



Magic, Ritual, and Witchcraft

2010 Advertising Rates and Information

A serious, rigorously peer-reviewed scholarly journal, *Magic, Ritual, and Witchcraft* draws from a broad spectrum of perspectives, methods, and disciplines, offering the widest possible geographical scope and chronological range, from prehistory to the modern era and from the Old World to the New. In addition to original research, the issues include book reviews, editorials, and lists of newly published work.

ISSUANCE

ISSN: 1556-8547

Frequency: Semiannual (2 issues per year)

Mail Dates: April (Spring), October (Fall)

ACCEPTANCE POLICY

All products, services, and ad copy are subject to approval by the publisher before insertion. Notice of cancellation must be received by artwork due date.

EXCHANGE AD AGREEMENTS

The Press welcomes the opportunity to establish ad exchange agreements with fellow publishers. Please contact the Press if you are interested in finding out more or discussing an exchange.

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CONTACT INFORMATION

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RATES AND CLOSING DATES

Ads will be positioned at the back of each issue and on cover 3 (inside back cover). Only cover 3 positioning is guaranteed.

Rates

Half Page: \$200 Full Page: \$300 Cover 3: \$350

Issue Closing Dates

Issue	Reservation	Ad Deadline	Publication
Spring	3/15/10	3/29/10	6/4/10
Fall	8/30/10	9/13/10	11/30/10

MECHANICAL SPECIFICATIONS

Journal Trim Size: 6" x 9"

Ad Dimensions: Half Page: 4 1/4" x 3 1/2"

Full Page: 4 1/4" x 7 1/4" Cover 3: 5" x 7 1/2"

- 1 All journals are printed offset on uncoated stock.
- 1 Ads may be emailed as print-optimized PDF files.
- 1 Images should be scanned at a resolution of 300 dpi.
- 1 All fonts should be embedded (type I fonts recommended). DO NOT use Truetype fonts.
- 1 Halftones are shot at 133-line screen.
- 1 No bleeds.

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Subscriber mailing lists are available for rental by publishers and advertisers whose products would be of interest to our readers.

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WINTER 2009 ISSUE:

ARTICLES

The Contested Boundaries of “Magic” and “Religion” in Late Pagan Monotheism

KYLE A. FRASER

Bears, Boars, and Other Socially Constructed Bodies in *Hrólfs saga kraka*

MICHAEL P. MCGLYNN

Magicians of the Twenty-First Century: An Attempt at Dimensioning the Magician’s Personality

GERHARD MAYER

2010 SUBSCRIPTION RATES

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Individuals: \$25.00

Institutions: \$45.00

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The Sheridan Press

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