Historic Preservation. Education. Patriotism.

For the past 129 years—since 1892—the National Society Daughters of the American Revolution, one of the best-known and most honored women’s organizations in America, has published a magazine dedicated to celebrating these principles. Today that magazine is called American Spirit, and it honors the values of NSDAR, a volunteer women’s service organization that preserves the legacy of its patriot ancestors.

American Spirit tells the story of early America in new ways with engaging, well-researched writing and modern, colorful design. There are no textbook history lessons here; the important people, places and pastimes of our nation’s founders and first settlers are honored with a fresh look and an eye toward bringing the past into contemporary relevance.

The magazine’s editorial focus is on Colonial and early American history, yet the timeframe is also used as a jumping-off point to explore America’s journey as a republic, women’s changing roles and our country’s unique contributions to the world. With features focused on genealogy, education, historic preservation and patriotism, each issue explores how the spirit of a nation continues to grow today through the lives and passions of a new generation of American Patriots.
## 2022 EDITORIAL CALENDAR

### JANUARY/FEBRUARY 2022

<table>
<thead>
<tr>
<th>Ad Reservations Due:</th>
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<tbody>
<tr>
<td>11/10/21</td>
<td>11/18/21</td>
<td>Week of Jan. 1</td>
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**Features:**  
- No Longer Forgotten: E Pluribus Unum Education Initiative  
- Early African-American Preachers  
- The Traitor of Washington’s Life Guard  
- Tobias Lear: Washington’s Executive Secretary

**Departments:**  
- **Visions of America:** America’s Oldest Places of Worship  
- **Historic Home:** Mary Washington House, Fredericksburg, Va.  
- **Spirited Adventures:** Saint Croix  
- **Whatnot:** The DAR Library’s 125th birthday; Colonial Williamsburg’s partnership with First Baptist Church to learn more about the lives of enslaved and free African Virginians in 18th-century Williamsburg; Washington Naval Treaty’s 100th anniversary

### MARCH/APRIL 2022

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<td>1/18/22</td>
<td>1/25/22</td>
<td>Week of Mar. 1</td>
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**Features:**  
- Female Artists of the 18th and Early 19th Centuries  
- Women of Achievement  
- The Famous Schuyler Sisters  
- A Feminist Before Her Time: Anne Hutchinson

**Departments:**  
- **Visions of America:** America’s Oldest Hospitals  
- **Historic Home:** The Henry Clay Estate, Lexington, Ky.  
- **Spirited Adventures:** Holland, Mich.  
- **Whatnot:** A closer look at the diary of Sally Wister, a young Quaker girl living in Pennsylvania during the Revolution; Various history-focused podcasts (including DAR’s “Our Patriots”); Harriet Tubman’s 200th birthday

### MAY/JUNE 2022

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<td>3/29/22</td>
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</table>

**Features:**  
- The Evolution and Importance of Oysters in Early America  
- Meat Preparation and Preservation in Colonial America  
- How the Colonists Quenched Their Thirst  
- Colonial Cooking Instructors

**Departments:**  
- **Visions of America:** A History Lover’s Guide to Washington, D.C.  
- **Historic Home:** Primitive Hall, Chester County, Pa.  
- **Spirited Adventures:** Ellicott City, Md.  
- **Whatnot:** 18th-century weather forecasting; Juneteenth celebrations across the country; Washington, D.C., gallery exhibits for Daughters returning to Congress

### JULY/AUGUST 2022

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<td>5/23/22</td>
<td>Week of July 1</td>
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**Features:**  
- The Forgotten History of America’s First POWs  
- Colonial Curiosities: Burning Questions About the 17th and 18th Centuries  
- Ames Tools: Building America Since 1774  
- Reimagining the Historic House Museum

**Departments:**  
- **Visions of America:** Saddle Up to Explore National Parks  
- **Historic Homes:** Blount Mansion, Knoxville, Tenn.  
- **Spirited Adventures:** El Paso, Texas  
- **Whatnot:** 40 under 40—Signers of the Declaration of Independence; Why the DAR’s insignia and seal is a spinning wheel; How the pineapple became a symbol of Colonial hospitality; A brief history of horse racing in America

### SEPTEMBER/OCTOBER 2022

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<td>7/26/22</td>
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**Features:**  
- The Canary Islanders in Texas  
- When History Changes  
- Money in Colonial Times  
- Glorious, Golden Corn  
- Toasting the Red, White and Brew

**Departments:**  
- **Visions of America:** Oldest Public Parks  
- **Historic Home:** The Rookery, Leavenworth, Kan.  
- **Spirited Adventures:** Dahlonega, Ga.  
- **Whatnot:** How historical fiction authors conduct their research to craft their stories; A closer look at John Henri Isaac Browere’s life (and death) masks

### NOVEMBER/DECEMBER 2022

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<td>9/27/22</td>
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**Features:**  
- The Battles of Machias  
- New York’s Power Couple: Morgan Lewis and Gertrude Livingston Lewis  
- Patriot Allies: American Indians’ Contributions to the Cause

**Departments:**  
- **Visions of America:** Historic Log Cabins  
- **Historic Home:** Hull Family Home, Buffalo, N.Y.  
- **Spirited Adventures:** Sioux Falls, South Dakota  
- **Whatnot:** Veterans Day celebrations across the country; Celebrating Native American Heritage Month; A Revolutionary gift-giving guide for all ages; New exhibits at the National Veterans Memorial and Museum
## ADVERTISING RATES AND DIMENSIONS

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* Half page can be vertical, horizontal or island.
** 1/3 page can be vertical or square.
* ALL RATES ARE GROSS
MECHANICAL SPECS

PUBLICATION TRIM SIZE:
8” X 10 1/2”
No charge for bleed. For full-page bleed ads, extend any art 1/8” beyond the trim. Live matter should be kept 1/4” from trim. Crop marks should appear outside of the bleed area. Printed web offset. Binding: Saddle-stitched.

DIGITAL PRINTER READY:
Files for print-ready materials should be submitted as CMYK in SWOP endorsed PDF or PDF/X-1 formats. Please supply a content proof, made directly from the supplied file.

PREFERRED MEDIA:
Please ensure that all document sizes are created to the mechanical specifications; no internal crop marks. Full-page bleed ads should be created to trim size, and artwork should be extended 1/8” beyond trim. Keep live matter 1/4” from all trimmed edges.

Please supply native files as Macintosh (preferred) or PC format in InDesign, Illustrator or Photoshop formats. Include all supporting files—high-resolution images and fonts. Illustrator® and .eps files should be supplied with fonts converted to paths or a native Photoshop® file at 300ppi. Native files must be preflighted and at the proper resolution. Electronic images should be supplied as an .eps, .tif, .psd, .ai or .jpg format at 300ppi and as CMYK. All live artwork should be placed at no more than 120% or less than 80% of the actual size. Convert all colors to process separation, including Illustrator® or .eps files.

FONTS:
Include all fonts both screen and printer (which includes fonts used in any imported .eps artwork unless those fonts have been converted to paths or outlines). Type 1 (postscript) and Open Typeface fonts are preferred.

FILE SUBMISSION:
Electronic files can be submitted by email to ads@hammock.com, through online transfer with Hightail.com (see “Shipping Instructions” to obtain a User ID and password).
American Spirit has been honored with dozens of prestigious awards, including the following:

**2021**  
APEX (Awards for Publication Excellence)  
Grand Award for Magazines, Journals and Tabloids (Entire Issue): November/December 2020  
Award of Excellence for Design: “Symphonies of Stone and Steel” January/February 2020

**2020**  
APEX (Awards for Publication Excellence)  
Award of Excellence, Custom-Published Magazine (Entire Issue): March/April 2020

**2019**  
APEX (Awards for Publication Excellence)  
Award of Excellence, Magazine Writing (Entire Issue): January/February 2019  
Award of Excellence for Feature Writing, “A Stage Revival” July/August 2018

**2018**  
APEX (Awards for Publication Excellence)  
Award of Excellence, Magazine Writing (Entire Issue): January/February 2018  
Award of Excellence for Feature Writing, “Wreaths Across America,” November/December 2018

**2017**  
APEX (Awards for Publication Excellence)  
Grand Award for Feature Writing, “The Story of Annin Flagmakers,” July/August 2016  
Award of Excellence: March/April 2017 cover

**2016**  
APEX (Awards for Publication Excellence)  
Grand Award for Feature Writing, “A Lasting Legacy: DAR Schools,” July/August 2015  
Award of Excellence (Entire Issue): May/June 2015

**2015**  
APEX (Awards for Publication Excellence)  
Grand Award for Feature Writing, “A Proud Pedigree: Tracing the History of Scottish Ancestors and Their Journey to the New World,” September/October 2014  
Award of Excellence, Magazine Writing (Entire Issue): November/December 2014

**2014**  
APEX (Awards for Publication Excellence)  
Grand Award, November/December 2013  
Photography Award for “The Role of Another Lifetime”

**2013**  
APEX (Awards for Publication Excellence)  
Grand Award, November/December 2012  
Feature Writing Award for “Let in the Light,” July/August 2012

**2012**  
APEX (Awards for Publication Excellence)  
Grand Award, March/April 2012  
Feature Writing Award for “The Book of Lives,” July/August 2011

**2011**  
APEX (Awards for Publication Excellence)  
Grand Award, Nonprofit Magazine category

**2010**  
APEX (Awards for Publication Excellence)  
Publication Excellence in the Custom-Published Magazine category