

A Special Reader Response Program for WHG Advertisers

Heritage Travel and Lifestyle Showcase

Our Reader Response Program offers you—our valued advertiser—the opportunity to collect names, addresses and e-mail addresses from readers who have expressed interest in knowing more about your travel destination or products and would like free information sent to them.

Here's how it works:

We'll run a special page in the *American History* and *Wild West*. You receive an ad space on this page in the magazine(s) with your logo or visual and brief descriptive copy.

Readers respond in one of two ways:

1. Filling out and mailing or faxing the business reply card bound into the magazine
2. Going to our web link that they are directed to in the ad; this landing page requests their contact information

What we provide to you:

An Excel spreadsheet listing the names, addresses and e-mail addresses of readers who requested free information from you.

ISSUE DATES

June 2012—on sale 4.3.12

- Reservations due 2.1.12
- materials due 2.8.12

August 2012—on sale 6.5.12

- Reservations due 4.3.12
- materials due 4.10.12

October 2012—on sale 8.7.12

- Reservations due 6.4.12
- materials due 6.12.12

December 2012—on sale 10.2.12

- Reservations due 8.7.12
- materials due 8.14.12

Just provide 25 words of copy, your logo or JPEG visual and your Web URL and we'll do the rest! Send your materials to kurt.gardner@weiderhistorygroup.com.

Please send me more information.

Check the boxes next to the advertisers you'd like to receive more information about:

<input type="checkbox"/> Andersonville NHS	<input type="checkbox"/> Southern Belles to Rebel Yells
<input type="checkbox"/> Antebellum Homes	<input type="checkbox"/> Tennessee
<input type="checkbox"/> Corinth, MS	<input type="checkbox"/> West Virginia Mountain Highlands
<input type="checkbox"/> The Hermitage	<input type="checkbox"/> West Virginia Tourism
<input type="checkbox"/> Holly Springs	

Name _____
 Address _____
 City _____ Unit or Apt. No. _____
 Email _____ State _____ Zip _____



Don't miss out on this FREE opportunity.
Contact your sales representative today!



WEIDER HISTORY GROUP

LIVE THE HISTORY

HISTORYNET.COM