



WHG Readers Spend Over \$470,000,000 on Collectibles—An Average of \$856 Each!

FROM ANTIQUES TO ART AND MINIATURES TO MEMORABILIA, WHG'S READERS CONSIDER COLLECTIBLES AN INTEGRAL PART OF THEIR INVESTMENT STRATEGY.

Do you collect any of the following?

	AMERICAN HISTORY	AMERICA'S CIVIL WAR	ARMCHAIR GENERAL	VIETNAM	AVIATION HISTORY	BRITISH HERITAGE	CIVIL WAR TIMES	MHQ	MILITARY HISTORY	WILD WEST	WORLD WAR II
Collectible Guns/Firearms	7%	17%	20%	17%	14%	9%	17%	18%	20%	25%	22%
Artifacts	10%	14%	10%	8%	7%	12%	13%	11%	11%	20%	9%
Books	60%	61%	73%	44%	54%	65%	65%	73%	61%	55%	56%
Coins	26%	27%	22%	33%	22%	21%	31%	26%	26%	21%	28%
Historical Memorabilia	29%	38%	27%	26%	28%	26%	39%	27%	35%	31%	30%
Militaria	5%	27%	36%	35%	31%	6%	23%	27%	40%	8%	36%
Miniatures/Figures	10%	15%	32%	11%	9%	22%	13%	24%	22%	11%	17%
Paintings/Prints	13%	20%	17%	11%	19%	28%	15%	23%	19%	19%	14%
Stamps	13%	14%	9%	12%	7%	12%	11%	10%	10%	8%	11%
Other	20%	20%	21%	16%	32%	30%	13%	18%	21%	20%	20%
Western Art										29%	
American Indian Art										25%	

What did you buy at the auction?

	AMERICAN HISTORY	AMERICA'S CIVIL WAR	ARMCHAIR GENERAL	VIETNAM	AVIATION HISTORY	BRITISH HERITAGE	CIVIL WAR TIMES	MHQ	MILITARY HISTORY	WILD WEST	WORLD WAR II
Books	27%	38%	50%	33%	30%	44%	37%	52%	30%	27%	35%
Collectible guns/firearms	7%	11%	31%	15%	14%	0%	19%	17%	22%	22%	21%
Documents	14%	15%	17%	12%	10%	14%	16%	15%	4%	12%	19%
Paintings	14%	11%	6%	11%	10%	28%	7%	9%	8%	10%	6%
Other*	55%	62%	27%	60%	69%	69%	49%	46%	56%	58%	59%



Source: June 2010 Reader Survey, Steven Flans & Assoc.

* Includes: baseball memorabilia, comic books, figurines, furniture, guitars, maps, model kits, photos, political memorabilia, pottery, toys, trading cards