

Magazine and Digital Advertising

2027 MEDIA KIT

(AS OF 11/4/26)

Advertising & Partnerships Information:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148

AMERICAN ASTRONOMICAL SOCIETY



CONNECT WITH THE MOST **DEDICATED BACKYARD STARGAZERS** IN THE WORLD

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ALL ASTROPHOGRAPHY IMAGES COURTESY OF SEAN WALKER

SKY&TELESCOPE

WHO WE ARE

Founded in 1941, *Sky & Telescope* is the most respected popular astronomy magazine in North America.

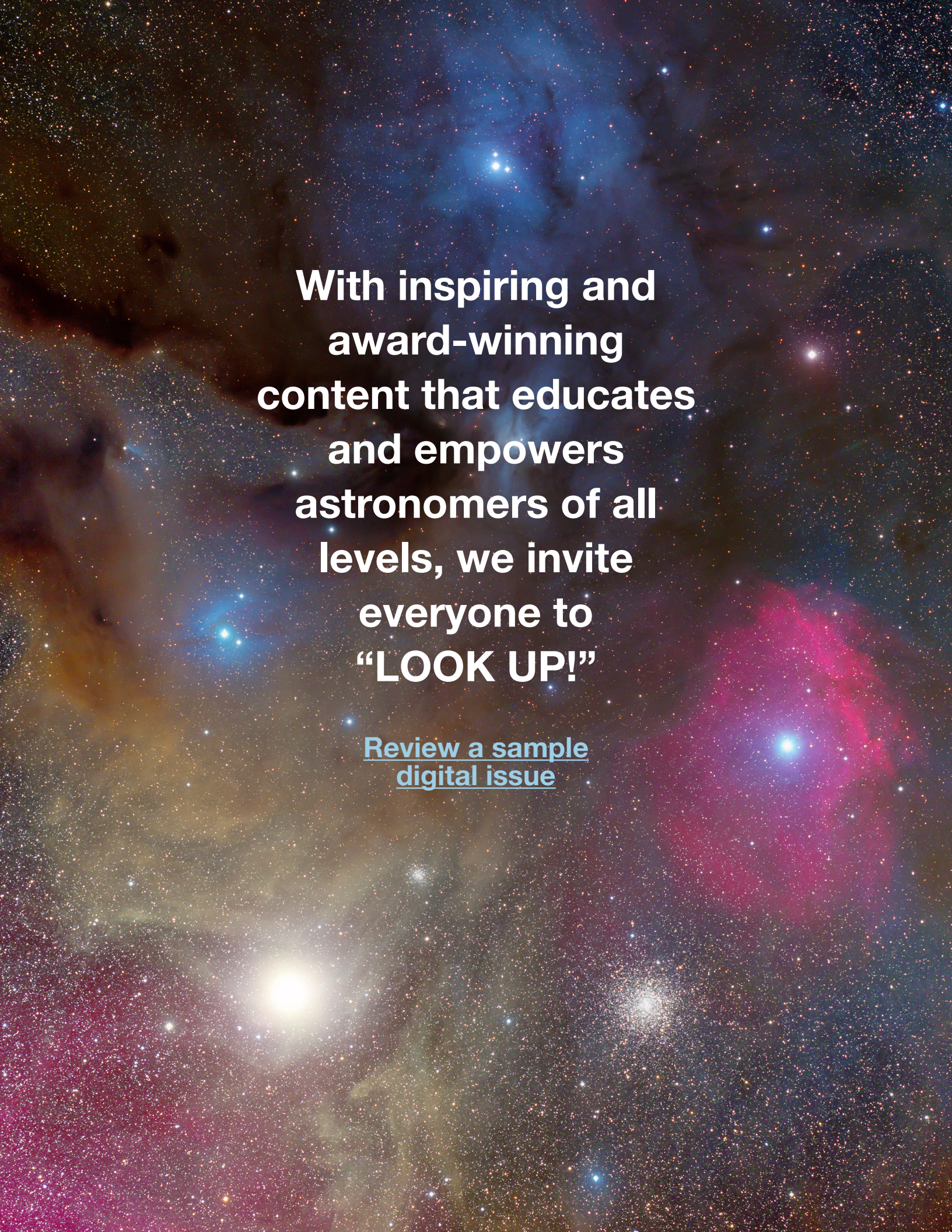
WHAT WE DO

***Sky & Telescope* publishes equipment reviews, observing tips, and science articles. *S&T* also includes a website (skyandtelescope.org), online store (shopatsky.com), and astronomy-themed tours (skyandtelescope.org/tours).**

OUR AUDIENCE

***Sky & Telescope* is read by 60,000+ dedicated backyard stargazers, many owning multiple telescopes, binoculars, cameras, mounts, and associated software, as well as outdoor gear ranging from camping equipment to SUVs and RVs.**

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With inspiring and
award-winning
content that educates
and empowers
astronomers of all
levels, we invite
everyone to
“LOOK UP!”
Review a sample
digital issue

SKY&TELESCOPE



Magazine Advertising

Sky & Telescope Is the Essential Guide to Astronomy

Sky & Telescope delivers the latest astro-gear product reviews as well as news, science, observing tips, and imaging techniques. The magazine publishes the most trusted and authoritative product reviews in the industry, helping readers make informed decisions about astronomy equipment to fit their level of skill and expertise. The magazine's subscribers comprise 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.

Sky & Telescope — the magazine of the American Astronomical Society — boasts the most respected editorial staff and contributing editors of any astronomy magazine. Authority, credibility, and accuracy are prized hallmarks of *Sky & Telescope*.

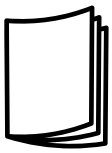
AMERICAN ASTRONOMICAL SOCIETY

SKY&TELESCOPE
Magazine
Overview

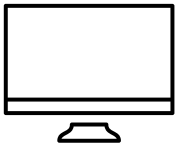
SKY & TELESCOPE IS THE ESSENTIAL GUIDE TO ASTRONOMY

Sky & Telescope was founded in 1941 at Harvard Observatory and has been published continuously ever since.
It is published on a monthly basis (12× per year).

MONTHLY AVERAGE 2022 PAID CIRCULATION



50,674
Print



13,434
Digital

SOURCE: 2022 STATEMENT OF OWNERSHIP

COVERAGE INCLUDES

FEATURES
Observing, science, history, equipment, and astrophotography

S&T TEST REPORT
Trusted monthly equipment reviews

OBSERVING
Sky at a Glance
Lunar Almanac & Sky Chart
Binocular Highlight
Planetary Almanac
Evenings with the Stars
Sun, Moon & Planets
Celestial Calendar
Exploring the Solar System
Suburban Stargazer
First Exposure
Going Deep
Pro-Am Conjunction

COLUMNS/DEPARTMENTS
Spectrum
From Our Readers
75, 50, & 25 Years Ago
News Notes
Cosmic Relief
Book Review
Astronomer's Workbench
Beginner's Space
Gallery
Event Calendar
Focal Point

SKY&TELESCOPE

Magazine

2027 Ad-Close and On-Sale Dates

	PAID AD CLOSE	ARTWORK AD MATERIALS DUE	SUBSCRIBER COPIES SENT IN MAIL	NEWSSTAND ON SALE
April 2027	12/21/2026	12/28/2026	2/2/2027	2/16/2027
May 2027	1/19/2027	1/25/2027	3/2/2027	3/16/2027
June 2027	2/16/2027	2/22/2027	3/30/2027	4/13/2027
July 2027	3/22/2027	3/29/2027	5/4/2027	5/18/2027
August 2027	4/19/2027	4/26/2027	6/1/2027	6/15/2027
September 2027	5/17/2027	5/24/2027	6/28/2027	7/13/2027
October 2027	6/14/2027	6/21/2027	7/27/2027	8/10/2027
November 2027	7/19/2027	7/23/2027	8/31/2027	9/14/2027
December 2027	8/16/2027	8/23/2027	9/28/2027	10/12/2027
January 2028	9/13/2027	9/20/2027	10/26/2027	11/9/2027
February 2028	10/11/2027	10/18/2027	11/22/2027	12/7/2027
March 2028	11/15/2027	11/22/2027	12/27/2027	1/11/2028

Please send artwork/ creative ad materials to:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148
(with copy to: diana@skyandtelescope.org)

SKY&TELESCOPE

Magazine

2027 Display Advertising Rate Card

PRICES LISTED ARE NET

DISPLAY	1x	3x	6x	12x
1 Full page	$5,510	$5,340	$5,235	$4,950
2/3 page	$3,890	$3,775	$3,675	$3,500
1/2 page	$3,040	$2,945	$2,890	$2,735
1/3 page	$2,090	$1,995	$1,945	$1,880
1/4 page	$1,595	$1,565	$1,520	$1,445
1/6 page	$1,140	$1,090	$1,065	$1,025
Cover 2	--	--	--	$6,200
Cover 3	--	--	--	$5,800
Cover 4	--	--	--	$7,400

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SKY&TELESCOPE

Magazine

Display Advertising Ad Dimensions

SPECIFICATIONS AND REQUIREMENTS

PRINTING PROCESS	BINDING PROCESS	TRIM SIZE
Web offset	Saddle-stitch	8 3/8” x 10 1/2”

DISPLAY AD DIMENSIONS (NON-BLEED)	DECIMAL (width × height)	FRACTION (width × height)
Spread (2 page)	15.5833” × 9.1389”	15 9/16” × 9 1/8”
Full page	7.2083” × 9.1389”	7 3/16” × 9 1/8”
Two-thirds page (vertical)	4.75” × 9.1389”	4 3/4” × 9 1/8”
Half page (horizontal)	7.2083” × 4.5”	7 3/16” × 4 1/2”
Half page (vertical)	4.75” × 6.6667”	4 3/4” × 6 11/16”
One-third page (square)	4.75” × 4.5”	4 3/4” × 4 1/2”
One-third page (vertical)	2.2917” × 9.1389”	2 5/16” × 9 1/8”
One-fourth page (square)	3.5348” × 4.5”	3 9/16” × 4 1/2”
One-sixth page (horizontal)	4.75” × 2.3056”	4 3/4” × 2 5/16”
One-sixth page (vertical)	2.2917” × 4.5”	2 5/16” × 4 1/2”

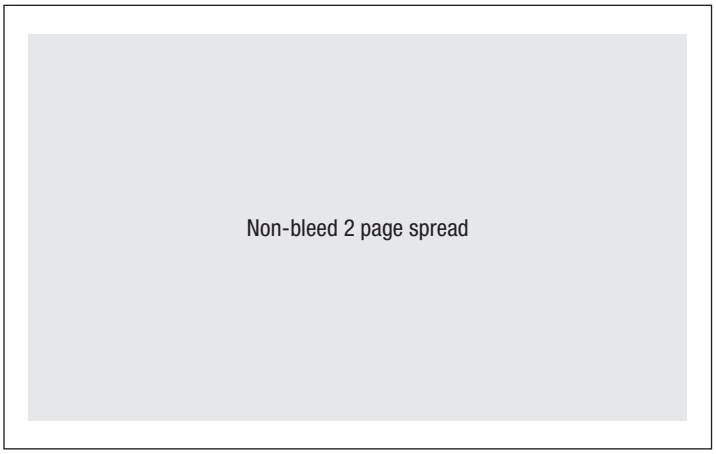
DISPLAY AD DIMENSIONS (BLEED)	DECIMAL (width × height)	FRACTION (width × height)
Spread (2 page)	17.0833” × 10.8333” BLEED SIZE (16.75” × 10.5”) TRIM SIZE	17 1/16” × 10 13/16” BLEED SIZE (16 3/4” × 10 1/2”) TRIM SIZE
Full page AND Covers	8.5417” × 10.8333” BLEED SIZE (8.375” × 10.5”) TRIM SIZE	8 9/16” × 10 13/16” BLEED SIZE (8 3/8” × 10 1/2”) TRIM SIZE

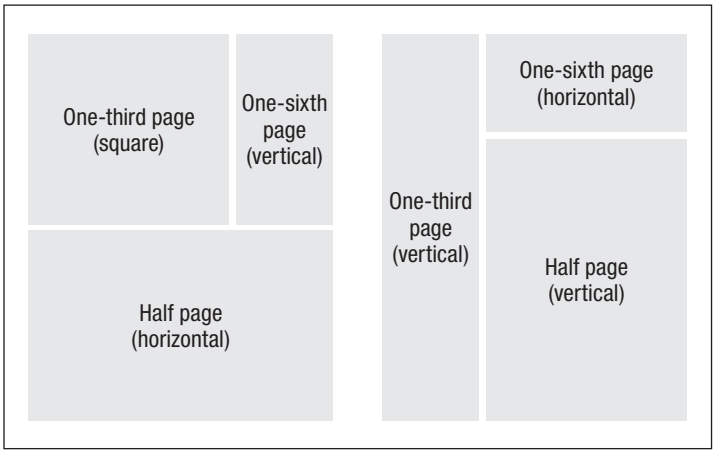
NOTES:
ALL COVERS (FRONT, INSIDE FRONT, INSIDE BACK AND BACK) MUST BE “BLEED” SIZED.
TRIM SIZES ARE THE PAGE DIMENSIONS AFTER THE MAGAZINE IS PRINTED – ALL LIVE MATTER (IMAGES, WORDS, ETC.) MUST LIVE 1/4” FROM THE TRIM BOUNDARY OR IT MAY BE CUT OFF.

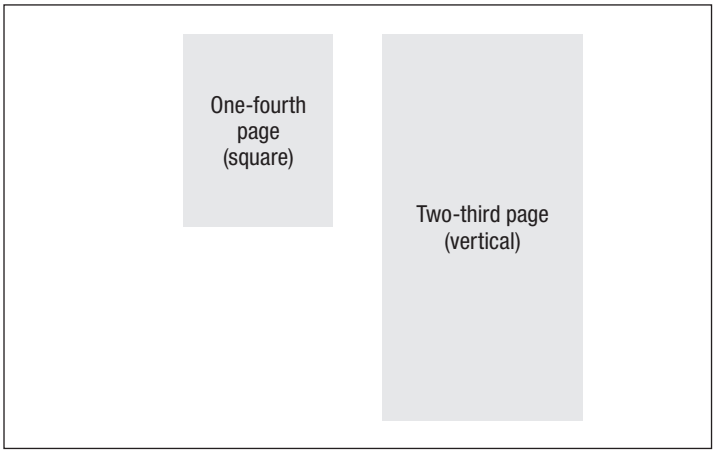
SKY&TELESCOPE

Magazine

Display Advertising Ad Sizes



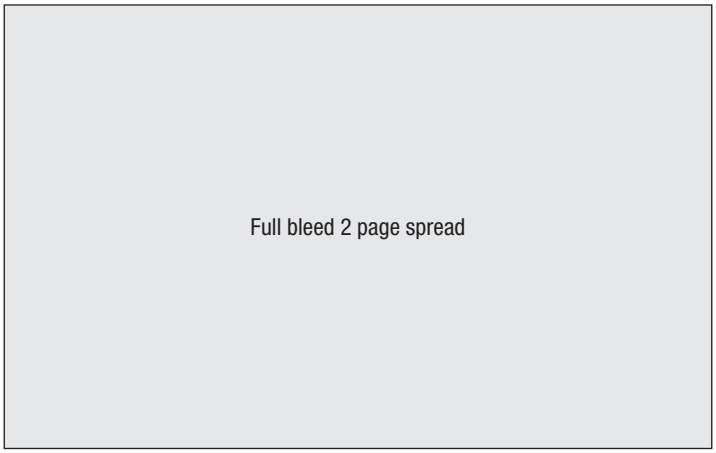


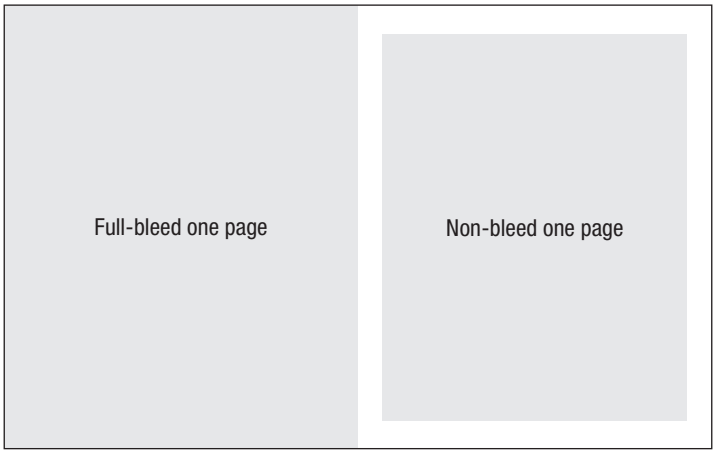


SKY&TELESCOPE

Magazine

Display Advertising Ad Sizes





SKY&TELESCOPE

Magazine

2026 Marketplace Advertising Rate Card

PRICES LISTED ARE NET

MARKETPLACE	1x	3x	6x	12x
1/3 page	$1,710	$1,650	$1,615	$1,530
1/4 page	$1,330	$1,290	$1,260	$1,195
1/6 page	$900	$875	$855	$805
1/8 page	$710	$690	$675	$645
1/12 page	$485	$475	$465	$435
1/24 page	$255	$245	$235	$220
Classified line	$1.95 (per word)	$30.00 (minimum)	--	--

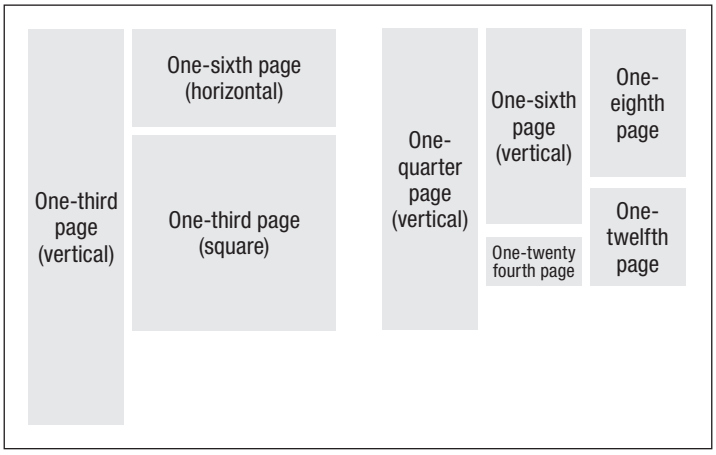
Advertising & Partnerships Information:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148

SKY&TELESCOPE

Magazine

Marketplace Section Advertising Ad Dimensions

MARKETPLACE SECTION DIMENSIONS	DECIMAL (width × height)	FRACTION (width × height)
One-third page (vertical)	2.25” × 9.375”	2 1/4” × 9 3/8”
One-third page (square)	4.81” × 4.62”	4 13/16” × 4 5/8”
One-quarter page (vertical)	2.25” × 7.13”	2 1/4” × 7 1/8”
One-sixth page (vertical)	2.25” × 4.62”	2 1/4” × 4 5/8”
One-sixth page (horizontal)	4.81” × 2.31”	4 13/16” × 2 5/16”
One-eighth page	2.25” × 3.5”	2 1/4” × 3 1/2”
One-twelfth page	2.25” × 2.31”	2 1/4” × 2 5/16”
One-twenty fourth page	2.25” × 1.16”	2 1/4” × 1 4/25”
Classified line	$1.95 per word, $30 minimum	



SKY&TELESCOPE
Magazine
Ad Submission Specs

FILE FORMATS

COMPLETE ADS:
Preferred Format: PDF (PDF/X X-1a)
PDF 1.4 or 1.3.

Acceptable File Formats: Adobe Creative Suite CC (InDesign, Illustrator, Photoshop) packaged with links/fonts; PDF/X X-1a; TIFF (flattened); JPG (flattened); EPS (fonts included or outlined). Microsoft Word (text only).

ARTWORK

ARTWORK: Minimum resolution requirements: 300 dpi for images and 1200 dpi line art. Total ink density (TID) on images not to exceed 300 across all 4 colors.

COLOR MODE: CMYK color mode.
NOTE: Artwork with RGB, lab, spot/Pantone and index colors will need to be revised by advertiser to be converted to CMYK. If S&T makes this revision some color shifts may occur.

RESOLUTION: 300 ppi (pixels per inch) for raster or continuous-tone artwork.
NOTE: Anything less than 300 ppi will result in poor print reproduction; the images will appear "fuzzy" on the printed product.

600 ppi for vector or line art created in Illustrator or Photoshop.
NOTE: Any text laid out in a Photoshop document should be 600 ppi as well.

300 ppi will be acceptable for vector/line art for tabloids.

FONTS

All black text should be one-color.

All fonts need to be embedded.

Avoid Composite fonts.

Avoid using colored 6pt text.

COLOR

Do not exceed 280% ink density for enamel and 260% for newsprint stock.

Avoid using spot colors, when they are converted to CMYK.

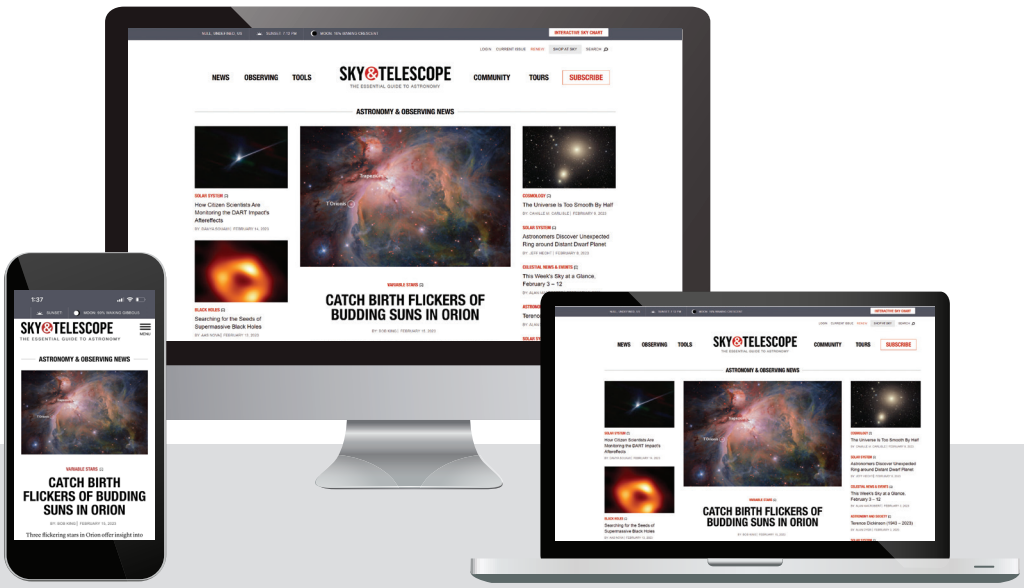
Double check overprints and transparency.

QUALITY CONTROL

PROOFS: Critical color advertising should be accompanied with a SWOP-certified proof for press-side guidance. Publisher cannot be held responsible for color reproduction issues and credits without advertiser-supplied SWOP certified proof.

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rod.nenner@aas.org
202-328-2010 ext:148

SKY&TELESCOPE



Digital Advertising

Sky & Telescope Is the Essential Guide to Astronomy

The *Sky & Telescope* brand attracts astronomy practitioners of all levels — from amateurs using their first telescope, to intermediate and advanced backyard skygazers, to professional astronomers. Visitors to the site are highly engaged with our daily breaking news coverage, observing tips, product advice, and imaging techniques.

Skyandtelescope.org users know that the website delivers the latest, most comprehensive news in astronomy from the most respected editorial staff in the field.

AMERICAN ASTRONOMICAL SOCIETY

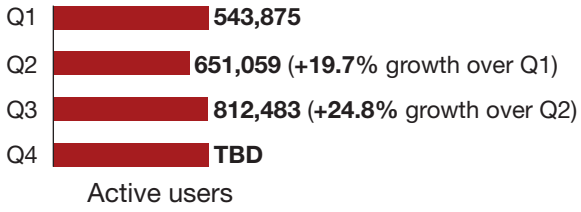
SKY&TELESCOPE

skyandtelescope.org

Demographics, Traffic, and Social Media

WEBSITE TRAFFIC

380,000
average monthly users



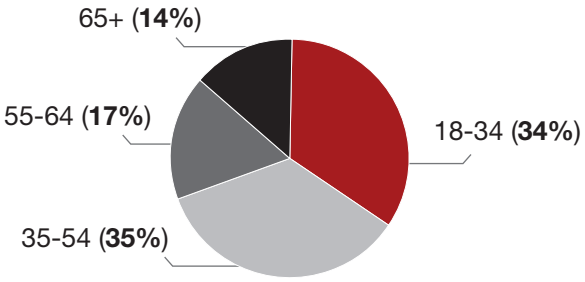
Active users

400,000
average monthly unique page views

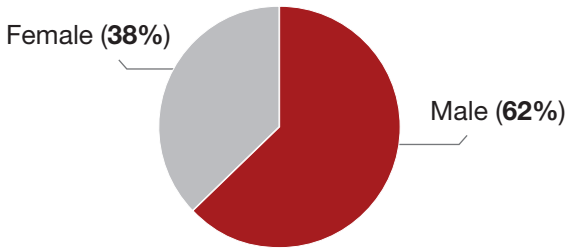
WEBSITE VISITOR DEMOGRAPHICS

SOURCE: GOOGLE ANALYTICS

Age distribution



Gender



SOCIAL MEDIA

125,000
Twitter

30,950
Instagram

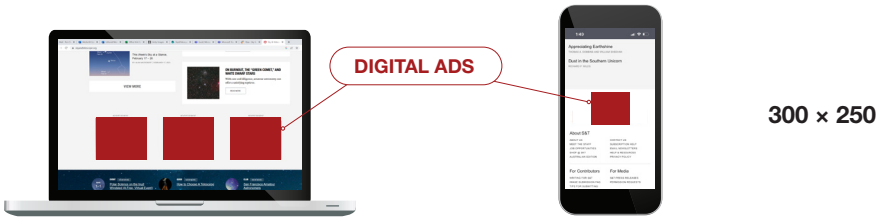
605,840
Facebook

25,400
YouTube

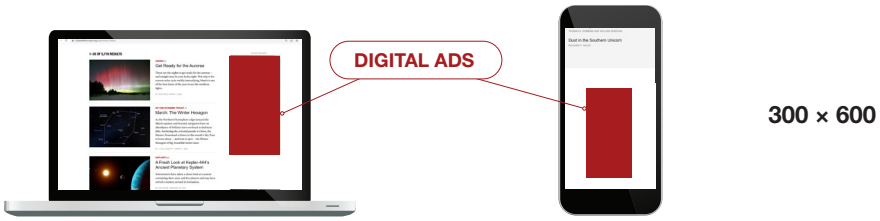
SKY&TELESCOPE

skyandtelescope.org

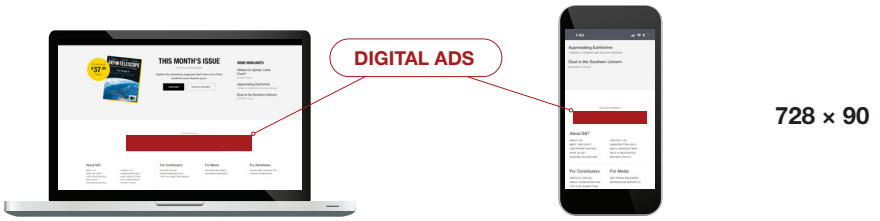
Ad Sizes and Specs



300 × 250



300 × 600



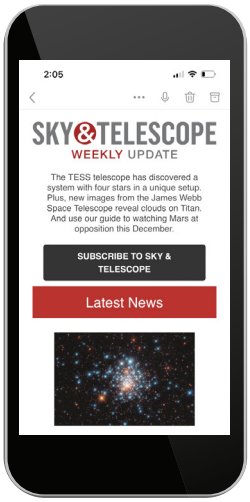
728 × 90

	SIZE	MAX FILE SIZE	FILE TYPES ACCEPTED	TAG INFORMATION
Box banner	300 × 250 (various page placements ROS)	40KB	JPG, GIF, HTML	Need tags with destination URL
Half page banner	300 × 600 (various page placements ROS)	60KB	JPG, GIF, HTML	Need tags with destination URL
Rectangular banner	728 × 90 (various page placements ROS)	25KB	JPG, GIF, HTML	Need tags with destination URL

Send all creative & tags to:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148

SKY&TELESCOPE

Digital
Email Marketing



Sky & Telescope Weekly Newsletter

Sent to 66,000 email addresses each week.

Sent on Fridays.

Banner Ad
Advertiser receives 300 × 250 up to 400 × 300 clickable display banner ad.

$850 per insertion.

Content Integration Ad
Advertiser receives placement in the e-Newsletter which appears as content

Title: 45 characters
Verbiage: 1-2 short sentences
Link: URL
Hero Image: 1200W × 1300H

$950 per insertion.



Sky & Telescope eBlast

Exclusive partner email sent to 28,000 email addresses.

Advertiser receives 100% of content.

Analytics by Constant Contact.

$1,750 per eBlast.

SKY&TELESCOPE

Digital

Guidelines for eBlasts (Dedicated Email Broadcasts)

THE FOLLOWING INFORMATION IS REQUIRED TO COMPLETE THE EBLAST ORDER

- Advertiser
- Advertiser/agency contact for approval
- Email address for client/agency contact
- Subject Line
- Send Date
- Special Instructions

HTML GUIDELINES FOR EBLAST

HTML format: one HTML file in a nested parent table.

- Maximum Width: 600 pixels.
- No Flash, Java, JavaScript, Active X, php or automatic downloads.
- Images must be .gif , .png, or .jpg format.
- All images must be served from the partner website.
- Prefer white backgrounds. If the graphics have a colored background, the Sky&Telescope header and footer backgrounds will always remain as designed.
- Note: If any single image or the total image size is larger than 1 MB the email may get caught by spam filters.

EBLAST MATERIALS DEADLINES AND IMPLEMENTATION

- DEB creative materials, subject line, and destination URL must be provided **at least 7 days prior to the send date**.
- After the ad materials and the design are completed, a test email will be sent to the client/ agency and sales representative for approval.
- Client approval is needed within 24 hours of the proof being provided.

Send all materials and correspondence to:
Rod Nenner
rod.nenner@aas.org
202-328-2010 ext:148

SKY&TELESCOPE

Digital

Monthly Sky Tour Astronomy Podcast



Monthly, 10-minute guided audio tour of the night sky hosted by *Sky & Telescope* magazine. Listeners learn when to see the planets, what constellations will dominate the evening, and what major events, such as meteor showers of eclipses, will be happening.

Sponsorships build excitement about your product or service among a highly engaged segment of the amateur astronomy community.

Sponsorable elements include 30-second introduction read by the podcast host (public radio style), accompanied by branded custom advertising, display banners on skyandtelescope.org, and social media promotion.

SKY&TELESCOPE

AAS Sky Publishing
LLC Advertising Terms and Conditions

1. Payment must be made within 30 days of date of invoice. A 1.5% per month carrying charge will be added to delinquent accounts. In the event the account is turned over to an attorney or to a collection agency for collection, the reasonable cost of collection will be charged to the advertiser and the advertising agency, including without limitation attorney's fees, collection agency fees, and court costs.

2. AAS Sky Publishing, LLC will not be bound by any conditions printed or otherwise appearing on contracts, insertion orders, or copy instructions when such conditions conflict with the terms and conditions set forth herein and in the rate card. Contracts, insertion orders, or copy changes will not be accepted without written confirmation. Insertion orders must specifically state magazine, issue(s) and space to be used.

3. All advertisements are published upon the understanding that the advertiser and the advertising agency (if any) assume full and complete responsibility and liability for the content of all advertisements submitted for publication. It is the responsibility of the advertiser and the advertising agency to ensure that all advertisements comply with all applicable federal and state laws and regulations both as to format and substance. The advertiser and the advertising agency each represent and warrant that the advertisements will not contain any matter that is deceptive, misleading, obscene, disparaging or libelous, or that violates any person's right of privacy, or constitutes copyright infringement, trademark infringement, or is otherwise contrary to law. AAS Sky Publishing, LLC is not responsible for errors in key numbers or any other typesetting done by AAS Sky Publishing, LLC. The advertiser and the advertising agency each agree to indemnify and save harmless AAS Sky Publishing and its employees and representatives from any and all loss, expense, or other liability, including attorney's fees, arising from any claims based on a breach or alleged breach of the foregoing representations and warranties.

4. AAS Sky Publishing, LLC reserves the right, without liability, to reject, omit, or exclude any advertising order for any reason at any time with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged or published. Without limiting the generality of the foregoing, AAS Sky Publishing, LLC may alter or reject any advertisement that contravenes its general rules for the acceptance of advertising or that in its opinion is or may be misleading or may expose AAS Sky Publishing, LLC to any liability. AAS Sky Publishing, LLC's failure to exercise this right shall not relieve advertiser of its obligations under paragraph 3 above.

5. In the event an order is placed by an agency on behalf of the advertiser, such agency warrants and represents that it has full right and authority to place such order on behalf of the advertiser. The advertiser and its agency, if there be one, each agrees to be jointly and severally liable for AAS Sky Publishing, LLC's charge for each advertisement placed. Thus, AAS Sky Publishing, LLC may recover its advertising charges from either the advertiser or the agency, regardless of the relationship between the advertiser and the agency and without regard to any contrary provision in any insertion order, purchase order, or other document.

6. Print advertising must be canceled by published close date of issue. Print advertising canceled after the published close date for the issue will be charged at earned rate to the advertiser with an additional fee of up to $500 for remake of the page. Digital advertising must be cancelled within five business days of start date. Digital advertising canceled less than five business days before the start date or any time afterwards will be charged at earned rate to the advertiser. All cancellations must be made in writing. Advertisers that fail to achieve contracted number of insertions within the year will be short rated to the applicable frequency on rate card for all advertising products that have run during the time of the contract.

7. For critical color reproduction, a SWOP proof generated from the ad file must be supplied. If a SWOP proof is not provided, the ad will run within SWOP ink density specifications to "pleasing color". If a SWOP proof is not provided, AAS Sky Publishing, LLC is not responsible for quality of reproduction.

Advertising &
Partnerships Information:
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