

ARCHAEOLOGY MAGAZINE
36-36 33rd Street, Suite 301
Long Island City, NY 11106
Main: 718.472.3050
Fax: 718.472.3051

% ARCHAEOLOGY

SEX

Male	48
Female	52

AGE

Median Age:	60
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EDUCATION

Post Graduate Degree	37
Graduated College 4yr+	70
Any College	93

HOUSEHOLD INCOME

\$100,000 +	22
\$75,000+	34
Median Income	\$60,000

READERSHIP of PRINTED VERSION of ARCHAEOLOGY MAGAZINE:

Yes	76
Read 4 out of 4	77
Read 3 or 4 out of 4	86

SUBSCRIBE

10 + years	18
7-10 years	10
4-7 years	22
1-4 years	33
Less than one year	9
Regularly purchased on Newsstand	8

Source: 2014 Online Study - Castle Builder

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LEISURE ACTIVITIES PARCIPATED IN (LAST 12 MONTHS):

Read Books	96
Went to museums	82
Attended music/dance/live theater	48
Engaged in photography	37
Engaged in physical fitness program	40
Participated in charity events	33
Took adult education classes	27
Attended Lectures	49
Attended a cooking class	6

AGREE WITH THE FOLLOWING STATEMENTS:

I am curious: wanting to explore and learn about new things	95
I like doing things that are new and different	93
I like Being physically active	88
I am willing to pay more for a product that is environmentally safe	81
I prefer products that offer the latest technology	69
I like adventure: seeking adventure and risk	48
People come to me for advice before making a purchase	48
I'm always one of the first of my friends to try new products or service	37
I am curious: wanting to explore and learn about new things	95

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FREQUENCY OF SOCIAL MEDIA USE:

You Tube - Sometime/Often	77
Facebook - Sometimes/Often	70
Google+ - Sometimes/Often	61
Twitter - Sometimes/Often	22
Linked In - Sometime/Often	45
Pinterest- Sometimes/Often	25
Reddit- Sometimes/Often	5
StumbleUpon- Sometimes/Often	7
Instagram- Sometimes/Often	11

FREQUENCY OF VISITING ARCHAEOLOGY.ORG:

Daily	6
3-6 times a week	7
1-2 times a week	13
1-4 times a week	27
Less than once a month	27

ACTIVITIES DONE ONLINE:

Read a news site	95
Researched a trip/destination	77
Buy something	74
Click on an advertisement	49
Looked at a photo gallery	92
Posted a comment after an article	41
Play a game	36
Read a blog	65
Answer a poll	80
Watch video	88
Listen to audio file	66
Share an article via social media or email	72

FREQUENCY OF WEBSITE VISITS:

Afar.com	1
Audubon.org	6
Nationalgeographic.com	31
Nationalgeographic.com/traveler	13
Smithsonianmag.com	27
Discovermagazine.com	17
Travelandleisure.com	5

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GENERAL TRAVEL

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TOOK ANY FOREIGN VACATION Past 12 Months:

Any	38
2+ Vacations	24

ACTIVITIES or PLACES CONSIDERING (Next 12 Months):

Museums	75
Historic Sights	77
Cultural/Edu. Travel	53

Family vacation	32
Beach/Lake	30
Camping/Hiking	22
Adults Only	21
Archaeological digs	33
Volunteer/Charity	7

Active Sports	7
Adventure travel	11
Cruise	21
Eco-travel	11
Health spa or retreat	8

TRAVEL DESTINATIONS (PAST 3 YEARS)

Africa	4
Alaska	9
Asia	9
Australia/New Zealand	4
Canada	18
Caribbean	13
Central America	7
Eastern Europe/Russia	6
Israel	3
Mexico	13
Mid Atlantic	20
Middle East	4
Mid West	25
Mountain	23
Northeast	30
Norway	2
Pacific	31
South America	6
Southeast	31
South Pacific	2
Southwest	31
Turkey	6
Western Europe	26
None	10

PLANNED TRAVEL DESTINATIONS (Next 3 Years)

Africa	7
Alaska	12
Asia	9
Australia/New Zealand	9
Bermuda	
Canada	17
Caribbean	13
Central America	18
Eastern Europe/Russia	9
Israel	5
Mexico	11
Middle East	5
Other Western Europe	36
South America	10
South Pacific	7
Turkey	4

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Any	38
2+ Vacations	24
3+ Vacations	19

ACTIVITIES or PLACES VISITED ON VACATION (Past 12 Months)

Museums	75
Historic Sights	77
Cultural/Edu. Travel	53
Family vacation	32
Beach/Lake	30
Camping/Hiking	22
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Archaeological digs	33
Volunteer/Charity	7
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Health Spa or Retreat	8

TEND TO VISIT

Archaeology/Cultural/Educational Areas:	83
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TYPES OF TRIPS TAKEN

Weekend Trips (2-3 Days)	82
4-5 day-long trips	66
Week-long trips	65
Two week-long trips (8-14 days)	46
Longer than 2 week-long trips (15+ days)	29

PLACES VISITED within the U.S. (Past 3 years)

Northeast	31
Southeast	31
Pacific	31
Southwest	31
Midwest	25
Mid Atlantic	20
Mountain	23

PLACES VISITED within the U.S. (Next 3 years)

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ARCHAEOLOGY

ONLINE ADVERTISING OPPORTUNITIES

Archaeology.org Homepage

Top Leaderboard

1st Box (Right Column)

2nd Box (Right Column)

Middle Leaderboard

News Page Box

Email Blast (E-Blast) Packages

With over 50,000 opt-in recipients, ARCHAEOLOGY.ORG can connect you with an audience that has proven to be both loyal in terms of their viewership and responsive in regards to our clients' online campaigns.

All Email Blasts are available in groups of 10,000.

- Packages: 10,000 recipients
- Full List Buy: 50,000 recipients

Archaeological Institute of America

www.archaeological.org

Homepage

Fieldwork

Additional Advertising Options:

- Interactive Map
- Online Advertorial

E-UPDATES

E-update, ARCHAEOLOGY.ORG

E-update, ARCHAEOLOGICAL.ORG

the AIA (Archaeological Institute of America) WEBSITE

E-update, AJAOLINE.ORG

the AJA (American Journal of Archaeology) WEBSITE

COST-PER-CLICK (CPC) PROGRAM:

ARCHAEOLOGY.ORG's Cost Per Click

(CPC) Program allows for advertisers to determine the number of click-throughs they want to receive. Based on a set pre-paid rate, your ad will continue to run until the designated number of click-throughs is achieved.

minimum 600 clicks

(Multi-Placement Rates are available)



(E-Blast example)



(Interactive Map)



(AIA E-Update)

File Format:	Ads should be supplied in .jpg or .gif format
File Size:	Maximum 250K
Ad Resolution:	Ads should be at a resolution of 72 pixels per inch.
Address:	Please e-mail ads to webmaster@archaeology.org ; cc: advertising@archaeology.org
Materials Date:	2 weeks prior to online placement.

Materials Production Contact:
KARINA CASINES
718.472.3050 ext. 4905
materials@archaeology.org

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ADVERTISING POLICY

Advertisements for the sale of antiquities are not accepted.

ONLINE SPECIFICATIONS

ARCHAEOLOGY.org:

Top Leaderboard	728px x 90px
Side Box	300px x 250px
Middle Leaderboard	728px x 90px

Archaeological Institute of America: (www.archaeological.org)

Vertical Banner	250px x 425px
Mobile Banner	320px x 100px

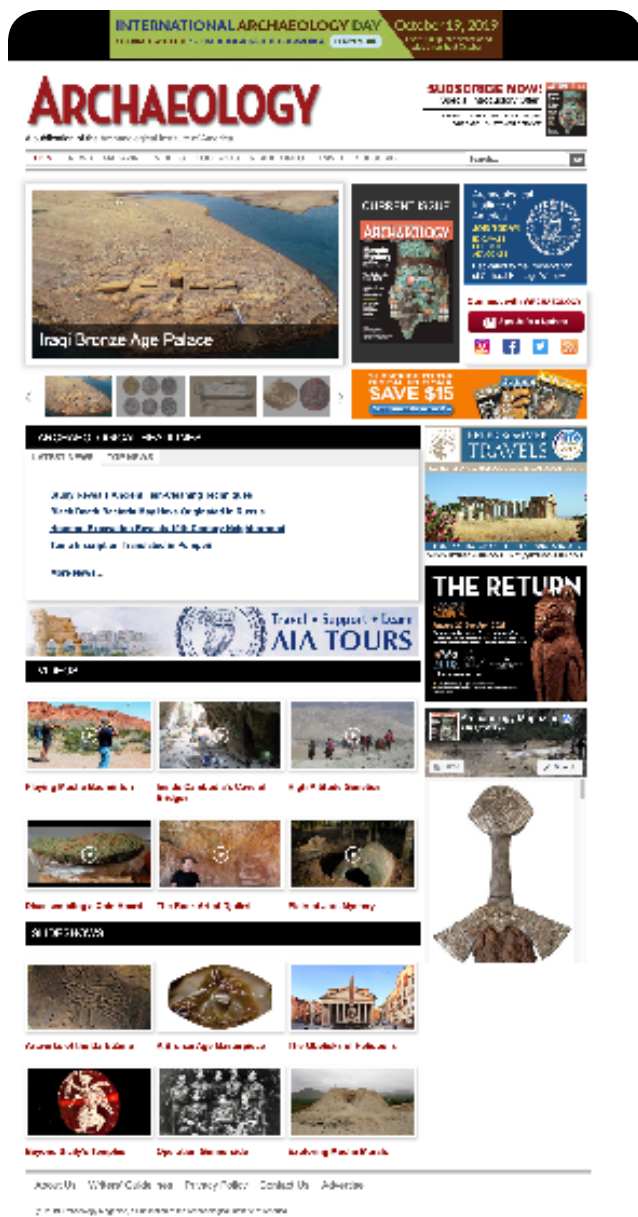
EMAIL BLAST:

Format in HTML including complete html codes and images. Images should be in .jpg or .gif format Approximately 100 words, any number of links desired and 3-5 images. Try to avoid text that could be perceived as spam.

E-UPDATE NEWSLETTER:

Archaeology	160px x 600px skyscraper
AIA	504px x 160px banner

***Please Include URL**



Account Managers:
(tel): 718.472.3050

Gerry Moss, Director of Integrated Sales
x4904; Gerry@archaeology.org

Karina Casines, Account Manager
x4905; Karina@archaeology.org

Contact Representatives for Rates.

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