

american archaeology



2027 Media Kit



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thearchcons.org

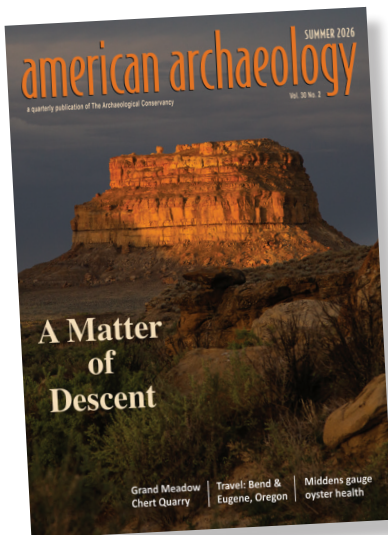


ABOUT THE MAGAZINE

American Archaeology was founded in 1997 and remains the only popular magazine devoted solely to highlighting the rich diversity of archaeology in North America. It helps readers appreciate and understand the archaeological wonders available to them and inspires them to help preserve our shared cultural heritage.

By sharing new discoveries and research in an enjoyable and informative way, we hope to make learning about ancient America as exciting as it is essential. The magazine is a resource for anyone with an interest in archaeology, from the veteran archaeologist to the weekend explorer. We craft our content to be understandable by the layman, yet sophisticated and technical enough to be enjoyed by professionals in the field.

The Archaeological Conservancy is a national, nonprofit conservation organization that has been preserving archaeological treasures since 1980. It is the only national nonprofit that identifies, acquires, and preserves the most significant archaeological sites in the United States.



The Conservancy has preserved over 600 sites across the nation, ranging from the earliest habitation sites in North America to a 19th-century frontier Army post, with sites representing every period in between.

We are building a national system of archaeological preserves to ensure the survival of irreplaceable sites.

This unique magazine is distributed to the Conservancy's membership, and enjoys a highly educated and engaged audience.



CONTACT:

Jim Rohrlack

847-809-6931

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2027 Space Reservation Deadlines:

Jan. 8 (Spring) • April 9 (Summer) • July 9 (Fall) • Oct. 8 (Winter)

Camera-Ready Ad Art Deadlines:

Jan. 29 (Spring) • April 23 (Summer) • July 30 (Fall) • Oct. 29 (Winter)

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ACCOLADES & DISTRIBUTION

ACCOLADES

American Archaeology has garnered a number of awards over the years, including multiple Gene S. Stuart awards from the Society for American Archaeology (SAA) and Folio Magazine awards for editorial and design excellence; the Magazines and Bookseller's Annual Magazine Cover Contest prize, and most recently, the 2026 SAAs Presidential Recognition Award.

SUPPORTERS

Over the past 40 years and in addition to the generous support from its membership, The Archaeological Conservancy has received some major support from foundations and corporations across the United States in the form of donations and land parcels containing archaeological sites, such as:

Albuquerque Community Foundation, *New Mexico*
The Candelaria Fund, *California*
Columbus Foundation, *Ohio*
The Arthur Vining Davis Foundations, *Florida*
George S. and Dolores Doré Eccles Foundation, *Utah*
Elfrieda Frank Foundation, *New York*
National Trust for Historical Preservation, *Washington, D.C.*
New Mexico Humanities Council, *New Mexico*
Patagonia Fund, *California*
Sidney Stern Memorial Trust, *California*
Summerhill Foundation, *Connecticut*
Malcolm Hewitt Weiner Foundation, *Connecticut*

DISTRIBUTION

American Archaeology is mailed directly to an average of 17,500 members in all 50 states and Washington, D.C. An additional 4,000 copies are sold at 605 newsstands and bookstores in 48 states and Canada. Thousands of copies are distributed free at major annual archaeological conferences including:

- Society for American Archaeology
- Southeast Archaeological Conference
- Midwest Archaeological Conference
- Mid-Atlantic Archaeological Conference
- Pecos Conference (Southwest)
- Society for California Archaeology

Our distribution, when combined with the average pass-along rate of 2.5 people per issue, means *American Archaeology* has a potential audience of more than 68,000 people each issue—roughly 275,000 views per year in total.

Why People Subscribe*

“I feel very strongly that whatever we can do to preserve what remains is a high priority.”

“I’m a cross-cultural psychologist with a broad interest in anthropology.”

“Information in the magazine suggests places I might like to visit.”

“I enjoy the content of the magazine on a personal level and I am a geologist by profession. I enjoy some of the overlap in content. I am a passionate diver that has also enjoyed the cross-over into underwater archaeological endeavors.”

“The content fits my love of geography and history.”

** As quoted from readers in a 2023 readership survey.*

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AUDIENCE DEMOGRAPHICS

AT A GLANCE

About 80% of our readers are retirees with disposable income and a desire to travel, hike, and explore the natural world, carrying with them a deep body of knowledge of history, geography, archaeological sites, and conservation of cultural heritage.

AN AFFLUENT AND EDUCATED AUDIENCE

- About 90% of our readers are over the age of 60, with nearly 35% enjoying an income of \$100K per year or more (of which about 7% make \$200K or more).
- They are disproportionately educated, with 21% of members holding a doctorate-level degree, compared to the average of 2% of the general population.
- Readers are unusually engaged with the content of the magazine, with 51% saying they contribute to The Archaeological Conservancy specifically to enjoy the content of the publication.
- In a recent readership survey, readers submitted more than 600 comments, many from longtime subscribers, about what content readers have valued in the publication.
- Our readership has demonstrated that they are extremely knowledgeable about the topics the magazine covers.

WHAT OUR READERS ENJOY

- 55% enjoy archaeological expeditions and hiking
- 35% like to camp
- 53% travel internationally
- 42% travel by air
- 21% travel by boat, such as cruises
- 66% travel by car or RV

“I am particularly interested in articles that summarize current research. Secondly, I am interested in following efforts to preserve and protect sites. I think the magazine is excellent at doing both.”

** from a 2023 reader survey*

OUR READERS ARE ENGAGED AND DEDICATED

- Readers are heavily interested in preserving and visiting archaeological sites, supporting conservation efforts, and travel, both domestic and international.
- About 14% of our readers are archaeologists, anthropologists, or researchers, though the majority (74%) are non-archaeologists with a strong interest in archaeology, especially in the United States and North America.
- Some are avocational archaeologists, working with researchers on specific projects or annual field schools.
- Volunteerism in our membership is high, interested in citizen science endeavors, volunteering on digs and projects, and currently head up organizations dedicated to preserving cultural heritage at museums and foundations across the U.S.

WHERE OUR READERS RESIDE

The Conservancy’s membership is categorized by region, and are fairly equally split between east/northeast (19%), Midwest (20%), southeast (17%), southwest (23%), and the western United States (21%).

- 45% live in suburban areas
- 25% live in rural areas
- 31% live in cities

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RATE CARD

ADVERTISING SIZES

Width and Depth in inches

Full page

Trim:
7.875" W x 10.75" D

Bleed:
8.125" W x 11" D

Live image area:
7.375" W x 10.25" D

1/4 page

**3.3125" W
x 4.75" D**

1/2 page

**6.875" W
x 4.75" D**

ADVERTISING RATES

Full-color only

	1x	2x	4x
Full page	\$2,500	\$2,000	\$1,500
1/2 page, horizontal	\$2,000	\$1,500	\$1,000
1/4 page, vertical	\$1,500	\$1,000	\$600

Covers

Back Cover	\$3,500
Inside Front	\$3,000
Inside Back	\$2,500

Guaranteed placement is 10% additional. For specialty sizes or for the cost of an insert or two-page spread, contact your account executive. Frequency buys must be exercised within 12 months of date of execution of signed contracts.

MECHANICAL REQUIREMENTS FOR SUPPLIED MATERIALS

- Printed web offset, four-color process to SWOP standards, printed to a 133 line screen, saddle stitched.
- All ad materials must be submitted as a digital file, in print-optimized PDF format or as TIFF or JPEG.
- All color must be saved as CMYK, no spot colors.
- Photos should be placed no smaller than 95% and no larger than 105% at a resolution of 280 to 310 dpi.
- Advertisers or agencies that submit materials not within these specifications will be billed for production charges on their behalf at a rate of \$75 per hour.
- Materials will not be accepted after ad art deadline, but will run in the next edition, unless otherwise coordinated.
- Files may be sent via email or file transfer service such as WeTransfer, or via link to a cloud storage site such as Dropbox, Google Drive, Microsoft OneDrive, etc.

SPACE RESERVATION & ART DEADLINES

PUBLICATION DATES:

First week of March (Spring), June (Summer), September (Fall), December (Winter)

SPACE RESERVATION DEADLINE:

The space reservation deadline is set approximately two months prior to publication.

AD ART DEADLINE:

Camera-ready ads are due approximately two weeks prior to printing deadline. If production is required for your advertisement, please see your account executive for deadlines. Prices for ad production vary based on materials, but the standard hourly rate is \$75 per hour. Production materials will be due significantly earlier than camera-ready materials.

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UPCOMING 2027 FEATURES

SPRING ISSUE

- The Evolution of *American Archaeology*: A look back at 30 years
- Travel feature: Layered Landscapes of the Florida Panhandle
- Archaeological Data: Turning records into shared knowledge
- Heritage at Risk series, *part 1*: What Section 106 has saved.

SUMMER ISSUE

- Chasing Caracol: Four decades of discovery in Belize
- Heritage at Risk series, *part 2*: When preservation laws are waived
- Convict Labor: Archaeology exposes the human cost of post-Civil War convict leasing

FALL ISSUE

- Beothuk: Reconsidering survival, adaptation, and legacy in Newfoundland.
- Heritage at risk, *part 3*: Who protects a cultural landscape?
- Zapotec: New discoveries reveal cities, rituals, and politics beyond Monte Albán.

WINTER ISSUE

- Heritage at risk, *part 4*: Protection beyond Chaco's boundaries
- Hidden Michigan: Indigenous landscapes beneath forests and lakes
- Mississippi State Lunatic Asylum: Recovering lives behind an anonymous institutional cemetery.

Editorial content subject to change.



DEPARTMENTS

- **Events:** Museum exhibits, tours, festivals, meetings, education, and conferences
- **In the News:** The latest events shaping archaeology in North America
- **New Acquisitions:** Most recent archaeological sites acquired by the Conservancy
- **Field Notes:** Archaeology being conducted on the Conservancy's preserves and general updates
- **Book Reviews:** New archaeology books
- **Expeditions:** Archaeological tours offered by The Archaeological Conservancy
- **Patrons:** The latest and greatest donors to The Archaeological Conservancy

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