

HISTORY TODAY

August 2017

Key Segments:

3,284	US Paid Active Subscribers	\$500.00 Flat
4,157	US 36-month Lapses	\$200.00 Flat
	Fundraiser/Catalogue Rate	\$400.00 Flat

Unit of Sale: \$80.00

Gender: 67% Male

Minimum: 3,284

Source: 100% Direct Mail

Updates: Weekly

Addressing:

Email \$50.00/F

Selection Charges:

Cancellation fee: \$100 flat, plus applicable run chg, material & shipping fee. Orders cancelled after merge and/or maildate: full rental charges apply.

Terms: Net 30 days after maildate.

We believe all information stated herewith to be accurate, but cannot guarantee the outcome of the mailing.

Continuation Usage:

Lapham's Quarterly
London Review of Books
Museum of the American
Revolution

History Today, the international history magazine based in London, brings its readers in-depth information and analysis from leading historians. Its US subscribers are serious history buffs, spending over \$6 an issue to read about a wide range of historical topics, from the beginnings of ancient history to the events of the Twentieth Century.

The typical *History Today* subscriber is an age 55+ man with a median household income of \$100K. Most are professional, married homeowners.

History Today subscribers will respond favorably to quality magazine, book, travel and catalogue offers.

Visit www.historytoday.com to learn more about *History Today*!

For more information please contact Gwynn Ballard, Manager, List Operations, 914.262.3386, gballard@ballarddirect.com

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