

the humanist

A Quarterly of Ideas and Action

EDITORIAL PROFILE

The *Humanist* is a quarterly of **ideas and action** that applies **humanism**—a naturalistic and democratic outlook informed by **science**, guided by **reason**, inspired by **art**, and motivated by **compassion**—to broad areas of social and personal concern.

The *Humanist* has been published continuously **since 1941** by the **American Humanist Association** (AHA). The AHA is a membership organization established that same year as successor to the Humanist Press Association, which was established in 1935, which was itself a successor to the Humanist Fellowship organized at the University of Chicago in 1927. The AHA is a founding member of the International Humanist and Ethical Union.

With features covering **science, religion, politics**, and the **work** of the American Humanist Association, the *Humanist* keeps our **240 chapters and affiliates** and **34,000 members** and supporters informed about the advancement and advocacy of humanism.



OUR READERS ARE:



PROFESSIONAL



EDUCATED



HIGHLY LITERATE



POLITICALLY ENGAGED



VOLUNTEERS

WHO READS THE HUMANIST?

- The *Humanist* has a national paid circulation of nearly **13,000** and a growing international and online readership, garnering some 100,000 page views from approximately 75,000 visitors to the [TheHumanist.com](https://www.thehumanist.com) per month.
- The magazine is distributed nationwide and is currently being carried at Barnes & Noble, Books-A-Million, and other independent bookstores and newsstands across the country.
- Readers are mostly **financially secure, college-educated professionals** in the fields of education, medicine, law, business, and the social sciences, who share a dedication to social justice, civil liberties, and progressive causes.
- Two-fifths of our readers **attended graduate school**. Nearly ninety percent hold a bachelor's degree. A solid plurality **read** a minimum of **ten books a year**, and a good number **read at least five magazines** regularly. A good portion also read each issue of the *Humanist* cover to cover.
- Ninety-three percent **voted in the last presidential election** and over sixty percent have **contacted a public official** in the same time span. Additionally, more than a third of *Humanist* readers have **volunteered for a charity** in the last year, and over half **attended a public meeting** over the same period.

AD RATES

COVER			
Placement	Size	Color	
Inside back cover	TRIM: 8.25" x 10.75" (actual page size) FULL: 8.5" x 11" (includes 0.125" bleed)	\$1,500	
Back cover	TRIM: 8.25" x 8.75" FULL: 8.5" x 8.875" (includes 1/8" bleed left side and bottom)	\$1,600	

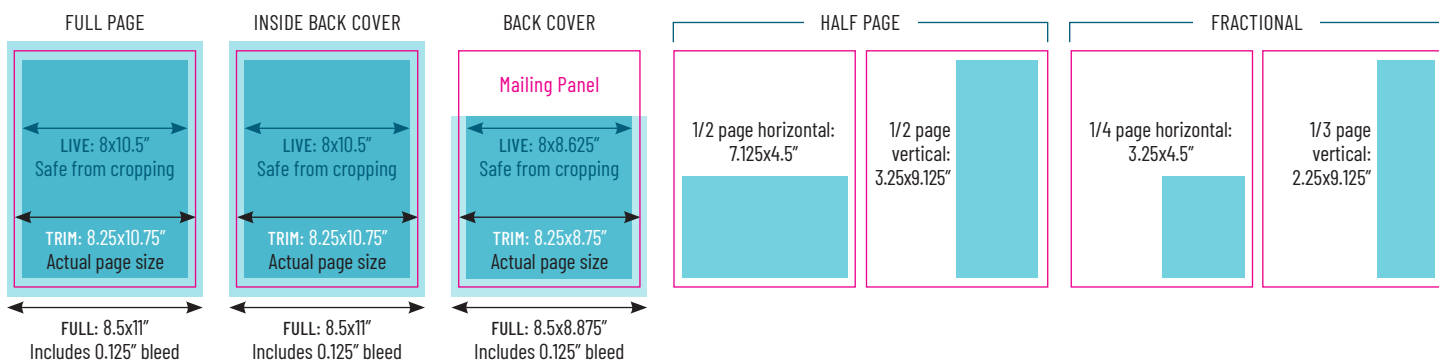
INTERIOR			
Placement	Size	B&W	Color
Full page	TRIM: 8.25" x 10.75" FULL: 8.5" x 11" (includes 0.125" bleed)	\$1000	\$1300
1/2 page horizontal	7.125" x 4.5"	\$700	\$910
1/2 page vertical	3.25" x 9.125"	\$700	\$910
1/3 page vertical	2.25" x 9.125"	\$600	\$780
1/4 page vertical	3.25" x 4.5"	\$500	\$650

BOOK ADS			
Placement	Size	B&W	Color
Full page	TRIM: 8.25" x 10.75" (actual page size) FULL: 8.5" x 11" (includes 0.125" bleed)	\$600	\$720
1/2 page horizontal	7.125" x 4.5"	\$420	\$504
1/2 page vertical	3.25" x 9.125"	\$420	\$504
1/3 page vertical	2.25" x 9.125"	\$360	\$432
1/4 page vertical	3.25" x 4.5"	\$300	\$360

FREQUENCY DISCOUNTS	
3 INSERTIONS: 5%	6 INSERTIONS: 12%

All essential content must fall within the live area.

Art should be built to trim size and include .125" bleed (crop marks not necessary).



AD GUIDELINES

All display advertising should be created in **high resolution (minimum 300 dpi) PDF** or **JPG** format and sent electronically. Full page, inside back cover, and back cover ads must include a 0.125" bleed.

Ads requiring preparation before publication will incur an additional cost. **The minimum cost for prep work is \$50.00.** This includes text-heavy ads submitted without artwork or with low-resolution imagery.

2022 AD SCHEDULE			
Issue	Order Deadline	Ad Deadline	Mail Date
Spring	1/13/23	1/27/23	3/10/23
Summer	4/14/23	4/28/23	6/9/23
Fall	7/28/23	8/4/23	9/8/23
Winter 2024	11/3/23	11/10/23	12/15/23

The *Humanist* reserves the right to reject or redesign ads that don't meet minimum quality guidelines.

For more information or to inquire about advertising contact:

aha@americanhumanist.org