Reach a diverse yet like-minded audience interested in Michigan’s history, heritage, and cultures.
Chronicle magazine is the 40-page, full-color membership publication of the Historical Society of Michigan (HSM), the state’s oldest cultural organization. Issued quarterly, the magazine contains articles that celebrate Michigan’s history and the preservation of the state’s diverse cultures and heritages. In addition, Chronicle’s special sections provide promotion and awareness for HSM’s organizational members and offer ideas and inspiration for individual history advocates. Chronicle reaches all of HSM’s 5,000-plus individual and organizational members, including historical entities and libraries, where it is read by those within the organizations and their patrons, making the pass-along readership more than 20,000. Individual issues of the magazine are also available for purchase through our website. Advertisements within Chronicle are seen by those who are interested in our state’s history, the heritage of its residents, and the preservation of Michigan’s diverse cultures and historical entities.

Your ad will be seen by thousands of readers throughout the state!

Advertising Opportunities for Chronicle magazine

The rates below are for nonprofit organizations only and are already discounted 30% from our regular rates.

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All prices are per insertion.

Deadlines

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All prices are per insertion.

Your ad will be seen by thousands of readers throughout the state!
Since 1917, *Michigan History* magazine has shared the Great Lakes State’s diverse history through feature articles and special sections. A popular history magazine geared toward professionals and enthusiasts alike, *Michigan History* offers a wide variety of subject matter, time frames, and perspectives while inspiring, educating, and entertaining its readers. Published by the Historical Society of Michigan (HSM), every full-color, bimonthly, 68-page issue explores the state’s most fascinating historical facets and celebrates the history and heritage of all Michigan’s peoples.

*Michigan History* has one of the largest circulations in the country for a history-themed periodical. The magazine boasts a subscriber base of 20,000, with additional distribution to major retailers, independent bookstores, and specialty stores. Pass-along readership reaches more than 100,000. Advertisements in the magazine are seen by a diverse but like-minded audience, who have an interest in Michigan’s past and the different heritages and cultures of its peoples. The magazine is offered either as an individual subscription or as part of an HSM membership.

“I enjoy *Michigan History* and look forward to the new one all the time.”

—Readership Survey

### Rates

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Michigan History magazine and Chronicle are produced in Adobe InDesign.

Artwork must be in CMYK or grayscale with images at 300 dpi or higher.

Please submit your artwork as a high-resolution, print-ready PDF or jpg.

File transfer media: e-mail (files less than 6 MB). If file size is larger than 6 MB, please contact HSM.
Advertising Agreement and Insertion Order

☑ All advertisements and orders are subject to approval. The Historical Society of Michigan (HSM) reserves the right to reject any advertising without cause or prior notice. Appearance of ads in HSM publications does not constitute endorsement of the advertiser, its products, or its services. HSM reserves the right to edit advertisements when necessary.

☑ All orders accepted by HSM for Michigan History and Chronicle are subject to the terms and provisions of the current rate card.

☑ Inside front and back covers are available at the printed rate plus 20 percent. Please inquire about position availability before submitting your order.

☑ It is agreed between the parties of this agreement that a cancellation will be accepted once HSM has received written notice from the advertiser prior to the appropriate closing date.

☑ A tear sheet will be sent to the advertiser after the issue has been published. HSM is not responsible for any financial costs advertisers may incur as a result of advertiser error.

☑ The advertiser may change materials with any insertion but authorizes the previous advertisement to be repeated if new materials are not furnished by the issue’s “Materials Needed” date.

☑ All advertising changes must be made in writing.

☑ The liability of HSM for inadvertently failing to publish an advertisement in the issue specified will be limited to publishing the advertisement in a subsequent issue at the printed rate less 10 percent.

☑ Claims for adjustment due to error must be made within 30 days of release date.

☑ Ads are invoiced or charged after publication. Invoice terms: net 30. Make checks payable to the Historical Society of Michigan or charge to American Express, Discover, MasterCard, or Visa.

☑ Advertisers who have not paid for an insertion within 45 days of the invoice date will be subject to a suspension of the remaining insertions on their contract. Advertisers will be charged a 1.5 percent interest charge per month on invoices not paid within 60 days.

COMPANY NAME

CONTACT NAME

ADDRESS

CITY, STATE, ZIP

PHONE

E-MAIL

TITLE

DATE

SIGNATURE

I have read and agree to this Advertising Agreement

Michigan History

☑ Jan/Feb _____ Size _______ Rate _______

☑ Mar/Apr _____ Size _______ Rate _______

☑ May/Jun _____ Size _______ Rate _______

☑ Jul/Aug _____ Size _______ Rate _______

☑ Sep/Oct _____ Size _______ Rate _______

☑ Nov/Dec _____ Size _______ Rate _______

(Year)

Subtotal __________________

Chronicle

☑ Winter _____ Size _______ Rate _______

☑ Spring _____ Size _______ Rate _______

☑ Summer _____ Size _______ Rate _______

☑ Fall _____ Size _______ Rate _______

(YEAR)

Subtotal __________________

Subtotal __________________

Grand Total ________________

CREDIT CARD NUMBER

EXP. DATE

SECURITY CODE

PAYMENT METHOD

☐ Check enclosed

☐ Please invoice

☐ Credit card (see form on left)

SIGNATURE

BILLING ZIP CODE

Submit insertion orders and ad materials to:
Historical Society of Michigan • 7435 Westshire Drive • Lansing, MI 48917
Phone: (800) 692-1828 • Fax: (517) 324-4370 • advertising@hsmichigan.org