

reach the
heritage
traveler

MEDIA KIT
2011



150th Anniversary of The Civil War



Dear Advertiser:

The 150th anniversary of the Civil War is upon us. It's going to be a landmark four years for historic museums, battlefields, re-enactments and galleries. History enthusiasts are making plans to attend these special events commemorating this important anniversary.

With *Civil War Times*, *America's Civil War*, *American History* and our 1861 special issue, you can reach a vital readership—heritage travelers who are most interested to know what

you're doing to observe this event in our nation's history—and are ready to act on it!

We offer you access to the audiences of the nation's #1 and #2 leading Civil War magazines to reach the **serious** Civil War aficionado.

<i>Civil War Times</i>	55,000 paid circulation
<i>America's Civil War</i>	37,000 paid circulation
<i>American History</i>	45,000 paid circulation
1861 Special.....	27,500 paid circulation (total distribution 80,000)
TOTAL PAID CIRCULATION	164,500
TOTAL AUDIENCE	650,000

Use our magazines to speak to over half a million Civil War observers—the people who will be most responsive to your message regarding this important event.

Plus—as an added value—we will post your business and/or event online at CivilWarTimes.com on our *150th Anniversary of the Civil War* site page.

Give your rep a call and let us put together a creative, custom advertising program for you!

Kind Regards,

Julie Roberts
Advertising Director
Julie.Roberts@weiderhistorygroup.com
Cell: 310-922-2159
Fax: 310-388-0389



WEIDER HISTORY GROUP
WHERE HISTORY COMES ALIVE
HISTORYNET.COM

About the Weider History Group

Reach a Dedicated Readership of History Enthusiasts

Thank you for your interest in the Weider History Group, our portfolio of eleven titles targeted to the history enthusiast. Our award-winning writers and designers bring a fresh perspective with unique, thought-provoking and accessible edit. WHG covers all facets of world history, with an emphasis on America from its founding, social history, the Civil War, the latest conflicts and current events.

For the advertiser, we deliver over 2.2 million well-educated, upscale, loyal readers who influence others. They follow world events and politics through traditional and new media. People trust and respect their opinions in categories beyond history and current affairs.

THE WEIDER HISTORY GROUP AT A GLANCE

11 Titles
Total Paid Circulation: 500,000
75% Subscription/25% Newsstand
70% Renewal Rate

DEMOGRAPHICS*

Total audience2.2 MM
Male 91%
Median read time per WHG issue 1 hr., 48 min.
Median age 54.9 years
Median HHI\$101,973
College educated 92%
Currently taking/plan to take
educational courses/degree programs..... 61%

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



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Enthusiastic Travelers Who Respond to Advertising

What are the Weider History Group's 2.2MM readers doing when they're not reading about historic events and locations?

VISITING THEM!

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

- 1.2MM of them plan to visit historical sites within the next year
- Over 1.1MM of them will visit museums
- 352,000 will travel to special events and reenactments

And last year 638,000 of them were influenced by ads in our magazines to visit specific historic sites and events.

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

Category Influential Segment*	WHG Index
Vacation Travel: My family/friends often ask for and trust my advice on this topic	181
Vacation Travel: Category Influential	196
Vacation Travel: Super Influential	236

Percentage of readers who plan to travel in the next 12 months**

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

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

Planned /taken a trip to historical sites in the past 12 months as a result of seeing ads/articles in WHG publications**

638,000 visitors	29%
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* Category Influential Consumers are: deeply familiar with their category; frequent recommenders across broad social networks; highly trusted; word of mouth leaders for products and services. Super Influential Consumers are: a subset of Category Influential Consumers and have reported they have influenced more types of people in a particular time frame. Source: GFK Roper, *The Influential Americans*, 2009

** Source: June 2010 Reader Survey, Steven Flans & Assoc.; Fall 2009 MRI prototype.



We Deliver the Opinion Leader, Not Just the Opinionated.

WHY ARE OPINION LEADERS IMPORTANT TO YOU?

Because they are **influentials**—word-of-mouth leaders whose recommendations influence others to buy your products. Each influential opinion leader impacts 10 to 20 additional purchase decisions.

QUALITIES OF AN OPINION LEADER

Opinion leaders share the same qualities. They are:

- **College-Educated.**
- **Thoughtful.** They have a thirst for knowledge, shown by their continuing interest in education, both formal and through their own reading.
- **Successful.** They are affluent and have a comfortable lifestyle.
- **Experienced.** They have the maturity to help them distinguish between fad or future, and the perspective to know what's important in the long term.



WEIDER HISTORY GROUP'S OPINION LEADERS

WHG's readers have the same four qualities:

- **Educated.** 68% have graduated college+, over 2½ times greater than the US population. 37% have a post graduate degree, nearly five times higher than the US average! 60% are **still taking or plan to take educational courses** or degree programs in the coming year.
- **Thoughtful.** Our subscribers read/purchase an average of four books every three months; 37% of them read five or more, and 31% listen to audio books! And when it comes to our magazines, they spend an average of one hour and 48 minutes with each issue.
- **Successful.** WHG readers have a median household income of \$101,973
- **Experienced.** Our subscribers' median age is 54.9 years.

**YOU'LL REACH OVER 2.2MM
INFLUENTIALS EACH MONTH WITH
THE WEIDER HISTORY GROUP!**

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



WEIDER HISTORY GROUP

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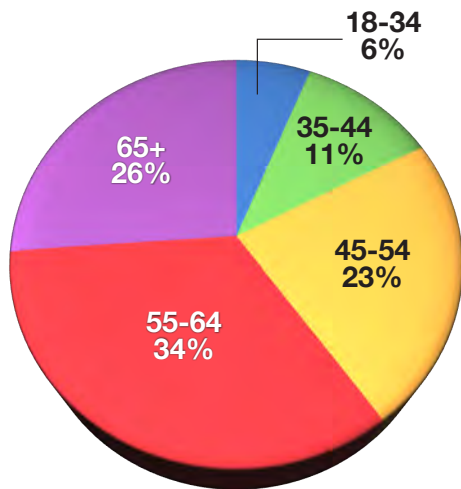
Weider History Group Reader Demographics

Affluent, Educated, Male

Gender

	PERCENTAGE	INDEX
GENDER		
Male	91%	189
Female	9%	17

Age



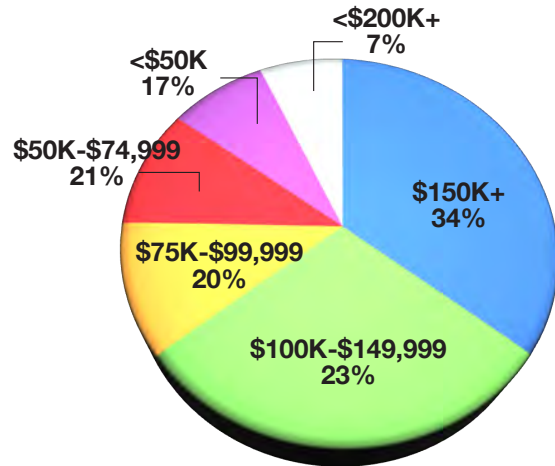
	PERCENTAGE	INDEX
Age 18-49	28%	45
Age 25-54	38%	71

MEDIAN AGE.....54.9 YEARS

Education

	PERCENTAGE	INDEX
College educated	92%	168
Graduated College +	68%	252
Post Grad Degree	37%	406
Currently taking or plan to take educational courses/degree programs	61%	

Household Income



MEDIAN HHI\$101,973

Job Status

	PERCENTAGE	INDEX
Employed full time	55%	110
Employed part time	4%	37
Retired/looking for work	41%	106

Marital Status

	PERCENTAGE	INDEX
Never Married	12%	48
Married/living with Partner	73%	126
Legally Sep/Wid/Div	15%	79

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



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Weider History Group Circulation Is Quality

500,000 Paid Circulation (Across 11 Titles)

75% SUBSCRIPTION

- Loyal subscribers. WHG pubs have a 70%+ renewal rate—one of the highest in the industry!
- 83% of subscriptions are sold directly by us (instead of agents). This “direct to publisher” sub yields the highest quality subscriber.
- We’re committed to circulation growth. While others are cutting, we are investing in subscription growth through quality sources like direct mail.

25% NEWSSTAND

- WHG boasts an impressive 40% sell-through rate on newsstands, significantly higher than the average title.
- We’ve successfully raised newsstand cover prices while maintaining steady newsstand sales.
- Weider History Group publications “own” the history category at Barnes and Noble:
 - Eight of the WHG publications are ranked in the top 20 producers!
 - Four WHG titles are in the top 10—including *Military History Quarterly* in the #1 spot!

BARNES & NOBLE MAGAZINE RANKING
BOOKSELLERS History Category
Dec.-Oct. 2009 ranked by POS Revenue

TITLE	RANK
<i>Military History Quarterly</i>	1
<i>World War II</i>	4
<i>Military History</i>	7
<i>Armchair General</i>	10
<i>Civil War Times</i>	14
<i>Wild West</i>	15
<i>America's Civil War</i>	17
<i>The Lincoln Chronicles</i> (special)	18



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Weider History Group Mission Statement

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, building it into the world's largest-selling science magazine. His work has been honored with eight National Magazine Award nominations.



AMERICAN HISTORY

David Grogan..... Editor
Christine M. Kreiser Managing Editor



AMERICA'S CIVIL WAR

Dana B. Shoaf Executive Editor,
Civil War Magazines
Tamela Baker Editor



ARMCHAIR GENERAL

Jerry D. Morelock Editor in Chief



AVIATION HISTORY

Carl von Wodtke Editor



BRITISH HERITAGE

Dana L. Huntley Editor



CIVIL WAR TIMES

Dana B. Shoaf Editor
Nan Siegel Managing Editor



MILITARY HISTORY

Michael W. Robbins..... Editor



MILITARY HISTORY QUARTERLY

William W. Horne Editor



VIETNAM

Roger L. Vance Editor
Debra Newbold..... Managing Editor



WILD WEST

Gregory J. Lalire Editor
David Lauterborn..... Managing Editor



WORLD WAR II

William W. Horne Editor
Karen Jensen..... Managing Editor



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WHG Demographics Attract a Wide Variety of Advertisers

ENTERTAINMENT



EDUCATION



GAMING



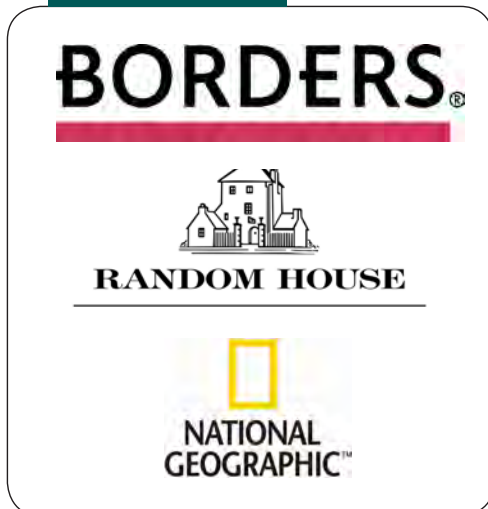
INSURANCE



TOURISM



PUBLISHING



Weider History Group 2011 Display Ad Rates

AMERICAN HISTORY

Frequency: 6x/year
Paid Circulation: 45,000

Ad Size	1x	2x	3x	4x	6x
Page	\$4,650	\$4,418	\$4,185	\$3,953	\$3,720
2/3 Page	\$3,488	\$3,313	\$3,139	\$2,964	\$2,790
1/2 Page	\$2,674	\$2,540	\$2,406	\$2,273	\$2,139
1/3 Page	\$2,015	\$1,914	\$1,814	\$1,713	\$1,612
1/6 Page*	\$1,008	\$ 957	\$ 907	\$ 856	\$ 806

ARMCHAIR GENERAL

Frequency: 6x/year
Paid Circulation: 27,000

Ad Size	1x	2x	3x	4x	6x
Page	\$4,350	\$4,133	\$3,915	\$3,698	\$3,480
2/3 Page	\$3,263	\$3,099	\$2,936	\$2,773	\$2,610
1/2 Page	\$2,501	\$2,376	\$2,251	\$2,126	\$2,001
1/3 Page	\$1,885	\$1,791	\$1,697	\$1,602	\$1,508
1/6 Page*	\$ 943	\$ 895	\$ 848	\$ 801	\$ 754

AMERICA'S CIVIL WAR

Frequency: 6x/year
Paid Circulation: 37,000

Ad Size	1x	2x	3x	4x	6x
Page	\$3,650	\$3,468	\$3,285	\$3,103	\$2,920
2/3 Page	\$2,738	\$2,601	\$2,464	\$2,327	\$2,190
1/2 Page	\$2,099	\$1,994	\$1,889	\$1,784	\$1,679
1/3 Page	\$1,582	\$1,503	\$1,424	\$1,344	\$1,265
1/6 Page*	\$ 791	\$ 751	\$ 712	\$ 672	\$ 633

AVIATION HISTORY

Frequency: 6x/year
Paid Circulation: 38,300

Ad Size	1x	2x	3x	4x	6x
Page	\$3,850	\$3,658	\$3,465	\$3,273	\$3,080
2/3 Page	\$2,888	\$2,743	\$2,599	\$2,454	\$2,310
1/2 Page	\$2,214	\$2,103	\$1,992	\$1,882	\$1,771
1/3 Page	\$1,668	\$1,585	\$1,502	\$1,418	\$1,335
1/6 Page*	\$ 834	\$ 792	\$ 751	\$ 709	\$ 667

BRITISH HERITAGE

Frequency: 6x/year
Paid Circulation: 37,500

Ad Size	1x	2x	3x	4x	6x
Page	\$4,150	\$3,943	\$3,735	\$3,528	\$3,320
2/3 Page	\$3,113	\$2,957	\$2,801	\$2,646	\$2,490
1/2 Page	\$2,386	\$2,267	\$2,148	\$2,028	\$1,909
1/3 Page	\$1,798	\$1,708	\$1,619	\$1,529	\$1,439
1/6 Page*	\$ 899	\$ 854	\$ 809	\$ 764	\$ 719

CIVIL WAR TIMES

Frequency: 6x/year
Paid Circulation: 54,000

Ad Size	1x	2x	3x	4x	6x
Page	\$5,150	\$4,893	\$4,635	\$4,378	\$4,120
2/3 Page	\$3,863	\$3,669	\$3,476	\$3,283	\$3,090
1/2 Page	\$2,961	\$2,813	\$2,665	\$2,517	\$2,369
1/3 Page	\$2,232	\$2,120	\$2,009	\$1,897	\$1,785
1/6 Page*	\$1,116	\$1,060	\$1,004	\$ 948	\$ 893

MILITARY HISTORY

Frequency: 6x/year
Paid Circulation: 65,000

Ad Size	1x	2x	3x	4x	6x
Page	\$6,150	\$5,843	\$5,535	\$5,228	\$4,920
2/3 Page	\$4,613	\$4,382	\$4,151	\$3,921	\$3,690
1/2 Page	\$3,536	\$3,359	\$3,183	\$3,006	\$2,829
1/3 Page	\$2,665	\$2,532	\$2,399	\$2,265	\$2,132
1/6 Page*	\$1,333	\$1,266	\$1,199	\$1,133	\$1,066

MILITARY HISTORY QUARTERLY

Frequency: 4x/year
Paid Circulation: 26,000

Ad Size	1x	2x	3x	4x
Page	\$4,550	\$4,323	\$4,095	\$3,868
2/3 Page	\$3,413	\$3,242	\$3,071	\$2,901
1/2 Page	\$2,616	\$2,485	\$2,355	\$2,224
1/3 Page	\$1,972	\$1,873	\$1,775	\$1,676

VIETNAM

Frequency: 6x/year
Paid Circulation: 32,500

Ad Size	1x	2x	3x	4x	6x
Page	\$3,750	\$3,563	\$3,375	\$3,188	\$3,000
2/3 Page	\$2,813	\$2,672	\$2,531	\$2,391	\$2,250
1/2 Page	\$2,156	\$2,048	\$1,941	\$1,833	\$1,725
1/3 Page	\$1,625	\$1,544	\$1,463	\$1,381	\$1,300
1/6 Page*	\$ 813	\$ 772	\$ 731	\$ 691	\$ 650

WILD WEST

Frequency: 6x/year
Paid Circulation: 48,500

Ad Size	1x	2x	3x	4x	6x
Page	\$4,550	\$4,323	\$4,095	\$3,868	\$3,640
2/3 Page	\$3,413	\$3,242	\$3,071	\$2,901	\$2,730
1/2 Page	\$2,616	\$2,485	\$2,355	\$2,224	\$2,093
1/3 Page	\$1,972	\$1,873	\$1,775	\$1,676	\$1,577
1/6 Page*	\$ 986	\$ 937	\$ 887	\$ 838	\$ 789

WORLD WAR II

Frequency: 6x/year
Paid Circulation: 89,000

Ad Size	1x	2x	3x	4x	6x
Page	\$7,650	\$7,268	\$6,885	\$6,503	\$6,120
2/3 Page	\$5,738	\$5,451	\$5,164	\$4,877	\$4,590
1/2 Page	\$4,399	\$4,179	\$3,959	\$3,739	\$3,519
1/3 Page	\$3,315	\$3,149	\$2,984	\$2,818	\$2,652
1/6 Page*	\$1,658	\$1,575	\$1,492	\$1,409	\$1,326

SPECIALS

Frequency: 4x/year
Paid Circulation: 27,500
Total distribution: 80,000


Ad Size	1x	2x	3x	4x
Page	\$4,550	\$4,323	\$4,095	\$3,868
2/3 Page	\$3,413	\$3,242	\$3,071	\$2,901
1/2 Page	\$2,616	\$2,485	\$2,355	\$2,224
1/3 Page	\$1,972	\$1,873	\$1,775	\$1,676
1/6 Page*	\$ 986	\$ 937	\$ 887	\$ 838

*1/6th page ads will be placed in Tour/Travel or special sections in back of the magazine before marketplace. All rates are gross. Cover 4: add 20%. Cover 2: add 15%. B&W rates: 4C rates minus 15%.



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Weider History Group 2010-2011 Issue Dates

Title	Issue	Ad Close	Materials Due	On Sale Date
American History (published 6x/year)				
	Dec 2010	8/10/10	8/17/10	10/5/10
	Feb 2011	10/12/10	10/19/10	12/7/10
	April 2011	12/14/10	12/21/10	2/8/11
	June 2011	2/8/11	2/15/11	4/5/11
	Aug 2011	4/12/11	4/19/11	6/7/11
	Oct 2011	6/7/11	6/14/11	8/2/11
	Dec 2011	8/9/11	8/16/11	10/4/11
	Feb 2012	10/11/11	10/18/11	12/6/11


Title	Issue	Ad Close	Materials Due	On Sale Date
America's Civil War (published 6x/year)				
	Jan 2011	9/7/10	9/14/10	11/2/10
	March 2011	11/9/10	11/16/10	1/4/11
	May 2011	1/11/11	1/18/11	3/8/11
	July 2011	3/15/11	3/22/11	5/10/11
	Sept 2011	5/10/11	5/17/11	7/5/11
	Nov 2011	7/12/11	7/19/11	9/6/11
	Jan 2012	9/06/11	9/13/11	11/1/11

Title	Issue	Ad Close	Materials Due	On Sale Date
Armchair General (published 6x/year)				
	Jan 2011	9/14/10	9/21/10	11/9/10
	Mar 2011	11/23/10	11/30/10	1/18/11
	May 2011	1/18/11	1/25/11	3/15/11
	July 2011	3/22/11	3/29/11	5/17/11
	Sept 2011	5/24/11	5/31/11	7/19/11
	Nov 2011	7/19/11	7/26/11	9/13/11
	Jan 2012	9/13/11	9/20/11	11/8/11

Title	Issue	Ad Close	Materials Due	On Sale Date
Aviation History (published 6x/year)				
	Jan 2011	9/14/10	9/21/10	11/9/10
	Mar 2011	11/16/10	11/23/10	1/11/11
	May 2011	1/11/11	1/18/11	3/8/11
	July 2011	3/15/11	3/22/11	5/10/11
	Sept 2011	5/17/11	5/24/11	7/12/11
	Nov 2011	7/19/11	7/26/11	9/13/11
	Jan 2012	9/13/11	9/20/11	11/8/11

Title	Issue	Ad Close	Materials Due	On Sale Date
British Heritage (published 6x/year)				
	Jan 2011	9/7/10	9/14/10	11/2/10
	March 2011	11/9/10	11/16/10	1/4/11
	May 2011	1/4/11	1/11/11	3/1/11
	July 2011	3/8/11	3/15/11	5/3/11
	Sept 2011	5/10/11	5/17/11	7/5/11
	Nov 2011	7/12/11	7/19/11	9/6/11
	Jan 2012	9/6/11	9/13/11	11/1/11

Title	Issue	Ad Close	Materials Due	On Sale Date
Civil War Times (published 6x/year)				
	Dec 2010	8/10/10	8/17/10	10/5/10
	Feb 2011	10/12/10	10/19/10	2/7/11
	April 2011	12/7/10	12/14/10	2/1/11
	June 2011	2/8/11	2/15/11	4/5/11
	Aug 2011	4/12/11	4/19/11	6/7/11
	Oct 2011	6/14/11	6/21/11	8/9/11
	Dec 2011	8/9/11	8/16/11	10/4/11
	Feb 2012	10/11/11	10/18/11	12/6/11

Title	Issue	Ad Close	Materials Due	On Sale Date
Military History (published 6x/year)				
	Jan 2011	9/7/10	9/14/10	11/2/10
	March 2011	11/9/10	11/16/10	1/4/11
	May 2011	1/11/11	1/18/11	3/8/11
	July 2011	3/8/11	3/15/11	5/3/11
	Sept 2011	5/10/11	5/17/11	7/5/11
	Nov 2011	7/12/11	7/19/11	9/6/11
	Jan 2012	9/6/11	9/13/11	11/1/11

Title	Issue	Ad Close	Materials Due	On Sale Date
Military History Quarterly (published 4x/year)				
	Winter 2011	9/7/10	9/16/10	11/16/10
	Spring 2011	12/14/10	12/23/10	2/22/11
	Summer 2011	3/8/11	3/17/11	5/17/11
	Fall 2011	6/7/11	6/16/11	8/16/11
	Winter 2012	9/6/11	9/15/11	11/15/11

Title	Issue	Ad Close	Materials Due	On Sale Date
Vietnam (published 6x/year)				
	Dec 2010	8/17/10	8/24/10	10/12/10
	Feb 2011	10/19/10	10/26/10	12/14/10
	April 2011	12/21/10	12/28/10	2/15/11
	June 2011	2/15/11	2/22/11	4/12/11
	Aug 2011	4/19/11	4/26/11	6/14/11
	Oct 2011	6/14/11	6/21/11	8/9/11
	Dec 2011	8/16/11	8/23/11	10/11/11
	Feb 2012	10/18/11	10/25/11	12/13/11

Title	Issue	Ad Close	Materials Due	On Sale Date
Wild West (published 6x/year)				
	Dec 2010	8/10/10	8/17/10	10/5/10
	Feb 2011	10/19/10	10/26/10	12/14/10
	April 2011	12/14/10	12/21/10	2/8/11
	June 2011	2/8/11	2/15/11	4/5/11
	Aug 2011	4/12/11	4/19/11	6/7/11
	Oct 2011	6/14/11	6/21/11	8/9/11
	Dec 2011	8/16/11	8/23/11	10/11/11
	Feb 2012	10/11/11	10/18/11	12/6/11

Title	Issue	Ad Close	Materials Due	On Sale Date
World War II (published 6x/year)				
	Nov/Dec 2010	8/10/10	8/17/10	10/5/10
	Jan/Feb 2011	10/5/10	10/12/10	11/30/10
	Mar/Apr 2011	12/7/10	12/14/10	2/1/11
	May/June 2011	2/1/11	2/8/11	3/29/11
	Jul/Aug 2011	4/5/11	4/12/11	5/31/11
	Sep/Oct 2011	6/7/11	6/14/11	8/2/11
	Nov/Dec 2011	8/9/11	8/16/11	10/4/11
	Jan/Feb 2012	10/4/11	10/11/11	11/29/11

Title	Issue	Ad Close	Materials Due	On Sale Date
History Specials				
#1—1861		1/4/11	1/11/11	3/1/11
#2—Hitler in His Own Words		4/5/11	4/12/11	5/31/11
#3—The Genius of Thomas Jefferson		7/5/11	7/12/11	8/30/11
#4—100 Greatest War Movies		10/4/11	10/11/11	11/29/11



Weider History Group Digital Ad Specifications

Weider History Group 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 (B&W)
- 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: 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.

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).



WEIDER HISTORY GROUP

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Weider History Group Digital Ad Specifications

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

Military History, Military History Quarterly*, 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

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

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 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

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



WEIDER HISTORY GROUP
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Weider History Group Terms and 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.



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