

2024 MEDIA BUYER GUIDE



MAA

MATHEMATICAL ASSOCIATION OF AMERICA

Readers have a strong relationship with the MAA and rely on its endorsements to support their careers in academia and industry.

Why Advertise in MAA Journals?

- Reach a large community of mathematicians, students and math enthusiasts
- Connect with an audience behind the mathematics that drives innovation
- Influence readers from one of the largest societies focusing on mathematics accessible at the undergraduate level
- Readers use MAA resources as a primary source for professional development programs for mathematics faculty
- Get in front of readers that use these leading resources for teaching and learning about math

KEY STATS

MORE THAN
23,000
ACTIVE MAA MEMBERS

350,000
AMERICAN MATHEMATICS COMPETITION PARTICIPANTS

1.1
MILLION
IN MAA COMMUNITY REACH





PRINT & ONLINE
10
TIMES PER YEAR

MONTHLY CIRCULATION
2,900



PRINT & ONLINE
5
TIMES PER YEAR

MONTHLY CIRCULATION
2,400

The American Mathematical Monthly

The most widely read collegiate mathematics journal in the world, *The American Mathematical Monthly* (AMM) publishes articles, notes, and other features about mathematics and the profession.

PRINT ADVERTISING RATES

BLACK & WHITE	1 ISSUE	5 ISSUES	10 ISSUES
Two-Page Spread	\$3,130	\$2,895	\$2,650
Cover 2	\$1,960	\$1,800	\$1,565
Cover 3	\$1,930	\$1,830	\$1,750
Cover 4	\$2,105	\$1,985	\$1,475
Full Page	\$1,800	\$1,765	\$1,475
1/2 Page	\$965	\$905	\$840

* There is an additional cost of \$500 to run your advert in color.

ONLINE ADVERTISING RATES

	PER MONTH	PER QUARTER	PER YEAR
Leaderboard 728 x 90px	\$465	\$1,270	\$4,550
Skyscraper 160 x 600px	\$340	\$920	\$3,325
eTOC	\$280	\$660	\$2,315

www.tandfonline.com/uamm

2024 MATERIALS DEADLINES

ISSUE	PRINT DATE	ARTWORK
Jan	12/1/2023	11/1/2023
Feb	1/4/2024	12/5/2023
Mar	2/1/2024	1/2/2024
April	2/29/2024	1/30/2024
May	4/2/2024	3/1/2024
June	5/1/2024	4/1/2024
July		
Aug	7/2/2024	5/31/2024
Sep		
Oct	9/2/2024	8/2/2024
Nov	10/2/2024	9/2/2024
Dec	10/31/2024	10/1/2024

* Closing deadlines are two weeks prior to materials deadlines

* Print dates are subject to change.

The College Mathematics Journal

Emphasizing lower division college mathematics, *The College Mathematics Journal* (CMJ) targets undergraduate educators and mathematics professionals. Included are pedagogical articles, Classroom Capsules, problems and solutions and mathematical applications.

PRINT ADVERTISING RATES

BLACK & WHITE	1 ISSUE	5 ISSUES	10 ISSUES
Two-Page Spread	\$3,130	\$2,895	\$2,650
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www.tandfonline.com/ucmj

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Jan	1/4/2024	12/5/2023
Feb		
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April		
May	4/3/2024	3/4/2024
June		
July		
Aug		
Sep	8/1/2024	7/2/2024
Oct		
Nov	10/2/2024	9/2/2024
Dec		

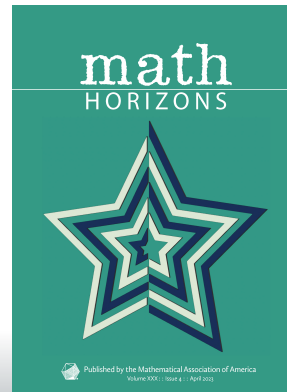
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PRINT & ONLINE
5
TIMES PER YEAR

MONTHLY CIRCULATION
2,400



PRINT & ONLINE
4
TIMES PER YEAR

MONTHLY CIRCULATION
3,145

Mathematics Magazine

Offering lively, readable, and appealing exposition on a wide range of mathematical topics, *Mathematics Magazine* (MM) focuses on the history and philosophy of mathematics and supplements undergraduate coursework.

PRINT ADVERTISING RATES

BLACK & WHITE	1 ISSUE	5 ISSUES	10 ISSUES
Two-Page Spread	\$3,130	\$2,895	\$2,650
Cover 2	\$1,960	\$1,800	\$1,565
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Cover 4	\$2,105	\$1,985	\$1,475
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www.tandfonline.com/umma

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Jan		
Feb	1/4/2024	12/5/2023
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May		
June	5/1/2024	4/1/2024
July		
Aug		
Sep		
Oct	9/3/2024	8/2/2024
Nov		
Dec	11/1/2024	10/2/2024

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Math Horizons

Math Horizons (MH) caters to students and young mathematicians. It offers career guidance, essays, puzzles, and articles. *Horizons* is accessible for practitioners, students, educators, and enthusiasts.

MAA Plus members receive a complimentary print version.

PRINT ADVERTISING RATES

BLACK & WHITE	1 ISSUE	5 ISSUES	10 ISSUES
Cover 4	\$1,980	\$1,790	\$1,715
Covers 2,3	\$1,785	\$1,750	\$1,655
Full Page	\$1,525	\$1,455	\$1,380
2/3 Page	\$1,290	\$1,240	\$1,185
1/2 Page	\$970	\$940	\$880
1/3 Page	\$810	\$770	\$710
1/4 Page	\$750	\$705	\$670

ONLINE ADVERTISING RATES

	PER MONTH	PER QUARTER	PER YEAR
Leaderboard 728 x 90px	\$465	\$1,270	\$4,550
Skyscraper 160 x 600px	\$340	\$920	\$3,325
eTOC	\$280	\$660	\$2,315

www.tandfonline.com/umho

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Oct		
Nov	11/4/2024	10/4/2024
Dec		

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SPECIAL UNITS/ SECTIONS

Prices and availability of gatefolds, BRCs, inserts, etc., on request.

MECHANICAL SPECS



The American Mathematical Monthly



The College Mathematics Journal



Mathematics Magazine



Math Horizons

Two-Page Spread	348 x 496mm	348 x 496mm	348 x 496mm	
Cover 2	174 x 248mm	174 x 248mm	174 x 248mm	210 x 297mm
Cover 3	174 x 248mm	174 x 248mm	174 x 248mm	210 x 297mm
Cover 4	174 x 248mm	174 x 248mm	174 x 248mm	210 x 297mm
Full Page	174 x 248mm	174 x 248mm	174 x 248mm	210 x 297mm
1/2 Page	174 x 124mm	174 x 124mm	174 x 124mm	105 x 297mm
2/3 page				210 x 198mm
1/3 Page				210 x 99mm
1/4 Page				105 x 149mm

All artwork, excluding half page and quarter page, must have a 6mm bleed clearly marked.

CONTACT

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