



SKY & TELESCOPE

2018 MEDIA KIT

Tim Allen
Director of Advertising Sales
tallen@skyandtelescope.com
(773) 551-0397

Image courtesy Sean Walker, *Sky & Telescope*

THE ESSENTIAL GUIDE TO ASTRONOMY

INNOVATIVE ASTRONOMY GEAR by The Editors of Sky & Telescope

Hot Products 2018



1 STARGATE DOB
 Sky-Watcher www.skywatcher.com
 For deep-sky observers there's nothing like a large-aperture telescope to make sharing star parties a rewarding experience. These new 18- and 20-inch f11 Dobscopos from Sky-Watcher offer a host of advanced features, such as light-weight mirrors that acclimate quickly to changing temperatures, and rubberized mirror shells with Go To pointing, at a cost significantly lower than comparable scopes. Watch for our review of the 18-inch Go To model in the coming months.
 • U.S. price: from \$5,999

Each year, S&T offers our marketplace something for what we consider to be the year's most exciting new products. To make our list, a product should introduce new (or improve upon existing) technologies, provide a solution to an old problem, or simply deliver exceptional value. Our Hot Products list for 2018 includes a variety of gadgets ranging from mounts, cameras, and accessories aimed at the growing popularity of robotic astronomy to items big and small for observers who love being out under a starry sky. As is often the case, this year some products caught our eye because of their exceptional value—equipment that offers features and performance at a cost well below that of similar items in the past. We hope you enjoy reading about these innovative products that ignited our interest.



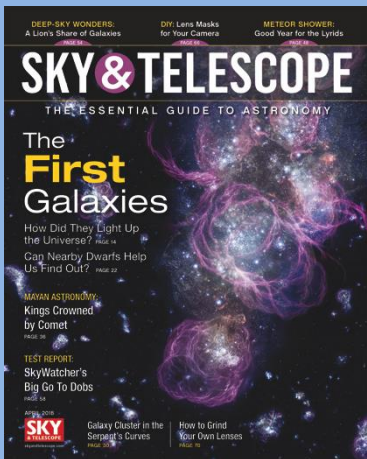
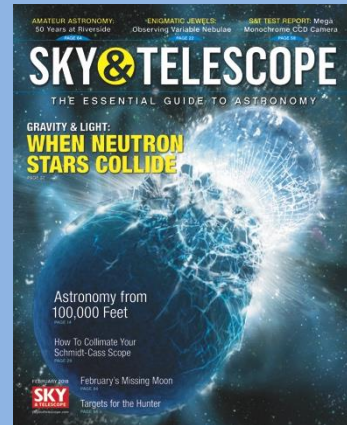
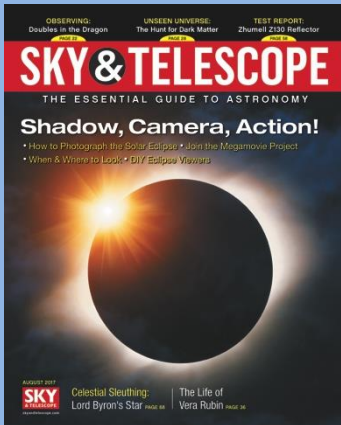
2 TWIST-LOCK STAR DIAGONALS
 Orion Telescopes & Binoculars www.oriontelescopes.com
 A lack of light is the real enemy of astrophotographers, and camera adapters into these 90° mirror star diagonals with reflective coatings that provide 98% reflectivity. Models are available in 1½- and 2-inch sizes. The convenience of each is provided by three and five rail-mounted holders to reduce light scatter. Both are made of anodized aluminum, and the 2-inch model includes a 1½-inch adapter with the same twist-lock feature.
 • U.S. price: \$119.99 and \$199.99, respectively

3 MULTI-RECHARGE LANTERN
 Orion Telescopes & Binoculars www.oriontelescopes.com
 Any observer will tell you that having a good light handy when you're out stargazing is worth its weight in gold. The Orion DualBeam Astro Lantern is a waterproof, multi-purpose LED unit that emits a rechargeable 2,000-mah lithium battery. You can cycle through four brightness levels of red light and two white, and the light can be turned off from any setting without cycling through the others. It's magnetic, a USB cable, and a wind strap are included, and the little lantern packs enough juice and USB port to boost the battery life of most mobile devices.
 • U.S. price: \$24.99

4 PREMIUM 6-INCH REFRACTOR
 Sky-Watcher www.skywatcher.com
 If you're in the market for an American-made, premium APO refractor, the competition is pretty thin for apertures greater than about 5 inches. The new SkyWatcher SW102T stands out as the only one offering at least 8 inches of aperture for less than \$10 grand (and thousands of dollars less than the nearest competitor). The scope's 8-element F8 objective is made with ED glass, and an optional field flattener is included as well as an optional field isolator. Standard features include a 3.5-inch Feather Touch focuser, multi-coated F8.3 prism, Coma-free-style dovetail bar, and rugged transport case.
 • U.S. price: \$8,999

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◀◀ FANTASY IN ORION
 Paulo Moron
 The Orion Nebula (Messier 42) and, to its immediate north, Messier 43 (sometimes called the Matrix or the Nebula) are must-see objects in any telescope.
DETAILS: Sky-Watcher Edge ED80 apochromatic refractor and Meade Instruments G2-850 CCD camera with Astronomik LRGB filters. Total exposure: 12.2 hours.

◀ MERCURY MEETS THE MOON
 Yifan Chang
 The planetary occultations of Mercury by an unusually crescent Moon on September 18, 2017, was just 5" above the horizon as seen from Honolulu City in Taiwan. Frames are 1 second apart.
DETAILS: Sony W2300, astrophotography and Canon EOS 700D DSLR camera set to ISO 600. Exposure: 1.3 second.

▼ FLASHY AURORA
 Matt Steiner
 After some poor weather, the skies cleared over Palmer, Alaska, on the morning of December 24, 2017 — just in time for a month's annual display and a dazzling Christmas Eve!
DETAILS: Canon EOS 5D Mark III DSLR camera set to ISO 1600 with 24-mm lens. Exposure: 15 seconds.

Gallery showcases the finest astronomical images submitted to us by our readers. Send your best shots to gallery@skyandtelescope.com. See skyandtelescope.com/submitting-guidelines.

Visit skyandtelescope.com/gallery for more of our readers' astrophotography.

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OVERVIEW



Sky & Telescope magazine ...

- Was **founded in 1941** at Harvard Observatory and has been published continuously ever since.
- Is **published monthly** (12x per year) and has a **paid circulation of 66,742** (2017 Publishing Statement).
- Delivers the latest astronomy news, science, observing tips, product reviews, and imaging techniques.
- Boasts the **most respected editorial staff and contributing editors of any astronomy magazine** - **authority, credibility, and accuracy are hallmarks** of *Sky & Telescope*.
- Has a **highly engaged audience** that includes astronomy practitioners of all levels – **from novices with their first telescope, to intermediate and advanced backyard astronomers, to professionals.**
- Publishes the **most thorough and trusted product reviews in the industry**, helping readers make informed decisions about astro equipment to fit their level of skill and expertise.



2018 MEDIA KIT

DIGITAL AND SOCIAL MEDIA

skyandtelescope.com attracts a total of **450,000+ users** and **1 million+ page views per month**, with significant audience spikes whenever there are big astronomical events such as the “**Super Blue Blood Moon**” total lunar eclipse in January'18.

Sky & Telescope connects with our audiences via:

- Daily blogs and news stories
- Engaging podcasts
- Weekly e-newsletters
- Award-winning photo galleries
- Popular Interactive Sky Chart



600K+



97K+



3K+



2018 MEDIA KIT

Read news from the world of astronomy for the week of March 30, 2018. [Web Version »](#)

SKY WEEKLY & TELESCOPE Weekend Guide to Astronomy

Latest News

Fast Stellar Death
Astronomy news this past week includes findings on the water content of Trappist-1's seven Earth-size planets, a new measure of the solar system's planetary formation, and an explanation for luminous, short-lived supernovae. [Read more...](#)

James Webb Telescope Delayed Until 2020
NASA officials announced Wednesday that the James Webb Space Telescope launch would be delayed until approximately May 2020. [Read more...](#)



2018 AD CLOSE/MATERIAL DUE DATE

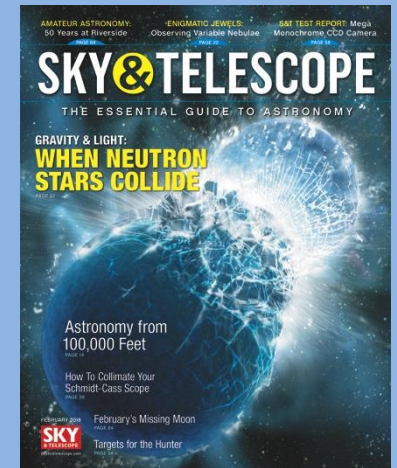
Issue	Paid Ad Close	Ad Materials Due	Subscribers Home Delivery	On Sale
MARCH	11/20/17	11/27/17	1/16/18	1/23/18
APRIL	1/3/18	1/11/18	2/20/18	2/27/18
MAY	2/1/18	2/8/18	3/20/18	3/27/18
JUNE	3/1/18	3/8/18	4/17/18	4/24/18
JULY	4/2/18	4/9/18	5/22/18	5/29/18
AUGUST	5/1/18	5/8/18	6/28/18	7/3/18
SEPTEMBER	6/1/18	6/8/18	7/24/18	7/31/18
OCTOBER	7/3/18	7/10/18	8/21/18	8/28/18
NOVEMBER	8/1/18	8/8/18	9/18/18	9/25/18
DECEMBER	9/3/18	9/10/18	10/18/18	10/23/18
SKYWATCH 2019	9/10/18	9/17/18	11/6/18	11/13/18
JANUARY 2019	10/2/18	10/9/18	11/28/18	12/4/18
FEBRUARY 2019	11/1/18	11/8/18	12/18/18	12/25/18
MARCH 2019	12/3/18	12/10/18	1/15/19	1/22/19

* 2018 Home and Newsstand Dates may vary by 1-5 days

2018 PRINT ADVERTISING RATES

Display	1x	3x	6x	12x
1 Full Page	\$6,000	\$5,820	\$5,700	\$5,400
2/3 Page	\$4,240	\$4,115	\$4,030	\$3,815
1/2 Page	\$3,235	\$3,140	\$3,075	\$2,910
1/3 Page	\$2,225	\$2,190	\$2,140	\$2,030
1/4 Page	\$1,750	\$1,700	\$1,665	\$1,575
1/6 Page	\$1,220	\$1,185	\$1,160	\$1,100
Cover 2	-	-	-	\$6,840
Cover 3	-	-	-	\$6,210
Cover 4	-	-	-	\$8,045

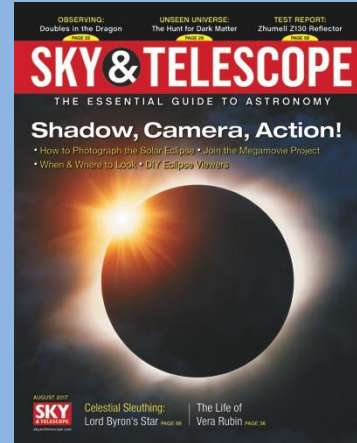
Marketplace Section	1x	3x	6x	12x
1/3 Page	\$1,845	\$1,790	\$1,755	\$1,660
1/4 Page	\$1,455	\$1,410	\$1,385	\$1,310
1/6 Page	\$985	\$955	\$935	\$890
1/8 Page	\$760	\$735	\$720	\$685
1/12 Page	\$515	\$500	\$490	\$465
1/24 Page	\$265	\$255	\$250	\$235
Classified Line:	\$1.75 Per Word, \$30.00 Minimum			



For more information contact Tim Allen, (773)551-0397, tallen@skyandtelescope.com

2018 PRINT DIMENSIONS

Specifications & Requirements	
Printing Process:	Web Offset
Binding Process:	Saddle-stitch
Publication Trim Size:	8 3/8" x 10 1/2"
Display Ad Dimensions — Non-Bleed	



	Inches (decimal)	Inches (fraction)
Spread	16w x 9.3h	16" x 9 5/16"
Full page	7.45w x 9.3h	7 1/2" x 9 5/16"
Two-thirds page	4.86w x 9.3h	4 7/8" x 9 5/16"
Half page (horizontal)	7.45w x 4.55h	7 1/2" x 4 1/2"
Half page (vertical)	4.86w x 6.8h	4 7/8" x 6 13/16"
One-third page (square)	4.86w x 4.55h	4 7/8" x 4 1/2"
One-third page (vertical)	2.4w x 9.3h	2 3/8" x 9 5/16"

	Inches (decimal)	Inches (fraction)
Quarter page (square)	3.625w x 4.55h	3 5/8" x 4 1/2"
One-sixth page (horizontal)	4.86w x 2.28h	4 7/8" x 2 5/16"
One-sixth page (vertical)	2.4w x 4.55h	2 3/8" x 4 1/2"



2018 PRINT DIMENSIONS

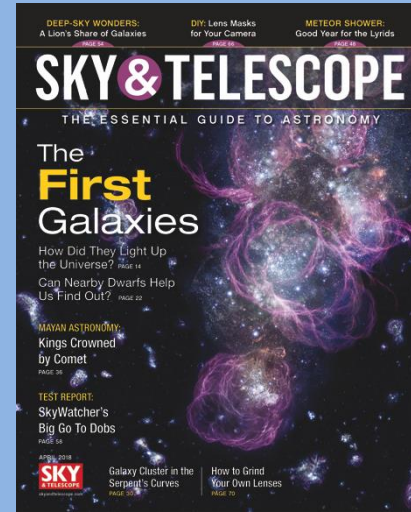
Display Ad Dimensions — Bleed

	Inches (decimal)	Inches (fraction)
Full page	8.625w x 10.75h	8 5/8" x 10 3/4"
Trim Size	8.375w x 10.5h	8 3/8" x 10 1/2"
Spread	17w x 10.75h	17" x 10 3/4"
Trim Size	16.75w x 10.5h	16 3/4" x 10 1/2"

Hold live matter 1/4" from the trim.

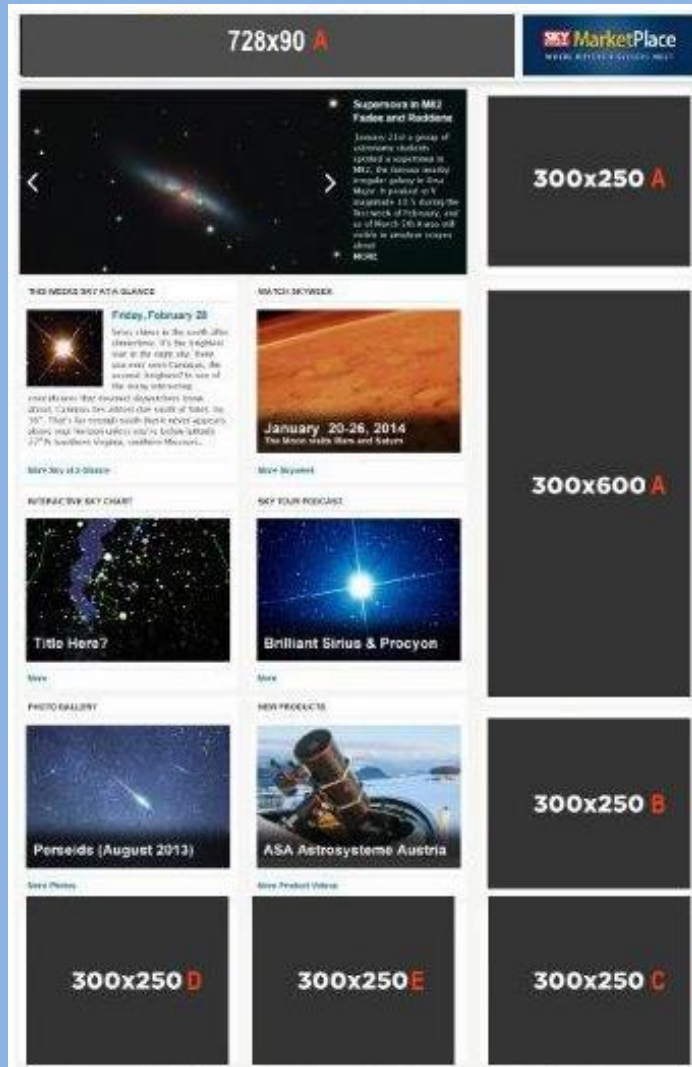
Marketplace Dimensions

	Inches (decimal)	Inches (fraction)
One-third page (vertical)	2.25w x 9.375h	2 1/4" x 9 3/8"
One-third page (square)	4.81w x 4.62h	4 13/16" x 4 5/8"
One-quarter page (vertical)	2.25w x 7.13h	2 1/4" x 7 1/8"
One-sixth page (horizontal)	4.81w x 2.31h	4 13/16" x 2 5/16"
One-sixth page (vertical)	2.25w x 4.62h	2 1/4" x 4 5/8"



	Inches (decimal)	Inches (fraction)
One-eighth page	2.25w x 3.5h	2 1/4" x 3 1/2"
One-twelfth page	2.25w x 2.31h	2 1/4" x 2 5/16"

Banner Ad Unit Names and Locations.
Avails subject to inventory.



Leader board: 728x90A
Leader button: 300x250A
Wide Skyscraper: 300x600A
Buttons: 300x250B / 300x250C / 300x250D / 300x250E

2018 DIGITAL ADVERTISING RATES



Display Banners	Dimensions	File Size	CPM	Home Page CPM
Leaderboard	728x90	25k	\$7.72	\$8.87
Wide Skyscraper	300x600	60k	\$7.56	\$8.69
Leaderbutton	300x250	40k	\$5.95	\$6.84
Button	300x250	40k	\$3.95	\$4.54
Marketplace Online Skyscraper	160x550	38k	Call	
<i>Note: Sponsorship display pricing varies by category and price</i>				

Marketplace Online	Ads can be placed online at https://marketplace.skyandtelescope.com/Classified/Register.aspx			
1 Ad Listing	\$300			
15 Ad Listings	\$1,440			
30 Ad Listings	\$2,340			
50 Ad Listings	\$2,970			

Sky & Telescope Weekly News Bulletin email	Dimensions	File Size	Weekly Cost	
Button	Sent every Friday	300x250	40k	\$450

Sky & Telescope custom, exclusive eBlast (Dedicated Email Broadcast)				
eBlast	TBD Mon-Thu (No Fri)	600x600	200k	\$1,750

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