



Over One Million WHG Readers Plan to Visit Historical Sites in the Next Year!

What are the Weider History Group's nearly two million readers doing when they're not reading about historic events and locations?

VISITING THEM!

Our readers more than twice as likely as the general population to travel for special events, and more than eight times as likely to visit national parks. But that's not all...

- 1.14 million of them plan to visit historical sites within the next year
- Over 1 million of them will visit museums
- 610,700 will travel to special events and reenactments

And last year 571,300 of them were influenced by ads in our magazines to visit specific historic sites and events.

Plus each one of our opinion leaders has the power to influence others to do the same:



Percentage of readers who plan to travel in the next 12 months** (all 11 titles):

Historical sites	58%
Museums.....	51%
National parks	45%
Reunions/meetings/seminars.....	18%
Special events/reenactments.....	16%
Trade shows	11%

Percentage of readers who plan to travel in the next 12 months** (*Civil War Times* and *America's Civil War*):

Historical Sites	77%
Museums.....	53%
National Parks	55%
Re-enactments.....	37%
Special Events.....	16%

Not only do they travel, they look through our publications for advice on where to go.

Planned /taken a trip to historical sites in the past 12 months as a result of seeing ads/articles in WHG publications** (all 11 titles):

571,300 visitors	29%
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Planned /taken a trip to historical sites in the past 12 months as a result of seeing ads/articles in *Civil War Times* and *America's Civil War***:

Yes.....	46%
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