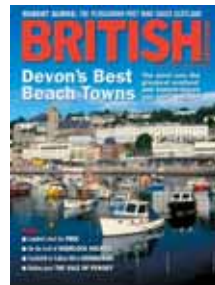
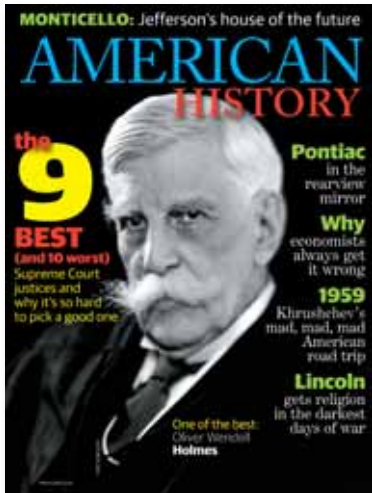


# MEDIA KIT

# 2010



# WEIDER HISTORY GROUP



## AMERICAN HISTORY

The leading popular magazine devoted to exploring the rich texture of the American experience through engaging writing and outstanding photography and artwork. Lively storytelling, thought-provoking essays, eyewitness accounts and more bring America's past alive in each entertaining issue.

## WILD WEST

WILD WEST features shootists, scouts, soldiers, soiled doves, sodbusters bronc busters, gunfighters, peacemakers, Rocky mountain men, Plains buffalo hunters, prairie entrepreneurs, unconventional women and many others who made their distinctive mark on the West when it was truly Wild!



Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 49,000 Subscription: \$39.95/yr.

Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 49,000 Subscription: \$39.95/yr.



## BRITISH HERITAGE

The magazine of travel and life in England, Scotland and Wales, British Heritage is written for those who love Britain. A must-read for serious Anglophiles who know their way around Britain's history and landscapes. 35%-40% of our readers travel to Britain in a given year.

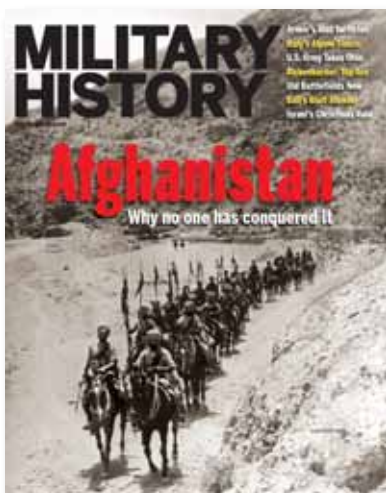
## AVIATION HISTORY

Offers aviation enthusiasts the most authoritative and in-depth coverage of the history of world aviation and manned flight, from its origins to the Space Age. Action-packed stories and illustrations put readers in the cockpit to experience aviation's greatest dramas.



Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 33,000 Subscription: \$39.95/yr.

Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 38,250 Subscription: \$39.95/yr.

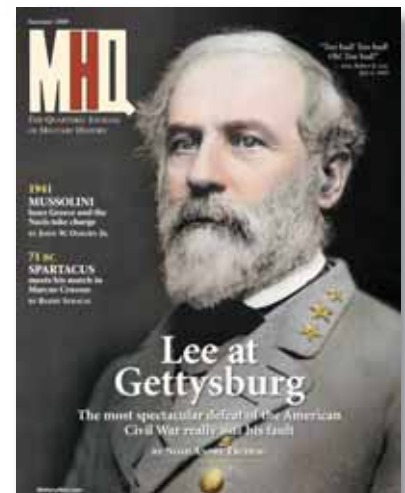


## MILITARY HISTORY

Timeless true tales of battlefield heroics, brilliant tactics, and wily commanders from ancient epic struggles through 20th century global campaigns—all vividly presented by top writers, artists and historians.

## MHQ

MHQ takes you on an exciting journey to the world's greatest battles and campaigns over the last 5,000 years, from ancient warfare through modern Iraq. Written by distinguished authors and historians, MHQ covers in vivid detail the soldiers, leaders, tactics, and weapons throughout military history, delivered in an exquisitely illustrated, deluxe magazine.



Frequency: 6x year US Single Copy: \$6.99  
Paid Circulation: 65,250 Subscription: \$39.95/yr.

Frequency: Quarterly US Single Copy: \$9.99  
Paid Circulation: 23,500 Subscription: \$74.95/yr.

# WEIDER HISTORY GROUP



## CIVIL WAR TIMES

From biographies to battle stories, eyewitness accounts to period photographs, travel guides to insightful book reviews, Civil War Times delivers the thrilling, living history of America's greatest internal struggle.

## AMERICA'S Civil War

Delivers authoritative insights into the epic struggle that nearly tore the Union apart. Beautifully illustrated with period and modern photographs, artwork and detailed battle maps. A strong emphasis on the battles, strategies and leaders.



Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 55,000 Subscription: \$39.95/yr.

Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 38,000 Subscription: \$39.95/yr.



## WORLD WAR II

World War II magazine covers every aspect of history's greatest modern conflict with vivid, authoritative writing by the world's top historians. Each issue is strikingly designed and contains a lively mix of stories about soldiers, leaders, tactics, and weapons including detailed battle maps, riveting firsthand accounts and reviews of books, movies, and video games.

## VIETNAM

The only magazine exclusively devoted to telling the full story behind the Vietnam War, with gripping firsthand accounts and carefully researched articles by veterans of this controversial and divisive conflict.



Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 89,000 Subscription: \$39.95/yr.

Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 31,000 Subscription: \$39.95/yr.



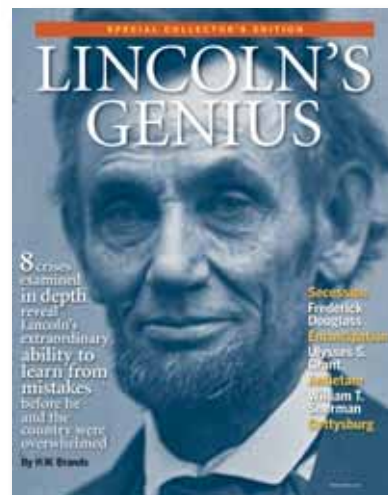
## ARMCHAIR GENERAL

With a unique interactive editorial approach, Armchair General invites readers to step into the shoes of a battlefield leader. Leading contributing writers lend integrity and credibility to this fresh presentation of historical and current day leaders.

## SPECIAL ISSUES

Each year our talented staff publishes special issues with comprehensive coverage of the topic at hand.

Check out this Special from 2009: **Lincoln's Genius**.



Frequency: 6x year US Single Copy: \$5.99  
Paid Circulation: 27,000 Subscription: \$39.95/yr.

Frequency: 3x for 2010 US Single Copy: \$9.95  
Total Circulation: 90,000

# 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**.



# READER DEMOGRAPHICS

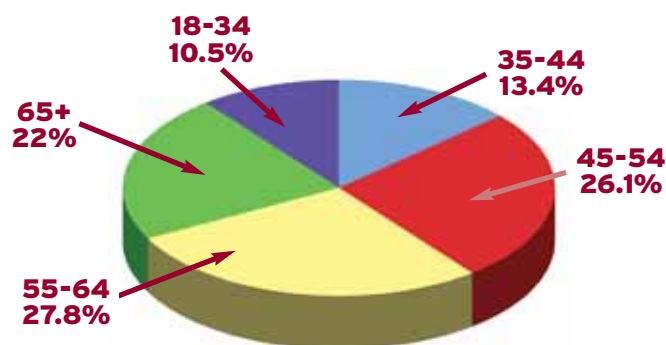
## Who is the Weider History Group Reader?

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

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

<b>JOB STATUS</b>	<b>Index</b>
Employed .....	99
Professional/Managerial .....	157
Mgmt/Bus/Financial.....	145
Government.....	138

### AGE



<b>HOUSEHOLD INCOME</b>	<b>Index</b>
\$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)

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

<b>TV VIEWING HABITS</b>	<b>Index</b>
Watch The History Channel 4+ times/week .....	390
Watch The Military Channel 4+ times/week .....	293
Watch Military/History Channel 4+/wk.....	369

(Source: 2009 Spring MRI Prototype)

### EDUCATION

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



# 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: 2009 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

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

(Source: 2009 Spring MRI Prototype)

Index: (100 = US Average)



# 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

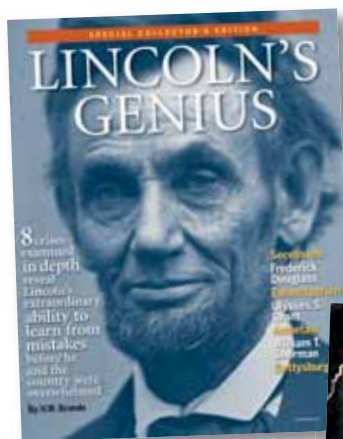
### THEY INVEST IT

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

## 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!**

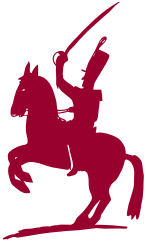
Last year, They bought 1.6MM DVDs

They rented 4.6MM DVDs

(Source: Spring 2009 MRI Prototype)

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

# PRESS RELEASE

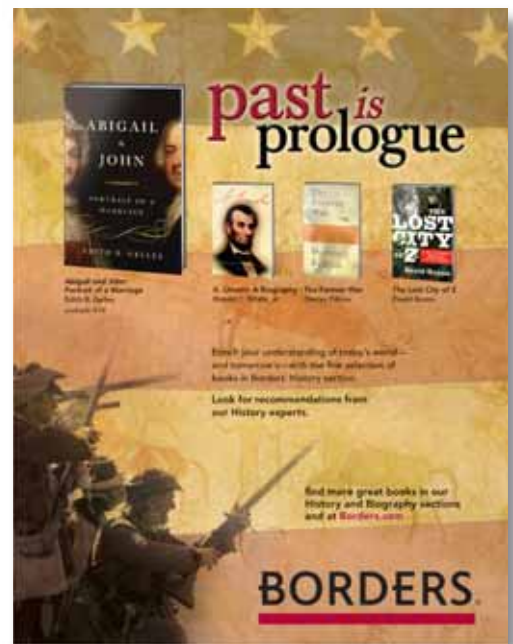


WEIDER  
HISTORY  
GROUP

-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.

# 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: 600,000  
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



## 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

## 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!

## 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

**Site Skin:** 1300 x 800

### Text Advertisement:

20-30 words of text, with URL

### E-Newsletters:

"Communique": 50,000 Subscribers  
Sent out twice monthly.

**Placements:** Leaderboard 728x90 or 300x250

### Sponsorships:

**Sponsor one of 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 Polls**—text link which appears above our poll. Appears on every page of our main sites.

# Weider History Group Online

## ONLINE ADVERTISING MATERIAL SPECIFICATIONS FOR 2010:

### Sites:

HistoryNet.com  
ArmchairGeneral.com  
GreatHistory.com



### 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.

### 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.

### Site Skin:

**Placements:** Located on many, but not all pages of site/network  
**Dimensions:** 1300 x 800, with 974x91 clickable top connector banner  
**File Size:** 175k, Max Flash: 50k  
**File Types:** jpg

### E-Newsletter:

**Placements:** Leaderboard 728 x 90 or 300 x 250  
**Dimensions:** 728 x 90 or 300 x 250  
**File Size:** 30kb  
**File Types:** We only accept .gif, .jpg, or .swf (Flash).  
Other Rich Media must be served externally.

### Text Advertisement:

**Placements:** Located on main websites of Armchair General and HistoryNet.com  
**Dimensions:** 20-30 words of text, with URL  
**File Size:** N/A  
**File Types:** Text only.

### 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**  
Please submit contact email address which you'd like us to inform when your campaign goes live.

# 2010 ADVERTISING RATES

## AMERICAN HISTORY

Published 6x/year Average Paid Circulation: 49,000  
Total Audience: 196,000

AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$5,250	\$5,093	\$4,935	\$4,778	\$4,620
2/3 Page	\$3,938	\$3,819	\$3,701	\$3,583	\$3,465
1/2 Page	\$3,019	\$2,928	\$2,838	\$2,747	\$2,657
1/3 Page	\$2,275	\$2,207	\$2,139	\$2,070	\$2,002
Cover 2	\$6,038	\$5,555	\$5,313	\$5,011	\$4,709
Cover 3	\$5,513	\$5,072	\$4,851	\$4,575	\$4,300
Cover 4	\$6,563	\$6,038	\$5,775	\$5,447	\$5,119

## BRITISH HERITAGE

Published 6x/year Average Paid Circulation: 33,000  
Total Audience: 140,000

AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$4,250	\$4,123	\$3,995	\$3,868	\$3,740
2/3 Page	\$3,188	\$3,092	\$2,996	\$2,901	\$2,805
1/2 Page	\$2,444	\$2,370	\$2,297	\$2,224	\$2,151
1/3 Page	\$1,842	\$1,786	\$1,731	\$1,676	\$1,621
Cover 2	\$4,888	\$4,497	\$4,301	\$4,057	\$3,812
Cover 3	\$4,463	\$4,106	\$3,927	\$3,704	\$3,481
Cover 4	\$5,313	\$4,888	\$4,675	\$4,409	\$4,144

## WILD WEST

Published 6x/year Average Paid Circulation: 49,000  
Total Audience: 288,000

AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$4,950	\$4,802	\$4,653	\$4,505	\$4,356
2/3 Page	\$3,713	\$3,601	\$3,490	\$3,378	\$3,267
1/2 Page	\$2,846	\$2,761	\$2,675	\$2,590	\$2,505
1/3 Page	\$2,145	\$2,081	\$2,016	\$1,952	\$1,888
Cover 2	\$5,693	\$5,237	\$5,009	\$4,725	\$4,440
Cover 3	\$5,198	\$4,782	\$4,574	\$4,314	\$4,054
Cover 4	\$6,188	\$5,693	\$5,445	\$5,136	\$4,826

## ARMCHAIR GENERAL

Published 6x/year Average Paid Circulation: 27,000  
Total Audience: 108,000

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
Cover 2	\$5,463	\$5,026	\$4,807	\$4,534	\$4,261
Cover 3	\$4,988	\$4,589	\$4,389	\$4,140	\$3,890
Cover 4	\$5,938	\$5,463	\$5,225	\$4,928	\$4,631

## CIVIL WAR TIMES

Published 6x/year Average Paid Circulation: 55,000  
Total Audience: 220,000

AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$5,500	\$5,335	\$5,170	\$5,005	\$4,840
2/3 Page	\$4,125	\$4,001	\$3,878	\$3,754	\$3,630
1/2 Page	\$3,163	\$3,068	\$2,973	\$2,878	\$2,783
1/3 Page	\$2,383	\$2,312	\$2,240	\$2,169	\$2,097
Cover 2	\$6,325	\$5,819	\$5,566	\$5,250	\$4,934
Cover 3	\$5,775	\$5,313	\$5,082	\$4,793	\$4,505
Cover 4	\$6,875	\$6,325	\$6,050	\$5,706	\$5,363

## WORLD WAR II

Published 6x/year Average Paid Circulation: 89,000  
Total Audience: 356,000

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
Cover 2	\$9,028	\$8,305	\$7,944	\$7,493	\$7,041
Cover 3	\$8,243	\$7,583	\$7,253	\$6,841	\$6,429
Cover 4	\$9,813	\$9,028	\$8,635	\$8,144	\$7,654

## AVIATION HISTORY

Published 6x/year Average Paid Circulation: 38,250  
Total Audience: 153,000

AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$4,525	\$4,389	\$4,254	\$4,118	\$3,982
2/3 Page	\$3,394	\$3,292	\$3,190	\$3,088	\$2,987
1/2 Page	\$2,602	\$2,524	\$2,446	\$2,368	\$2,290
1/3 Page	\$1,961	\$1,902	\$1,843	\$1,784	\$1,726
Cover 2	\$5,204	\$4,787	\$4,579	\$4,319	\$4,059
Cover 3	\$4,751	\$4,371	\$4,181	\$3,944	\$3,706
Cover 4	\$5,656	\$5,204	\$4,978	\$4,695	\$4,412

## MILITARY HISTORY

Published 6x/year Average Paid Circulation: 65,250  
Total Audience: 261,000

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
Cover 2	\$7,763	\$7,142	\$6,831	\$6,443	\$6,055
Cover 3	\$7,088	\$6,521	\$6,237	\$5,883	\$5,528
Cover 4	\$8,438	\$7,763	\$7,425	\$7,003	\$6,581

## MILITARY HISTORY QTLY.\*

Published 4x/year Average Paid Circulation: 23,500  
Total Audience: 94,000

AD TYPE/SIZE	1X	2X	3X	4X
Page	\$5,350	\$4,922	\$4,708	\$4,134
2/3 Page	\$4,013	\$3,692	\$3,531	\$3,249
1/2 Page	\$3,076	\$2,830	\$2,707	\$2,491
1/3 Page	\$2,318	\$2,133	\$2,040	\$1,877
Cover 2	\$6,153	\$5,660	\$5,414	\$4,981
Cover 3	\$5,618	\$5,168	\$4,943	\$4,548
Cover 4	\$6,688	\$6,153	\$5,885	\$5,414

\*Ad pages are B&W except for Covers are 4C

## AMERICA'S CIVIL WAR

Published 6x/year Average Paid Circulation: 38,000  
Total Audience: 152,000

AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$4,270	\$4,142	\$4,014	\$3,886	\$3,758
2/3 Page	\$3,203	\$3,106	\$3,010	\$2,914	\$2,818
1/2 Page	\$2,455	\$2,382	\$2,308	\$2,234	\$2,161
1/3 Page	\$1,850	\$1,795	\$1,739	\$1,684	\$1,628
Cover 2	\$4,911	\$4,518	\$4,321	\$4,076	\$3,830
Cover 3	\$4,484	\$4,125	\$3,945	\$3,721	\$3,497
Cover 4	\$5,338	\$4,911	\$4,697	\$4,430	\$4,163

## VIETNAM

Published 6x/year Average Paid Circulation: 31,000  
Total Audience: 124,000

AD TYPE/SIZE	1X	2X	3X	4X	6X
Page	\$3,975	\$3,856	\$3,737	\$3,617	\$3,498
2/3 Page	\$2,981	\$2,892	\$2,802	\$2,713	\$2,624
1/2 Page	\$2,286	\$2,217	\$2,148	\$2,080	\$2,011
1/3 Page	\$1,723	\$1,671	\$1,619	\$1,567	\$1,516
Cover 2	\$4,571	\$4,206	\$4,023	\$3,794	\$3,566
Cover 3	\$4,174	\$3,840	\$3,673	\$3,464	\$3,256
Cover 4	\$4,969	\$4,571	\$4,373	\$4,124	\$3,876

## SPECIALS

Published 3x in 2010 Print Run: 90,000

AD TYPE/SIZE	1X	2X	3X
Page	\$4,550	\$4,186	\$4,004
2/3 Page	\$3,413	\$3,140	\$3,003
1/2 Page	\$2,616	\$2,407	\$2,302
1/3 Page	\$1,972	\$1,814	\$1,735
Cover 2	\$5,233	\$4,814	\$4,605
Cover 3	\$4,778	\$4,395	\$4,204
Cover 4	\$5,688	\$5,233	\$5,005

Two Color Rates= 4 Color Rate -5%

B & W Rates= 4 Color Rate -15%

All rates are gross.

Total Audience Source: 2009 Spring MRI Prototype

# 2010 SPECIAL ISSUES

## Upcoming Special Issues For 2010

March 2010:

### PATTON: IN HIS OWN WORDS

TBD.

June 2010

### 1860

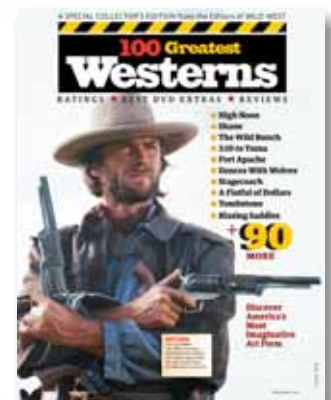
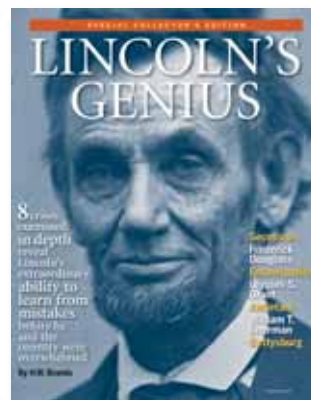
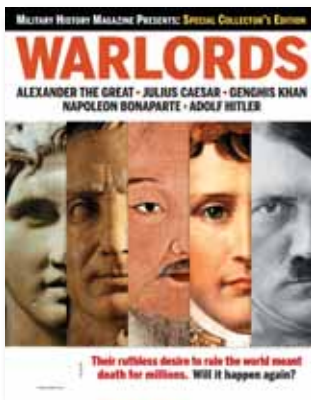
TBD.

November 2010

### 100 GREATEST WAR MOVIES

TBD.

## Special Issues In 2008 and 2009



# 2010 AD CLOSE AND ON-SALE DATES

## AMERICAN HISTORY (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2010	12/15/09	12/22/09	2/9/10
June 2010	2/9/10	2/16/10	4/6/10
Aug 2010	4/13/10	4/20/10	6/8/10
Oct 2010	6/8/10	6/15/10	8/3/10
Dec 2010	8/10/10	8/17/10	10/5/10
Feb 2011	10/12/10	10/19/10	12/7/10

## MILITARY HISTORY (published 6x/year)



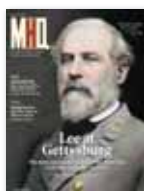
ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2010	11/10/09	11/17/09	1/5/10
May 2010	1/12/10	1/19/10	3/9/10
July 2010	3/9/10	3/16/10	5/4/10
Sept 2010	5/11/10	5/18/10	7/6/10
Nov 2010	7/13/10	7/20/10	9/7/10
Jan 2011	9/7/10	9/14/10	11/2/10

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



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2010	11/10/09	11/17/09	1/5/10
May 2010	1/12/10	1/19/10	3/9/10
July 2010	3/16/10	3/23/10	5/11/10
Sept 2010	5/11/10	5/18/10	7/6/10
Nov 2010	7/13/10	7/20/10	9/7/10
Jan 2011	9/7/10	9/14/10	11/2/10

## MHQ (published 4x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Spring 2010	12/15/09	12/24/09	2/23/10
Summer 2010	3/9/10	3/18/10	5/18/10
Fall 2010	6/8/10	6/17/10	8/17/10
Winter 2011	9/7/10	9/16/10	11/16/10

## ARMCHAIR GENERAL (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2010	11/24/09	12/1/09	1/19/10
May 2010	1/19/10	1/26/10	3/16/10
July 2010	3/23/10	3/30/10	5/18/10
Sept 2010	5/25/10	6/1/10	7/20/10
Nov 2010	7/20/10	7/27/10	9/14/10
Jan 2011	9/14/10	9/21/10	11/9/10

## VIETNAM (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2010	12/22/09	12/29/09	2/16/10
June 2010	2/16/10	2/23/10	4/13/10
Aug 2010	4/20/10	4/27/10	6/15/10
Oct 2010	6/15/10	6/22/10	8/10/10
Dec 2010	8/17/10	8/24/10	10/12/10
Feb 2011	10/19/10	10/26/10	12/14/10

## AVIATION HISTORY (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2010	11/10/09	11/17/09	1/5/10
May 2010	1/12/10	1/19/10	3/9/10
July 2010	3/16/10	3/23/10	5/11/10
Sept 2010	5/18/10	5/25/10	7/13/10
Nov 2010	7/13/10	7/20/10	9/7/10
Jan 2011	9/14/10	9/21/10	11/9/10

## WILD WEST (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2010	12/15/09	12/22/09	2/9/10
June 2010	2/9/10	2/16/10	4/6/10
Aug 2010	4/13/10	4/20/10	6/8/10
Oct 2010	6/15/10	6/22/10	8/10/10
Dec 2010	8/10/10	8/17/10	10/5/10
Feb 2011	10/12/10	10/19/10	12/7/10

## BRITISH HERITAGE (published 6x/year)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar 2010	11/10/09	11/17/09	1/5/10
May 2010	1/5/10	1/12/10	3/2/10
July 2010	3/9/10	3/16/10	5/4/10
Sept 2010	5/11/10	5/18/10	7/6/10
Nov 2010	7/13/10	7/20/10	9/7/10
Jan 2011	9/7/10	9/14/10	11/2/10

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



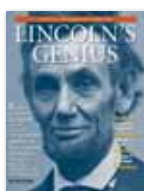
ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Mar/Apr 2010	12/8/09	12/15/09	2/2/10
May/June 2010	2/2/10	2/9/10	3/30/10
July/Aug 2010	4/6/10	4/13/10	6/1/10
Sept/Oct 2010	6/8/10	6/15/10	8/3/10
Nov/Dec 2010	8/10/10	8/17/10	10/5/10
Jan/Feb 2011	10/5/10	10/12/10	11/30/10

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



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
April 2010	12/8/09	12/15/09	2/2/10
June 2010	2/9/10	2/16/10	4/6/10
Aug 2010	4/13/10	4/20/10	6/8/10
Oct 2010	6/15/10	6/22/10	8/10/10
Dec 2010	8/10/10	8/17/10	10/5/10
Feb 2011	10/12/10	10/19/10	12/7/10

## SPECIAL ISSUES (published 3x in 2010)



ISSUE	SPACE CLOSE	MATERIAL DUE	SALE DATE
Patton: In His Own Words	1/5/10	1/12/10	3/2/10
1860	4/6/10	4/13/10	6/1/10
100 Greatest War Movies	9/21/10	9/28/10	11/16/10



# 2010 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.

## 2010 PAID CIRCULATION

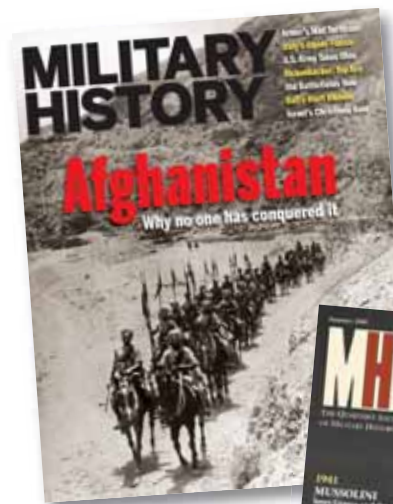
American History: 49,000  
British Heritage: 33,000  
Wild West: 49,000  
Armchair General: 27,000  
Civil War Times: 55,000  
America's Civil War: 38,000  
World War II: 89,000  
Aviation History: 38,250  
Military History: 65,250  
Vietnam: 31,000  
Military History Quarterly: 23,500

**Total Paid Circulation: 498,000**

**Total Audience: 1,992,000**

## SPECIAL ISSUES

Distribution on Newsstand:  
90,000 per special issue.



# PRODUCTION SPECIFICATIONS

American History • America's Civil War • Armchair General • Aviation History • British Heritage  
Civil War Times • Military History • Military History Quarterly • 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, Military History Quarterly & 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.

American History, America's Civil War, Aviation History, British Heritage, Civil War Times, Vietnam, Wild West		
Ad Size	Non-Bleed Size	Bleed Size
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 1 1/8"	N/A

# PRODUCTION SPECIFICATIONS

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

<b>Military History, Military History Quarterly* and World War II</b>		
<b>Ad Size</b>	<b>Non-Bleed Size</b>	<b>Bleed Size</b>
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

\*MHQ offers bleed size only for Cover 2, Cover 3 and Cover 4.

<b>Armchair General</b>		
<b>Ad Size</b>	<b>Non-Bleed Size</b>	<b>Bleed Size</b>
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 3/4"	6" x 10 3/4"
1/2 Horizontal	7" x 4 3/4"	8 5/8" x 5 3/4"
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

## 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

(Revised 10/13/09)

# 2010 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.

# 2009 MRI Spring Prototype

Basic Information	<ul style="list-style-type: none"> <li><input type="checkbox"/> Circulation: 550,000</li> <li><input type="checkbox"/> Publishing Frequency: 4 – 6 times/ year</li> </ul>												
Where Available	<ul style="list-style-type: none"> <li><input type="checkbox"/> 2009 MRI Spring; 2008 MRI Fall</li> </ul>												
Editorial Overview	<ul style="list-style-type: none"> <li><input type="checkbox"/> <i>Weider History Group</i> is a portfolio of 11 publications targeted towards history enthusiasts. This portfolio covers world history, with an emphasis on America's history including our nation's founding, the Civil War, World War II and the Vietnam War. <i>Weider History Group</i> readers believe that what happened then is important today.</li> <li><input type="checkbox"/> Ten titles are published 6x/year and 1 is published quarterly.             <ul style="list-style-type: none"> <li>♦ <i>Armchair General</i> (6x) ♦ <i>America's Civil War</i> (6x) ♦ <i>American History</i> (6x) ♦ <i>Aviation History</i> (6x) ♦ <i>British Heritage</i> (6x) ♦ <i>Civil War Times</i> (6x) ♦ <i>Military History Quarterly</i> (4x) ♦ <i>Military History</i> (6x) ♦ <i>World War II</i> (6x) ♦ <i>Vietnam</i> (6x) ♦ <i>Wild West</i> (6x) ♦</li> </ul> </li> </ul>												
Circulation Profile	<ul style="list-style-type: none"> <li><input type="checkbox"/> For 2009, the group will deliver a total circulation of 550,000, of which 82% is subscription.</li> <li><input type="checkbox"/> <i>World War II</i> is the group's largest title, making up 17.5% (105,775) of the group's total circulation. <i>Military History Quarterly</i> is the group's smallest title, which makes up 3.5% (21,105) of the total circulation.</li> </ul>												
Subscriber Study	<ul style="list-style-type: none"> <li><input type="checkbox"/> A subscriber study was conducted in December 2006, by Beta Research Corp. for 9 of the 11 titles (<i>Armchair General</i> and <i>Military History Quarterly</i> were not included). Highlights include: 86% Male; Median Age is 63.4 years; 58% Graduated College+; 63% Married; Median HHI = \$70,190; 46% Employed; 50% Retired</li> </ul>												
Development Process	<ul style="list-style-type: none"> <li><input type="checkbox"/> Reviewed subscriber study data, editorial and circulation information.</li> <li><input type="checkbox"/> Analyzed the most recent subscriber study.</li> <li><input type="checkbox"/> Evaluated the audience composition of possible measured host publications.</li> <li><input type="checkbox"/> Evaluated profile of adults "who watch history channel" as well as adults "who watch military channel," and "adults who read history books."</li> <li><input type="checkbox"/> Selected the host publications <i>The Economist</i> and <i>VFW</i> weighted 50% each, with additional weighting on watch History/History International channels or Military Channel and read history books.</li> <li><input type="checkbox"/> Estimated Readers-Per-Copy of 4.00 making the total projected audience size 2,200,000</li> </ul>												
Projected Reader Profile	<table border="0"> <tr> <td><input type="checkbox"/> Men: 69% (Index 143)</td> <td><input type="checkbox"/> HHI \$75,000+: 52% (Index 136)</td> </tr> <tr> <td><input type="checkbox"/> Age 35-54: 57% (Index 108)</td> <td><input type="checkbox"/> HHI \$100,000+: 27% (Index 116)</td> </tr> <tr> <td><input type="checkbox"/> Median Age: 53.2 yrs.</td> <td><input type="checkbox"/> Median HHI: \$77,514</td> </tr> <tr> <td><input type="checkbox"/> Grad College+: 46% (Index 174)</td> <td><input type="checkbox"/> Prof./Management: 31% (Index 134)</td> </tr> <tr> <td><input type="checkbox"/> Post Grad Degree: 23% (Index 266)</td> <td><input type="checkbox"/> Retired: 24% (Index 143)</td> </tr> <tr> <td><input type="checkbox"/> Married: 65% (Index 117)</td> <td><input type="checkbox"/> Median Home Val: \$243,512</td> </tr> </table>	<input type="checkbox"/> Men: 69% (Index 143)	<input type="checkbox"/> HHI \$75,000+: 52% (Index 136)	<input type="checkbox"/> Age 35-54: 57% (Index 108)	<input type="checkbox"/> HHI \$100,000+: 27% (Index 116)	<input type="checkbox"/> Median Age: 53.2 yrs.	<input type="checkbox"/> Median HHI: \$77,514	<input type="checkbox"/> Grad College+: 46% (Index 174)	<input type="checkbox"/> Prof./Management: 31% (Index 134)	<input type="checkbox"/> Post Grad Degree: 23% (Index 266)	<input type="checkbox"/> Retired: 24% (Index 143)	<input type="checkbox"/> Married: 65% (Index 117)	<input type="checkbox"/> Median Home Val: \$243,512
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