertical)</td>
<td>4.86w x 6.8h</td>
<td>4 7/8&quot; x 6 13/16&quot;</td>
</tr>
</tbody>
</table>
### Display Ad Dimensions, Non-Bleed

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Inches (Decimal)</th>
<th>Inches (Fraction)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-third Page (Square)</td>
<td>4.86w x 4.55h</td>
<td>4 7/8&quot; x 4/12&quot;</td>
</tr>
<tr>
<td>One-third Page (Vertical)</td>
<td>2.4w x 9.3h</td>
<td>2 3/8&quot; x 9 5/16&quot;</td>
</tr>
<tr>
<td>Quarter Page (Square)</td>
<td>3.625w x 4.55h</td>
<td>3 5/8&quot; x 4 1/2&quot;</td>
</tr>
<tr>
<td>One-sixth Page (Horizontal)</td>
<td>4.86w x 2.28h</td>
<td>4 7/8&quot; x 2 5/16&quot;</td>
</tr>
<tr>
<td>One-sixth Page (Vertical)</td>
<td>2.4w x 4.55h</td>
<td>2 3/8&quot; x 4 1/2&quot;</td>
</tr>
</tbody>
</table>

### Display Ad Dimensions, Bleed

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Inches (Decimal)</th>
<th>Inches (Fraction)</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.625w x 10.75h</td>
<td>8 5/8&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8.375w x 10.5h</td>
<td>8 3/8&quot; x 10 1/2&quot;</td>
</tr>
<tr>
<td>Spread (2 page)</td>
<td>17w x 10.75h</td>
<td>17&quot; x 10 3/4&quot;</td>
</tr>
<tr>
<td>Trim Size</td>
<td>16.75w x 10.5h</td>
<td>16 3/4&quot; x 10 1/2&quot;</td>
</tr>
</tbody>
</table>

Note: Hold Live Matter 1/4 from the trim.
<table>
<thead>
<tr>
<th>Marketplace Section Dimensions</th>
<th>Inches (Decimal)</th>
<th>Inches (Fraction)</th>
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</thead>
<tbody>
<tr>
<td>One-third Page (Vertical)</td>
<td>2.25w x 9.375h</td>
<td>2 1/4&quot; x 9 3/8&quot;</td>
</tr>
<tr>
<td>One-third Page (Square)</td>
<td>4.81w x 4.62h</td>
<td>4 13/16&quot; x 4 5/8&quot;</td>
</tr>
<tr>
<td>One-quarter Page (Vertical)</td>
<td>2.25w x 7.13h</td>
<td>2 1/4&quot; x 7 1/8&quot;</td>
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<tr>
<td>One-sixth Page (Vertical)</td>
<td>2.25w x 4.62h</td>
<td>2 1/4&quot; x 4 5/8&quot;</td>
</tr>
<tr>
<td>One-sixth Page (Horizontal)</td>
<td>4.81w x 2.31h</td>
<td>4 13/16&quot; x 2 5/16&quot;</td>
</tr>
<tr>
<td>One-eighth Page</td>
<td>2.25w x 3.5h</td>
<td>2 1/4&quot; x 3 1/2&quot;</td>
</tr>
<tr>
<td>One-twelfth Page</td>
<td>2.25w x 2.31h</td>
<td>2 1/4&quot; x 2 5/16&quot;</td>
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<tr>
<td>One-twenty fourth Page</td>
<td>2.25w x 1.16h</td>
<td></td>
</tr>
<tr>
<td>Classified Line:</td>
<td>$1.95 Per Word, $30.00 Minimum</td>
<td></td>
</tr>
</tbody>
</table>
Skyandtelescope.org users know that the website delivers the latest, most comprehensive news in astronomy from the most respected editorial staff in the field.

Visitors to the site are highly engaged with our daily breaking news coverage, observing tips, product advice, and imaging techniques.

The *Sky & Telescope* brand attracts astronomy practitioners of all levels – from amateurs using their first telescope, to intermediate and advanced backyard skygazers, to professional astronomers.
SKYANDTELESCOPE.ORG

AUDIENCE AND WEBSITE TRAFFIC

2021 AVERAGE MONTHLY USERS:
441,667

2021 AVERAGE MONTHLY SESSIONS:
625,000

2021 AVERAGE MONTHLY PAGE VIEWS:
926,087

WEBSITE VISITOR DEMOGRAPHICS

AGE DISTRIBUTION:
- Persons 18-34 43%
- Persons 35-54 31%
- Persons 55-64 14%
- Persons 65+ 12%

GENDER:
- MALE 64%
- FEMALE 36%

SOURCE: GOOGLE ANALYTICS 1/1/21-11/18/21
Banner Ad Sizes

Box Banner: 300x250 (various page placements ROS)
Half Page Banner: 300x600 (various page placements ROS)
Long Rectangle Banner: 728x90 (bottom page placements ROS)

Creative Specs

300x250 Box
-- Max File size 40k
-- File Types accepted: jpg, gif, HTML
-- Need tags with destination URL

300x600 Half Page
-- Max File size 60k
-- File Types accepted: jpg, gif, HTML
-- Need tags with destination URL

728x90 Wide Rectangle
-- Max File size 25k
-- File Types accepted: jpg, gif, HTML
-- Need tags with destination URL

Send all creative & tags to:
tallen@skyandtelescope.org
(773) 551-0397

Note: Banner Ad Unit Ads are subject to inventory availability.
**SKY & TELESCOPE DIGITAL EMAIL MARKETING**

*Sky & Telescope Weekly Newsletter*
Sent to 52,000 email addresses each week. Advertiser receives 300x250 Clickable Display Banner.

*Sky & Telescope eBlast*
Exclusive partner email sent to 28,000 email addresses. Advertiser receives 100% Share of Voice. Analytics provided for this Dedicated Email Broadcast.

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**Sky & Telescope Weekly Update**
Read news from the world of astronomy for the week of September 25, 2020.

**Latest News**

- **Giant Planet Found Around a White Dwarf**
  A Jupiter-size planet orbiting a white dwarf much smaller than itself gives insight to what a system might look like after its host star’s death.
  
  Read more...

---

**Subject: Rare Conjunction of Jupiter + Saturn**

A Message from a Trusted Partner of Sky & Telescope

---

**MEADE INSTRUMENTS**

“THE GREAT CONJUNCTION” OF SATURN & JUPITER
Monthly, 10-minute guided audio tour to the night sky hosted by J. Kelly Beatty of Sky & Telescope magazine. Listeners learn when to see the planets, what constellations will dominate the evening, and what major events, such as meteor showers or eclipses, will be happening.

Sponsorships build excitement about your product or service among a highly engaged segment of the amateur astronomy community.

Sponsorable elements include 30-second introduction read by the podcast host (public radio style), accompanied by branded custom advertising, display banners on skyandtelescope.org, and social media promotion.
SKY & TELESCOPE DIGITAL

SOCIAL MEDIA

Twitter followers: 121,800

Instagram followers: 8,552

Facebook followers: 601,220

YouTube followers: 5,730

Interactive Sky Chart
QUESTIONS?

Contact:
Tim Allen, Director of Advertising Sales
(773)551-0397
tallen@skyandtelescope.org

THANK YOU!