



## WEIDER HISTORY GROUP

Julie Roberts  
Advertising Director

AMERICAN HISTORY  
CIVIL WAR TIMES  
WILD WEST  
WORLD WAR II  
AVIATION HISTORY  
AMERICA'S CIVIL WAR  
BRITISH HERITAGE  
MILITARY HISTORY  
ARMCHAIR GENERAL  
MHQ  
VIETNAM

19300 PROMENADE DR.  
LEESBURG, VA 20176

CELL: 310 922 2159

FAX: 310 388 0389

Julie.Roberts@weiderhistorygroup.com

HistoryNet.com

Dear Advertiser,

It is with pleasure that I introduce you to the **Weider History Group**.

Weider History Group is a portfolio of 11 magazines targeted towards **HISTORY ENTHUSIASTS**. This portfolio covers world history, with an emphasis on American history particularly our nation's founding and westward expansion, the Civil War years, our early social history, World War II through Vietnam and history's ties to current events.

Bringing a fresh perspective, our award-winning writers and designers create high quality, entertaining and relevant reading. For people who read and want to learn something; the **Weider History Group** titles present fascinating stories in a unique, thought-provoking and accessible manner.

**In a recent study, more than 1 in 5 Americans identified themselves as either a history "buff" or as "very interested" in history.\***

**This well-educated and affluent (HHI 75k+) hard to reach male is our reader.** They know that knowledge of history is relevant to today's current events and our future. They follow world events and politics, read books, watch news shows, surf the internet and watch movies. They debate current events and history with friends. **They influence opinions! They are our leaders of today and the future.**

With an impressive paid circulation of over **550,000 loyal readers (82% subscription!)**, the **Weider History Group** offers you the opportunity to speak to a **total audience of over 2.2 million** readers in one of *their favorite* magazines - a savvy place to **gain new loyal customers**.

Our Readers Love Us: **They are loyal.** With one of the highest subscription renewal rates in the industry – **over 70%** – we have a **dedicated and loyal readership** available for your advertising message. I look forward to working with you to put together an advertising plan and budget that suit your marketing goals.

Kind regards,

Julie Roberts  
Advertising Director

# MEDIA KIT 2009



# EDITORIAL EXCELLENCE

The Weider History Group seeks out publishing's best and brightest talent. Each publication is a category leader. Thanks to outstanding editorial talent and sparkling designers; we deliver insightful articles that inspire excitement, increase reader involvement and just might change the world.



**Eric Weider**  
Publisher

Weider is an experienced magazine publisher who has turned his passion to his life-long love of history. He is dedicated to bringing history to life and making it meaningful to a mass audience, especially America's youth. Weider magazines strive to make history more accessible and exciting, amplifying readers' interest in the past so that it can guide them toward a more productive future.



**Stephen Petranek**  
Editor-in-Chief

Petranek is former editor-in-chief of The Washington Post Magazine and senior editor of **Life** magazine. He launched **This Old House** magazine for Time Inc. where he served three years as its first editor-in-chief. In 1999, he relaunched **Discover** magazine for The Walt Disney Company and built it into the world's largest-selling science magazine. His work has been honored by eight National Magazine Award nominations.

## **David Grogan, Executive Editor**

Grogan was Executive Editor at both **Discover** and **This Old House**. He spent 15+ years as a writer and editor of **People** magazine and was Associate Producer of the National Geographic TV special, "Hong Kong: A Family Portrait".

## **Rudy Høglund, Design Director**

Høglund was the art director of **Time** magazine from 1980-93 during this time the magazine won the National Magazine Award for design. He also served as art director of **Money** magazine.

## **Tom Bentkowski, Creative Consultant**

Tom served as art director of **Life** magazine, **Time** magazine and **New York Magazine**. He created the original design for **National Geographic** Adventure magazine that won a national magazine award.

## **Robert Wilson, Consulting Editor**

Wilson served as book editor at **The Washington Post** and **USA Today** and editor of **Preservation** magazine. He now serves as the editor of **American Scholar**. His work has earned four National Magazine Awards.

## **Michael Robbins, Editor, Military History**

Robbins has served as Editor-In-Chief of **Oceans** magazine, **Museum News** and **Audubon** magazine and as editor and contributor at **The Washington Post**.

## **William Horne, Editor, World War II**

Horne served as Editor-in-Chief of the **Chronicle of Higher Education**, nominated for two National Magazine Awards for general excellence. He also served as senior features editor for **The American Lawyer**.

## **Wendy Palitz, Art Director**

Palitz served as Art Director at **Savvy**, **Holiday Traveler**, **Mother Jones** and a designer at **New York Magazine**.



# WEIDER HISTORY GROUP



## AMERICAN HISTORY

**Stories Of Our People:**  
The brave, the bold and the dreamers who molded the soul of a new nation.

## WILDWEST

**Spirit Of The Frontier:**  
Cowtowns, pioneers, Indians, villains and a land much too vast to tame.



## BRITISH HERITAGE

**The Insider's Guide:**  
How to travel well, embrace the past, play like a native and eat like a prince.

## AVIATION HISTORY

**Bright And Bold:**  
Fearless pilots and their fabulous flying machines.



## MILITARY HISTORY

**Unmatched Perspective:**  
A thinking person's guide to the shock and awe of change.

## MHQ

**Elegant And Authoritative:**  
The hardbound quarterly brimming with tactics, strategy and drama.



# WEIDER HISTORY GROUP



## CIVIL WAR TIMES

**The Definitive Voice:**  
Rich narratives, new research  
and the best maps anywhere.

## AMERICA'S Civil War

**Smart And Savvy:**  
Strong journalism, the latest  
controversies and a fast format.



## WORLD WAR II

**Fresh And Thorough:**  
The battles, weapons and lives of  
history's deadliest conflict.

## VIETNAM

**True And Sharp:**  
New clarity from firsthand  
accounts and distinct analysis.



## ARMCHAIR GENERAL

**We Put You In Command:**  
Step into the shoes of our greatest  
battlefield leaders. Strategy,  
Tactics, Gaming and more!

## SPECIAL ISSUES

Each year our talented staff publishes  
two special issues with comprehensive  
coverage of the topic at hand.  
**Check out our Specials from 2008:**  
**100 Greatest Westerns and Lincoln.**



# MISSION STATEMENT

## Weider History Group is a portfolio of 11 magazines targeted towards **HISTORY ENTHUSIASTS.**

This group of magazines covers world history, with an emphasis on American history, paying particular attention to our nation's founding and westward expansion, the turbulent Civil War years, our early social history, World War II through Vietnam, and history's ties to current events.

**Weider History Group readers believe  
that what happened then is important today.**

## The Weider History Group is dedicated to creating high quality magazines.

Weider's top writers, designers and photo archivists craft original articles that provide readers with accessible, thought-provoking content. Our goal is to make history exciting and relevant while sharing our passion for learning with a mass audience, especially America's youth.

**Total Circulation: 550,000**



American History  
Circulation: 60,000



Armchair General  
Circulation: 31,000



World War II  
Circulation: 100,000



Military History  
Circulation: 79,000



Vietnam  
Circulation: 32,000



Civil War Times  
Circulation: 62,000



Wild West  
Circulation: 52,000



British Heritage  
Circulation: 31,000



Military History Qtrly.  
Circulation: 23,000



Aviation History  
Circulation: 40,000



American's Civil War  
Circulation: 40,000



Special Issues  
Distribution:  
75,000/issue

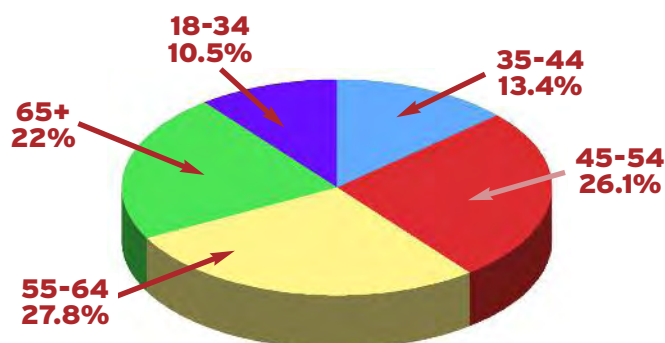
# READER DEMOGRAPHICS

## Who is the Weider History Group Reader?

**MALE, EDUCATED, WEALTHY, INFLUENTIAL!**

Male.....75%  
 Female.....25%

### AGE



18-49 .....33%  
 25-54 .....46%  
**Median Age .....55**

### EDUCATION

Education Level	Percentage	Index
College educated.....	78.6%	207
Graduated College + .....	52.4%	149
Post Graduate degree .....	22%	274

### JOB STATUS

Job Status	Percentage	Index
Employed .....	64.3%	99
Professional/Managerial .....	36.2%	157
Mgmt/Bus/Financial.....	14%	145
Government.....	7.3%	138

### HOUSEHOLD INCOME

Household Income	Index
\$75,000-\$99,999 .....	130
\$100,000-\$149,999 .....	138
\$150,000-\$249,999 .....	187
\$250,000+ .....	201

**Median HHI .....\$75,883**

(Source: AC Nielsen, US Census, Reader Surveys and Purchased Demographic Variables 2006)

### TV VIEWING HABITS

TV Viewing Habit	Percentage	Index
Watch The History Channel 4+ times/week .....	30.3%	390
Watch The Military Channel 4+ times/week .....	12.4%	293
Watch Military/History Channel 4+/wk.....	40.0%	369

(Source: 2008 Spring MRI Prototype)



# READER DEMOGRAPHICS

## FINANCIAL

**WHG readers are good prospects for your financial products.**

### THEY HAVE IT

Household Income	Index
\$75,000-\$99,999	.130
\$100,000-\$149,999	.138
\$150,000-\$249,999	.187
\$250,000+	.201

**Median HHI** .....**\$75,883**

Net Worth	Index
\$150,000-\$249,000	.128
\$250,000-\$499,000	.175
\$500,000-\$749,000	.220
\$750,000-\$999,000	.231
\$1,000,000+	.273

**Median Net Worth** .....**\$393,000**

### THEY EARN IT

Occupation	Index
Business Owner	.153
Professional	.513
Exec/Upper Mgmt	.339
Middle Mgmt	.162

### THEY SPEND IT

Credit Cards Used	Index
Multiple Band Cards	.236
Premium Bankcard	.171
Regular Amex	.326
Premium Amex	.329
Regular Discover	.318
Premium Discover	.302
Regular Visa/MC	.268
Premium Visa/MC	.282

### THEY INVEST IT

Investments Owned	Index
Life Insurance	.242
Mutual Funds	.290
Stocks & Bonds	.278
Real Estate	.201

### THEY'RE WELL-TRAVELED

Type of Travel	Index
Travel for Business (US)	.330
Travel for Business (Int'l)	.939
Personal Travel (US)	.264
Personal Travel (Int'l)	.372

(Source: AC Nielsen, US Census, Reader Surveys and Purchased Demographic Variables 2006)





# READER DEMOGRAPHICS

## INSURANCE

**Our readers make it a policy to be well-insured.**

<b>TYPE OF INSURANCE OWNED</b>	<b>Index</b>
Personal property floater for collectibles .....	352
Boat owners insurance .....	245
Property/group insurance for business .....	205
Long-term care insurance .....	193
Small business insurance.....	172
Identity theft insurance .....	164
Personal liability .....	163
Life insurance: term/whole life.....	162
Fire insurance .....	154

<b>WHG READERS ARE DECISION-MAKERS FOR MULTIPLE POLICIES</b>	<b>Index</b>
Own four + life insurance policies.....	166
Life insurance policy value \$500k+.....	127
Decision-maker:	
Medical .....	122
Homeowner or personal property.....	140
Life .....	120
Auto .....	118

**Our readers have a relationship with your company.**

<b>AUTO INSURANCE POLICIES OWNED</b>	<b>Index</b>
AAA .....	169
Farmers.....	180
GEICO .....	130
Liberty Mutual.....	121
Nationwide.....	164
State Farm .....	114
Travelers .....	206

<b>HOMEOWNER/PERSONAL PROPERTY POLICIES OWNED</b>	<b>Index</b>
AAA .....	175
AIG .....	154
Allstate.....	124
Fireman's Fund .....	221
Liberty Mutual.....	192
MetLife .....	300
Nationwide.....	140

<b>LIFE INSURANCE POLICIES OWNED</b>	<b>Index</b>
AIG .....	163
American General.....	132
John Hancock .....	181
Mass. Mutual .....	127
MONY .....	155
Mutual of Omaha.....	188
Prudential.....	190

<b>MEDICAL POLICIES OWNED</b>	<b>Index</b>
Blue Cross/Blue Shield .....	135
Cigna.....	119
United Healthcare .....	146



(Source: 2008 Spring MRI Prototype)

# READER DEMOGRAPHICS

## COLLECTORS

**From Antiques to Art and From Coins to Comics, Weider History Group readers consider collectibles an integral part of their lifestyle and worthy of their investment.**

### WHG READERS HAVE STYLE

### Index

Personal own investment	
collections of antiques, books, stamps, etc .....	218
Acquired in the past 12 months .....	265
Member of a collector's club .....	316
Invest in gold, precious metals, or gems .....	387

### Index

Collect Art.....	244
Coins.....	185
Stamps.....	264
Attended Art Galleries or shows past year .....	206

(Source: 2008 Spring MRI Prototype)

Index: (100 = US Average)



# READER DEMOGRAPHICS

## BOOKS/DVDS

**WHEN IT COMES TO BOOKS & DVDS,  
THE WEIDER HISTORY GROUP IS A BEST SELLER**

**WEIDER HISTORY GROUP READERS ENJOY READING:**  
44% MORE LIKELY TO READ BOOKS AND DEFINED AS A "HEAVY" READER  
(READING 2+ TIMES A WEEK)

48% ARE HEAVY BOOK READERS  
73% ARE HEAVY/MODERATE READERS  
AND THEY ARE 75% MORE LIKELY TO BE IN A BOOK CLUB

**AND THEY LOVE HISTORY BOOKS;**  
over 2 ½ times more likely (index 256) to have bought history books  
than the general population

But they don't just read.....

**THEY BUY**

Heavy Book Purchasers (7+)	150	} index
Purchase in Book Stores	140	
Purchase Online	139	
Purchase by Catalog/Mail/Phone/Online	256	

**With numbers like this, it's no wonder that  
WHG readers purchased over 8,000,000 books in the past 12 months**

**Plus...**

**Weider History Group Readers are DVDevotees!**

Last year, They bought 1.6MM DVDs

They rented 4.6MM DVDs

(Source: Spring 2008 MRI Prototype)

**EACH MONTH OVER 360 BOOKS AND DVDS APPEAR  
IN THE PAGES OF WEIDER HISTORY GROUP TITLES**

# PRESS RELEASE

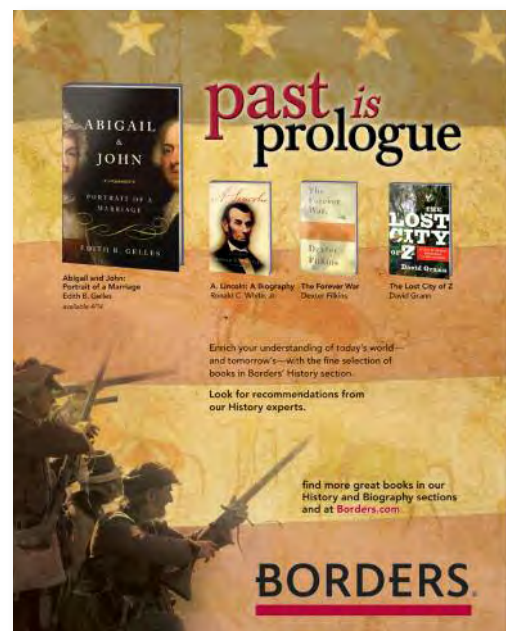


WEIDER  
HISTORY  
GROUP

-FOR IMMEDIATE RELEASE

## *Weider History Group Announces Partnership With Borders*

Leesburg, VA (February 1, 2009)—The Weider History Group, the world’s largest publisher of history magazines, including *American History* and *Military History*, announced that it has entered into a partnership with Borders, one of the nation’s leading booksellers. Borders will promote its history titles in the WHG magazines, and will feature the Weider History Group titles as shelf talkers in Borders bookstores. Additionally, to increase marketing synergies, Borders will also feature one of Weider’s history titles each month in an interceptor in its history book section.



“Our partnership with Borders is a great match,” said Eric Weider, Publisher of the Weider History Group. “Our titles account for twenty-five percent of Borders’ history magazine title sales, and our research tells us that our 2.3 million readers purchased one and a half million books last year.”

### About the Weider History Group

The Weider History Group is the world’s largest publisher of history magazines, with a circulation of 550,000 and a total readership of 2.2 million. The WHG publishes eleven titles including *Armchair General*, *American History*, *British Heritage*, *Military History* and *Wild West*. Its online site, [www.HistoryNet.com](http://www.HistoryNet.com), contains daily features, photo galleries and over 5,000 articles originally published in its various magazines.

# READER VITALITY

## LOYAL AND PASSIONATE READERS

Weider History Group readers are engaged in our titles and read them cover to cover!

The Weider History Group reader spends an average **2.5 hours** reading their favorite Weider History Group title.

- 30%** Spend 1-2 hours reading a WHG title
- 37%** Spend 2-3 hours reading a WHG title
- 27%** Spend 3 hours or more reading their magazine from the Weider History Group
- 93%** of our readers read 4 of their last 4 issues.

December 2006 Reader Survey, Beta Research



Weider History Group magazines enjoy a solid and loyal subscription base with one of the highest subscription renewal rates in the industry at **OVER 70%** for all our magazine titles—this is high for any genre of magazine!



Subscriptions: As a Group we are 82% subscription.

Weider History Group Magazine subscriptions sell:  
6 issues/\$21.95 OR 6 issues/\$24.95. MHQ is 4 issues/\$39.95

Weider History Group subscriptions are priced higher than much of our competition. We believe this demonstrates our readers investment in our magazines.

Conversion Rate (taking a first time subscriber and renewing them after year 1): **Over 50%**

Source: Circulation Specialists, Inc., January 2009.

Weider History Group sell-through on the newsstands is robust at an average of **50%** - industry standard is 30%.

Newsstand: Readers are willing to pay top dollar for HISTORY!

Weider History Group magazines enjoy a strong sell-through rate on newsstands.

We have increased our newsstand price and maintain our steady sell thru rate.

Cover Prices are: \$5.99, \$7.95 and \$9.99

At Barnes & Nobles, America's Civil War, Civil War Times and Military History Quarterly top the chart of their History titles biggest sellers!

Source: The Clark Group, January 2009.

# 2009 CIRCULATION

## Time Warner is the global newsstand distributor for the Weider History Group.

Our magazines are displayed and sold in a broad selection of retail outlets including all major bookstore chains such as Barnes & Noble, Borders, B Dalton, Waldenbooks, and Hastings.

Weider History Group publications are also displayed in fine supermarkets, drug stores, Wal-Mart's, general newsstands, and in select airport locations.

### 2009 PAID CIRCULATION

American History: 60,000  
British Heritage: 31,000  
Wild West: 52,000  
Armchair General: 31,000  
Civil War Times: 62,000  
America's Civil War: 40,000  
World War II: 100,000  
Aviation History: 40,000  
Military History: 79,000  
Vietnam: 32,000  
Military History Quarterly: 23,000

**Total Paid Circulation: 550,000**

### SPECIAL ISSUES

Distribution on Newsstand:

75,000 per special issue.  
2 special issues each year.

### PUBLIC PLACEMENT MAGAZINES

Available for sponsorship with cover sticker.  
We place over 100,000 copies per year in doctor's offices, waiting rooms and select airport flight lounges.

**American History:** 5,000 copies per issue  
**Military History:** 5,000 copies per issue  
**World War II:** 5,000 copies per issue  
**Armchair General:** 2,300 copies per issue



# Weider History Group Online

**REACH THE PASSIONATE HISTORY  
BUFF AND MILITARY ENTHUSIAST WITH  
OUR NETWORK OF SITES**

**HISTORYNET.COM**  
From The World's Largest History Magazine Publisher

The Authority on History

**GREAT HISTORY**  
The Best Blogging in History

**ARMCHAIR  
GENERAL**  
ARMCHAIRGENERAL.COM

The Interactive History Site for Armchair  
Strategists, Gamers and other History Buffs

**Monthly Impressions: 7.2 Million**  
**Average Monthly Unique Visitors: 500,000**  
**E-Mail Newsletter Subscribers: 50,000**

**COMBINED, WE PACK A POWERFUL HISTORY BUY!**

### Site User Demographics:

- 74% Male/26% Female
- Median Age: 42
- Median HHI: \$65k+
- College Graduate: 82%
- Describe themselves as History Enthusiasts: 96%
- Average time spent on site: 5 minutes

**HISTORYNET.COM**  
From The World's Largest History Magazine Publisher

The Authority on History

A favorite site for researching and reading a broad range of history, HistoryNet.com is the place to find accurate and thought-provoking historical data. From American History to European, Ancient times to present day, legendary warriors to today's leaders—we cover it all. **The authority on history.**

- The latest in History Book & DVD reviews
- Movies & Miniseries – interviews
- **Historical Discussion Forums:** Online polls and forums allow users to discuss their opinions about history-related topics.
- Photo Galleries
- The Daily Quiz
- **Article Archives:** Site users access to more than 5000 articles from our 11 history magazines!

# Weider History Group Online



## ARMCHAIR GENERAL

ARMCHAIRGENERAL.COM

*The Interactive History Site for Armchair Strategists, Gamers and other History Buffs*

In addition to articles on military history, ArmchairGeneral.com also publishes analyses of current events, written by experts in the field.

### Experience History's Greatest Battles and their great military leaders:

- Step into the shoes of our greatest military leaders and understand the battles, the strategy, the tactics and the consequences.
- The latest in History Book & DVD reviews
- Movies & Miniseries - interviews
- **Historical Discussions Forum:** Online polls and forums allow users to discuss their opinions about history-related topics.
- Game Reviews and more!

### Site User Demographics:

- 98% Male/2% Female
- Median Age: 35
- Median HHI: \$65k
- Describe themselves as History Buffs: 97%
- Avg time spent on site: 6 minutes

## GREAT HISTORY

The Best Blogging in History

*Our newest website - launched in 2009*

Insightful articles about the past and how it affects our present and future, on topics from geopolitics to women's history to espionage and more.

### A Great New Website Where History and the Present Meet:

- Forums, Book Reviews, DVD Reviews
- Social Networking for History Enthusiasts
- Blogs About History
- Entertaining and Informative Writers

## ADVERTISING SIZES AND SPONSORSHIP OPPORTUNITIES FOR ALL SITES:

### Web Ad Sizes Available:

(Sizes are in pixels.)

**Leaderboard Banners:** 728 wide x 90 tall

**Wide Skyscrapers:** 160 wide x 600 tall

**Half Page Banner:** 300 wide x 600 tall

**Medium Rectangle:** 300 wide x 250 tall

**Pre-Home Page Splash (prestitial):** 640 wide X 480 tall

**Site Skin:** 1300 x 800

### E-Newsletters:

“Communique”: 35,000 Subscribers

“General Intel”: 15,000 Subscribers

Sent out twice monthly.

**Placements:** Leaderboard 728x90 or 250x250

### Sponsorships :

**Sponsor our Forums**—one of the most well trafficked and stickiest places on our site.

**Sponsor our Daily Quiz**—our most popular interactive quiz.

**Sponsor our Photo Gallery**—Sponsor photos that are relevant to your programming, or mini-series.

**Micro-Site:** we can build an authoritative site relevant to your topic authored by our award winning history writers.



# Weider History Group Online

## ONLINE ADVERTISING MATERIAL SPECIFICATIONS FOR 2009:

### Sites:

HistoryNet.com  
ArmchairGeneral.com  
GreatHistory.com

### Medium Rectangle:

**Placements:** Located on many, but not all pages of site/network  
**Dimensions:** 300 wide X 250 tall  
**File Size:** 30kb  
**File Types:** We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

### Pre-Home Page Splash (prestitial):

**Placements:** Landing page when clicking root level URL (eg. www.armchairgeneral.com)  
**Dimensions:** 640 wide X 480 tall  
**File Size:** 200kb  
**File Types:** We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

### Site Skin:

This high value, high impact placement requires special instructions. Please contact us if you'd like to investigate a site skin.  
**Dimensions:** 1680 x 870

### E-Newsletters:

**Placements:** Leaderboard 728x90 or 250x250  
**Dimensions:** 728x90 or 250x250  
**File Size:** 30kb  
**File Types:** We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

### Flash Specifications:

To ensure proper testing of creative, please submit 5 days before campaign. Provide creative in Flash (.swf) format. Include back-up .gif file (to support viewers who do not have Flash enabled). Max file size is 30K. Provide a click-through URL—do not hard code into .swf file. Include a Button Action in the Flash file coded as follows: on (release) {getURL (clickTAG, "\_blank");} Any action must be click-initiated, not rollover initiated.

For detailed instructions for Flash ad creation, please visit:  
<http://www.adobe.com/resources/richmedia/tracking/>

### Other Design Considerations:

We reserve the right to reject any banner, URL or other creative element. Please submit materials 5 business days before the start date of a campaign. Please submit completed materials to Brian King at: [Brian.King@weiderhistorygroup.com](mailto:Brian.King@weiderhistorygroup.com)  
Please submit contact email address which you'd like us to inform when your campaign goes live.



### Leaderboard Banners:

**Placements:** Located on all pages of site/network  
**Dimensions:** 728 wide X 90 tall  
**File Size:** 30kb  
**File Types:** We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

### Wide Skyscrapers:

**Placements:** Located on all pages of site/network  
**Dimensions:** 160 wide X 600 tall  
**File Size:** 30kb  
**File Types:** We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

### Half Page Banner:

**Placements:** Located on many, but not all pages of site/network  
**Dimensions:** 300 wide X 600 tall  
**File Size:** 40kb  
**File Types:** We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

# OPPORTUNITIES

## Package Programs Print and Web

- Posters • Inserts • BRC's
- Package Buys Across All Titles
- Contest/Sweepstakes in Book and Online
- Bellybands, Doublegates, Covergates

### E-Newsletters:

"Communique": 35,000 Subscribers  
"General Intel": 15,000 Subscribers  
Sent out twice monthly.

**Placements:** Leaderboard 728x90 or 250x250

### Sponsorships:

**Sponsor our Forums**—one of the most well trafficked and stickiest places on our site.

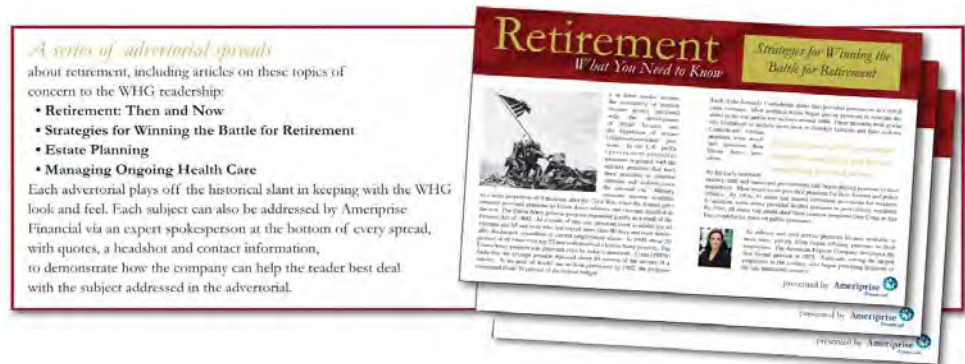
**Sponsor our Daily Quiz**—our most popular interactive quiz.

**Sponsor our Photo Gallery**—Sponsor photos that are relevant to your programming, or mini-series.

**Micro-Site:** we can build an authoritative site relevant to your topic authored by our award winning history writers.

## Advertorials Make an Impact!

- Sponsor Targeted Editorial
- Spreads or Pages Across All titles
- Impactful Edit



## Historical Art Exhibit Partnerships

Join us and sponsor one of these important events

**Exhibit: Elvis: Grace and Grit from the archives of CBS Television**  
Hillsborough Community College, Tampa, FL  
March - May, 2009

**Exhibit: Bobby, Martin & John: Once Upon an American Dream**  
Martin Luther King Jr. Historical Site  
National Park Service, Atlanta, GA  
Fall, 2009

**Exhibit: The Beatles! Backstage and Behind the Scenes from the archives of CBS Television**  
Manitoba Museum, Winnipeg, Canada  
Spring, 2010

**Exhibit: Jews Rock: A Celebration of Rock and Roll's Jewish Heritage**  
Spring, 2009 - Hartford, CT and Scotch Plains, NJ  
Fall, 2009 - La Jolla, CA, Silicon Valley, CA

- Receive Branded Signage at Exhibit
- Acknowledgement in All Press Releases, Advertising and Collateral Material Surrounding Exhibit
- Opportunities for Private Hosted Events and Tours

# 2009 ADVERTISING RATES

All rates are gross.

AMERICAN HISTORY					
Published 6x/year			Circulation: 60,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$5,950	\$5,772	\$5,593	\$5,415	\$5,236
2/3 Page	\$4,463	\$4,329	\$4,195	\$4,061	\$3,927
1/2 Page	\$3,421	\$3,319	\$3,216	\$3,113	\$3,011
1/3 Page	\$2,578	\$2,501	\$2,424	\$2,346	\$2,269

BRITISH HERITAGE					
Published 6x/year			Circulation: 31,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$3,550	\$3,444	\$3,337	\$3,231	\$3,124
2/3 Page	\$2,663	\$2,583	\$2,503	\$2,423	\$2,343
1/2 Page	\$2,041	\$1,980	\$1,919	\$1,858	\$1,796
1/3 Page	\$1,538	\$1,492	\$1,446	\$1,400	\$1,354

WILD WEST					
Published 6x/year			Circulation: 52,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$5,025	\$4,874	\$4,724	\$4,573	\$4,422
2/3 Page	\$3,769	\$3,656	\$3,543	\$3,430	\$3,317
1/2 Page	\$2,889	\$2,803	\$2,716	\$2,629	\$2,543
1/3 Page	\$2,178	\$2,112	\$2,047	\$1,982	\$1,916

ARMCHAIR GENERAL					
Published 6x/year			Circulation: 31,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$4,750	\$4,608	\$4,465	\$4,323	\$4,180
2/3 Page	\$3,563	\$3,456	\$3,349	\$3,242	\$3,135
1/2 Page	\$2,731	\$2,649	\$2,567	\$2,485	\$2,404
1/3 Page	\$2,058	\$1,997	\$1,935	\$1,873	\$1,811

CIVIL WAR TIMES					
Published 6x/year			Circulation: 62,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$5,750	\$5,578	\$5,405	\$5,233	\$5,060
2/3 Page	\$4,313	\$4,183	\$4,054	\$3,924	\$3,795
1/2 Page	\$3,306	\$3,207	\$3,108	\$3,009	\$2,910
1/3 Page	\$2,492	\$2,417	\$2,342	\$2,267	\$2,193

WORLD WAR II					
Published 6x/year			Circulation: 100,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$7,850	\$7,615	\$7,379	\$7,144	\$6,908
2/3 Page	\$5,888	\$5,711	\$5,534	\$5,358	\$5,181
1/2 Page	\$4,514	\$4,378	\$4,243	\$4,108	\$3,972
1/3 Page	\$3,402	\$3,300	\$3,198	\$3,096	\$2,993

AVIATION HISTORY					
Published 6x/year			Circulation: 40,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$4,250	\$4,123	\$4,250	\$4,123	\$4,250
2/3 Page	\$3,188	\$3,092	\$3,188	\$3,092	\$3,188
1/2 Page	\$2,444	\$2,370	\$2,444	\$2,370	\$2,444
1/3 Page	\$1,842	\$1,786	\$1,842	\$1,786	\$1,842

MILITARY HISTORY					
Published 6x/year			Circulation: 79,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$6,750	\$6,548	\$6,345	\$6,143	\$5,940
2/3 Page	\$5,063	\$4,911	\$4,759	\$4,607	\$4,455
1/2 Page	\$3,881	\$3,765	\$3,648	\$3,532	\$3,416
1/3 Page	\$2,925	\$2,837	\$2,750	\$2,662	\$2,574

MILITARY HISTORY QTLY.				
Published 4x/year		Circulation: 23,000		
AD TYPE/SIZE	1X	2X	3X	4X
Page	\$4,550	\$4,186	\$4,004	\$3,777
2/3 Page	\$3,413	\$3,140	\$3,003	\$2,832
1/2 Page	\$2,616	\$2,407	\$2,302	\$2,171
1/3 Page	\$1,972	\$1,814	\$1,735	\$1,636

AMERICA'S CIVIL WAR					
Published 6x/year			Circulation: 40,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$4,250	\$4,123	\$4,250	\$4,123	\$4,250
2/3 Page	\$3,188	\$3,092	\$3,188	\$3,092	\$3,188
1/2 Page	\$2,444	\$2,370	\$2,444	\$2,370	\$2,444
1/3 Page	\$1,842	\$1,786	\$1,842	\$1,786	\$1,842

VIETNAM					
Published 6x/year			Circulation: 32,000		
AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$3,550	\$3,444	\$3,337	\$3,231	\$3,124
2/3 Page	\$2,663	\$2,583	\$2,503	\$2,423	\$2,343
1/2 Page	\$2,041	\$1,980	\$1,919	\$1,858	\$1,796
1/3 Page	\$1,538	\$1,492	\$1,446	\$1,400	\$1,354

SPECIALS		
Published 2x/year		Print Run: 75,000
AD TYPE/SIZE	1X	2X
Page	\$4,250	\$4,123
2/3 Page	\$3,188	\$3,092
1/2 Page	\$2,444	\$2,370
1/3 Page	\$1,842	\$1,786

Cover Premiums, please add:

Cover 2 - 15%

Cover 3 - 10%

Cover 4 - 20%

1/6 Page available; please multiply 1/3 rate x .55



# 2009 SPECIAL ISSUES

## Upcoming Special Issues For 2009

September 2009:

### THE LINCOLN CHRONICLES

This year marks the bicentennial of Abraham Lincoln's birth and provides an occasion to honor the memory of America's greatest president. Our vision of Lincoln has been colored by decades of adulation. Yet he was a man, not a saint. In this special issue, presidential scholar H.W. Brands turns the clock back to eight crucial episodes that tested, revealed and enlarged Lincoln's character and made him the towering figure who will forever be remembered as the Great Emancipator and savior of the Union.

December 2009:

### 100 GREATEST SPY MOVIES

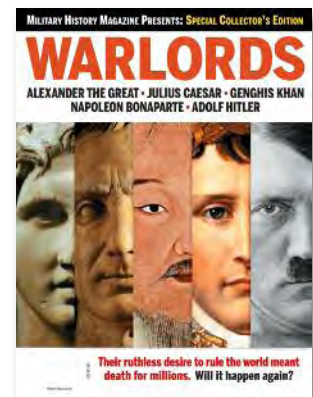
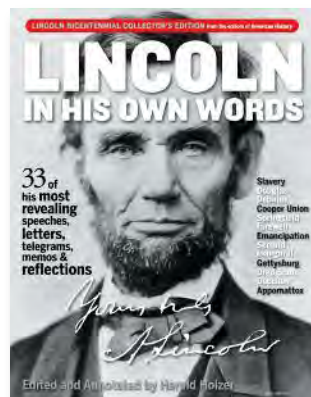
Deception and derring-do have been the stockintrade of silver screen spies from James Bond to Jason Bourne. In a thrilling sequel to the newsstand blockbusters *100 Greatest War Movies* and *100 Greatest Westerns*, the Weider History Group offers up a critical guide to espionage thrillers that run the gamut from breathtaking to profound. Some of the best films on the list offer a sidelong view of history, including *Three Days of the Condor*, an action-packed adventure in which director Sydney Pollack made good use of the then-newly finished World Trade Towers; *The Manchurian Candidate*, a hard-edged political satire starring Frank Sinatra as a Korean War soldier brainwashed by Communists; and *The Good Shepherd*, a sobering chronicle of the birth of the CIA.

#### RATES FOR 2009 SPECIALS

Four Color	1X	2X	Covers	1X	2X
Full Page	\$4,250	\$4,123	Cover 2	\$4,888	\$4,497
2/3 Page	\$3,188	\$3,092	Cover 3	\$4,463	\$4,106
1/2 Page	\$2,444	\$2,370	Cover 4	\$5,313	\$4,888
1/3 Page	\$1,842	\$1,786			

2C rates: 4C rate minus 5% • B&W rates: 4C rate minus 15%

## Special Issues In 2008



# 2009 AD CLOSE AND ON-SALE DATES

## AMERICAN HISTORY (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2009	12/4/08	12/11/08	2/3/09
June 2009	2/10/09	2/17/09	4/7/09
Aug 2009	4/14/09	4/21/09	6/9/09
Oct 2009	6/9/09	6/16/09	8/4/09
Dec 2009	8/11/09	8/18/09	10/6/09
Feb 2010	10/13/09	10/20/09	12/8/09

## MILITARY HISTORY (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Feb/Mar 2009	11/5/08	11/12/08	1/6/09
April/May 2009	1/13/09	1/20/09	3/10/09
June/July 2009	3/10/09	3/17/09	5/5/09
Aug/Sept 2009	5/12/09	5/19/09	7/7/09
Oct/Nov 2009	7/14/09	7/21/09	9/8/09
Dec/Jan 2010	9/8/09	9/15/09	11/3/09

## AMERICA'S CIVIL WAR (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2009	11/5/08	11/12/08	1/6/09
May 2009	1/13/09	1/20/09	3/10/09
July 2009	3/17/09	3/24/09	5/12/09
Sept 2009	5/12/09	5/19/09	7/7/09
Nov 2009	7/14/09	7/21/09	9/8/09
Jan 2010	9/8/09	9/15/09	11/3/09

## MHQ (published 4x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Spring 2009	12/12/08	12/23/08	2/24/09
Summer 2009	3/17/09	3/26/09	5/26/09
Fall 2009	6/9/09	6/18/09	8/18/09
Winter 2010	9/8/09	9/17/09	11/17/09

## ARMCHAIR GENERAL (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2009	11/19/08	11/26/08	1/20/09
May 2009	1/20/09	1/27/09	3/17/09
July 2009	3/24/09	3/31/09	5/19/09
Sept 2009	5/26/09	6/2/09	7/21/09
Nov 2009	7/21/09	7/28/09	9/15/09
Jan 2010	9/15/09	9/22/09	11/10/09

## VIETNAM (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2009	12/4/08	12/11/08	2/3/09
June 2009	2/3/09	2/10/09	3/31/09
Aug 2009	4/7/09	4/14/09	6/2/09
Oct 2009	6/9/09	6/16/09	8/4/09
Dec 2009	8/4/09	8/11/09	9/29/09
Feb 2010	10/6/09	10/13/09	12/1/09

## AVIATION HISTORY (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2009	11/5/08	11/12/08	1/6/09
May 2009	1/13/09	1/20/09	3/10/09
July 2009	3/17/09	3/24/09	5/12/09
Sept 2009	5/19/09	5/26/09	7/14/09
Nov 2009	7/21/09	7/28/09	9/15/09
Jan 2010	9/15/09	9/22/09	11/10/09

## WILD WEST (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2009	12/12/08	12/19/08	2/10/09
June 2009	2/10/09	2/17/09	4/7/09
Aug 2009	4/14/09	4/21/09	6/9/09
Oct 2009	6/16/09	6/23/09	8/11/09
Dec 2009	8/11/09	8/18/09	10/6/09
Feb 2010	10/13/09	10/20/09	12/8/09

## BRITISH HERITAGE (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2009	11/5/08	11/12/08	1/6/09
May 2009	1/6/09	1/13/09	3/3/09
July 2009	3/10/09	3/17/09	5/5/09
Sept 2009	5/12/09	5/19/09	7/7/09
Nov 2009	7/14/09	7/21/09	9/8/09
Jan 2010	9/8/09	9/15/09	11/3/09

## WORLD WAR II (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2009	12/4/08	12/11/08	2/3/09
May 2009	2/3/09	2/10/09	3/31/09
July 2009	3/31/09	4/7/09	5/26/09
Sept 2009	6/2/09	6/9/09	7/28/09
Nov 2009	8/4/09	8/11/09	9/29/09
Jan 2010	9/29/09	10/6/09	11/24/09

## CIVIL WAR TIMES (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2009	12/4/08	12/11/08	2/3/09
June 2009	2/10/09	2/17/09	4/7/09
Aug 2009	4/14/09	4/21/09	6/9/09
Oct 2009	6/16/09	6/23/09	8/11/09
Dec 2009	8/11/09	8/18/09	10/6/09
Feb 2010	10/13/09	10/20/09	12/8/09

## SPECIAL ISSUES (published 2x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Sept 2009	7/21/09	7/28/09	9/15/09
Dec 2009	10/13/09	10/20/09	12/8/09

# PRODUCTION SPECIFICATIONS

**American History • America's Civil War • Armchair General • Aviation History  
British Heritage • Civil War Times • Military History • Vietnam • Wild West • World War II**

## DIGITAL AD SPECIFICATIONS

Weider can accept digital ads from both Macintosh and Windows platforms. Before submission, please confirm that your application and media are listed below.

### FILE TYPE

- EPS—Illustrator, Quark XPress
- TIFF, PDF—PhotoShop, InDesign

Ads created in MS Word, MS Publisher, PowerPoint or any other word processing program will NOT be accepted.

For advertisements prepared in Quark XPress, place the page layout document and all images (use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled “fonts” inside the document folder. It’s critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry have different metrics or kerning pairs, and those differences can cause type to reflow. We will use your fonts exclusively for your ad.

### FONTS

We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outlines in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

### IMAGES

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. Do not place CMYK images in black and white ads. The maximum ink coverage (C+M+Y+K) is not to exceed 300%. The resolution of images should be between 250 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management. Linework: Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.



## VECTOR (EPS, logos, etc.)

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files. Colors: No RGB or Pantone. Must be CMYK. Ink coverage not to exceed 300%.

## PRINTING/MECHANICAL SPECIFICATIONS

- **Printing Type:** Web Offset
- **Binding:**
  - Saddle-stitch:** Trim 7 7/8” x 10 1/2”  
American History, America’s Civil War, Aviation History, British Heritage, Civil War Times, Vietnam
  - Perfect Bound:** Trim 8 1/2” x 10 7/8”  
Military History and World War II
  - Perfect Bound:** Trim 7 7/8” x 10 1/2”  
Wild West
  - Perfect Bound:** Trim 8 3/8” x 10 1/2”  
Armchair General
- **Covers:** 150 linescreen
- **Body:** 150 linescreen (4C); 110 linescreen (BW)
- **Safety:** Live matter not intended to bleed must be 1/4” from the trim edge.
- **Bleed:** Allow for 1/8” trim on all bleed sides.

## PROOF POLICY

**Black & White:** A content proof is required. The proof must be printed at 100% with registration marks. This can be pulled from either a laser or inkjet printer.

**Four-Color Ads:** Weider requires a content proof for all ads—no exceptions. The content proof (printed at 100% with registration marks and a color bar) can serve as a color proof if it adheres to SWOP standards (a list of SWOP certified proofers can be found at <http://www.swop.org/certification/certmfg.asp>).

If a SWOP-standard proof is not provided, Weider can pull one for an additional charge. Weider is not responsible for matching color on ads that do not supply a SWOP standard proof.

<b>American History, America's Civil War, Aviation History, British Heritage, Civil War Times, Vietnam, Wild West</b>		
<b>Ad Size</b>	<b>Non-Bleed Size</b>	<b>Bleed Size</b>
Spread	15" x 10"	16" x 10 3/4"
Full Page	7" x 10"	8 1/8" x 10 3/4"
2/3 Page	4 5/8" x 9 3/4"	5 1/4" x 10 3/4"
1/2 Horizontal	7" x 4 3/4"	8 1/8" x 5 3/8"
1/2 Vertical	4 5/8" x 7 1/8"	5 1/4" x 7 3/4"
1/3 Vertical	2 1/4" x 9 3/4"	2 7/8" x 10 3/4"
1/3 Square	4 5/8" x 4 3/4"	N/A
1/6 Vertical	2 1/4" x 4 3/4"	N/A
1/6 Horizontal	4 5/8" x 2 3/8"	N/A
1/12 Page	2 1/4" x 2 3/8"	N/A
1/24 Page	2 1/4" x 11/8"	N/A

# PRODUCTION SPECIFICATIONS

**American History • America's Civil War • Armchair General • Aviation History  
British Heritage • Civil War Times • Military History • Vietnam • Wild West • World War II**

Military History and World War II		
Ad Size	Non-Bleed Size	Bleed Size
Spread	16" x 10"	17 1/4" x 11 1/8"
Full Page	7" x 10"	8 3/4" x 11 1/8"
2/3 Page	4 5/8" x 9 3/4"	N/A
1/2 Horizontal	7" x 4 3/4"	N/A
1/2 Vertical	4 5/8" x 7 1/8"	N/A
1/3 Vertical	2 1/4" x 9 3/4"	N/A
1/3 Square	4 5/8" x 4 3/4"	N/A
1/6 Vertical	2 1/4" x 4 3/4"	N/A
1/6 Horizontal	4 5/8" x 2 3/8"	N/A
1/12 Page	2 1/4" x 2 3/8"	N/A
1/24 Page	2 1/4" x 1 1/8"	N/A

Armchair General		
Ad Size	Non-Bleed Size	Bleed Size
Spread	15 1/2" x 9 1/2"	17" x 10 3/4"
Full Page	7 7/8" x 10"	8 5/8" x 10 3/4"
2/3 Page	4 5/8" x 9 1/2"	5 9/16" x 10 3/4"
1/2 Vertical	3 11/16" x 9 1/2"	4 5/16" x 10 3/4"
1/2 Horizontal	7 7/8" x 5"	8 5/8" x 5 1/4"
1/3 Vertical	2 1/4" x 9 1/2"	3 3/16" x 10 3/4"
1/3 Square	4 5/8" x 4 5/8"	N/A

Armchair General Post Exchange		
Ad Size	Non-Bleed Size	Bleed Size
1/2 Horizontal	6 3/4" x 4 1/4"	N/A
1/2 Vertical	3 1/4" x 8 5/8"	N/A
1/3 Square	4 3/8" x 4 3/8"	N/A
1/3 Vertical	2 3/16" x 8 3/4"	N/A
1/4 Vertical	1 1/2" x 8 5/8"	N/A
1/4 Horizontal	6 3/4" x 2"	N/A
1/6 Vertical	2 3/16" x 4 3/8"	N/A
1/12 Square	2 3/16" x 2 3/16"	N/A
1 Inch Rectangle	2 3/16" x 1 1/8"	N/A

## SUBMITTING YOUR AD

Ads can be submitted in any of the following ways:

### • Mail/Overnight Delivery

For submission by mail or overnight delivery, please send your ad (along with an acceptable proof) to:

Weider History Group  
Attn: Karen Bailey  
19300 Promenade Dr. • Leesburg, VA 20176-6500  
karen.bailey@weiderhistorygroup.com  
Phone: 703-779-8301

### • E-Mail

The maximum file size accepted through email is 5 MB. All files submitted via email must be compressed using a program such as Stuffit® or WinZip® applications to compress all files into a single folder. Please send files to Karen Bailey at the above e-mail address.

**Proofs are still required for ads submitted electronically (see Proof Policy for requirements).**

### • FTP (File Transfer Protocol)

FTP is a simple way to transmit large files over the Internet. It is ideal for advertisers with high-speed Internet connections to send revised or last-minute files in time to meet press dates. We recommend the use of Stuffit® or WinZip® applications to compress all files into a single folder.

**Proofs are still required for ads submitted electronically (see Proof Policy for requirements).**

## FTP LOG-ON CREDENTIALS

Host Site Address: <ftp://ftpwhg.com>

User Name: **u43963642**

Password: **Weider99**

Follow these instructions to access the FTP site:

### Launch Fetch or other FTP transfer software.

You can also use an Internet browser, such as Microsoft Internet Explorer (PC only).

### Enter the Host, Username and Password.

Once the software logs on to the FTP site, you can simply drag-and-drop your folder/file(s) into the ads folder under the magazine folder.

**NOTE:** If you are sending more than one file, it is highly recommended that you place all files into a single folder, then place the folder onto the FTP site. After uploading to the FTP site, you must contact the person listed below to inform them you have uploaded your ad and provide them with the file name, publication and issue date of insertion. All files more than 30 days old are automatically deleted from the FTP site.

## FTP CONTACT INFORMATION

Karen Bailey  
karen.bailey@weiderhistorygroup.com  
703-779-8301

# 2009 TERMS & CONDITIONS

## Advertising Data

- Advertising position- R.O.P. is standard. Special positions are available in some publications.
- Inserts/cards accepted. Rates provided on request. Inserts must meet second class postal requirements.
- Bleeds - no charge.
- Multi-title discounts are available. Rates provided on request.
- Agency Commission - 15% to recognized agencies.
- Not liable for key code errors.
- Classified advertising is available in most publications. Call the classified advertising department at 800-649-9800 for information and rates.

## Production Charges

Typesetting, layout/design, color separations, scanning, reducing or enlarging ad material, compositing film, color proofs, and changes to original materials supplied will all incur a production charge to be billed at trade rates. Quotes available upon request. Calibrated digital proofs must be furnished for all color ads. Publisher is not responsible for quality of reproduction if color proofs are not furnished.

## Terms and Conditions

**Billing:** Payable upon receipt. Advertisers using a P.O. Box number in their address must furnish Publisher with a legal street address and phone number. Advertisers who increase their frequency will be rebated; advertisers who do not complete a contracted schedule will be subject to a short rate. No cancellations accepted after deadline.

**Prepayment requirement:** Prepayment and a completed Weider History Group (WHG) credit application are required from new advertisers and advertisers who have not appeared in a WHG title in the past two years. Exception: Advertisers who are using an AAAA advertising agency or an agency that has qualified for credit from Weider History Group.

## International

To all advertisers outside the domestic U.S., payment must be made in U.S. funds by or before the space reservation deadline of the issue requested.

## Address ad materials for

**America's Civil War, American History, Armchair General, Aviation History, British Heritage, Civil War Times, MHQ: The Quarterly Journal of Military History, Military History, Vietnam, Wild West, and World War II to:**

Weider History Group

Attn: Karen Bailey

19300 Promenade Dr.

Leesburg, VA 20176-6500

Phone (703) 779-8301 Fax (703) 779-8330

## Terms and Conditions

The following terms and conditions shall govern the placement and order for placement of any advertisements in Weider History Group by Advertiser and any Agency acting on Advertiser's behalf. By submitting an order for placement of an advertisement and/or by placing an advertisement, Advertiser and Agency, and each of them, agree to be bound by all of the following terms and conditions:

1. All advertisements are subject to Publisher's prior approval. Publisher reserves the right to reject or cancel any advertisement prior to publication or thereafter for any reason at any time without liability.
2. Advertiser and agency represent and warrant that they have the right and authority to place the advertisement in the publication and that nothing contained in the advertisement will violate or infringe upon the rights of any person or entity, including without limitation, any copyright, trademark or right of publicity or privacy, or defame or disparage any person or entity, or violate any law, rule or regulation including without limitation, any U.S. Postal regulations.
3. Advertiser and agency, and each of them, shall defend Publisher upon Publisher's request and shall indemnify and hold Publisher harmless from and against any claim, damage, loss, judgment, cost or expense (including without limitation, Publisher's attorneys' fees) relating to or arising out of the advertisement, its placement in Publisher's magazine, or the breach or alleged breach of any warranty, representation or agreement by Advertiser and/or Agency.
4. Advertisements that, in the sole judgment of Publisher, are not immediately identifiable as advertisements may be labeled as advertisements by Publisher in the publication.
5. In no event shall Publisher be held liable as the result of any error, delay or omission beyond publisher's reasonable control, including, without limitation, any strike, fire, or accident.
6. Publisher's liability, if any, relating to or arising out of the placement of the advertisement in the publication or any error, delay or omission relating thereto shall not exceed the amounts actually paid by Advertiser and/or Agency for placing the advertisement, and in no event shall Publisher be liable for any loss of income, profit or direct or indirect consequential damages of any nature.
7. Publisher makes no representations or warranties with respect to the quality of the appearance of the advertisement, and in no event shall Publisher be responsible for the production quality of any materials or inserts provided to Publisher. Advertiser and agency shall be responsible for any additional costs incurred by Publisher resulting from the failure of any materials or inserts furnished to Publisher to meet Publisher's specifications. In the event that Publisher is unable to publish the furnished materials or inserts as a result of their failure to meet such specifications, Advertiser and Agency shall remain liable for the applicable rate card charges as if the advertisement had run.
8. All orders to place advertisements in the publication are subject to the rate card charges, space units and specifications then in effect, all of which are subject to change and shall be made a part of these terms and conditions.
9. Advertiser and Agency shall be jointly and severally liable for the costs of placing the advertisement and any other charges relating thereto, including any costs of collection incurred by Publisher, such costs shall include Publisher's attorneys' fees.
10. Publisher may, in its sole discretion, set any restrictions on the positioning of the accrual advertisement in the publication.
11. These terms and conditions constitute the sole agreement of Advertiser, Agency and Publisher with respect to the subject matter hereof and may not be modified or changed without Publisher's written consent. In no event shall Publisher be bound by any terms or conditions sought to be imposed by Advertiser or Agency, whether in a purchase order, instructions or otherwise, relating to the subject matter hereof.