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2013 Media Kit

About the WHG

Dear Advertiser:

The Weider History Group is the world's largest publisher of history magazines. Our portfolio includes 11 magazines: *America's Civil War*, *American History*, *Armchair General*, *Aviation History*, *British Heritage*, *Civil War Times*, *Military History*, *Military History Quarterly*, *Wild West*, *World War II* and *Vietnam*.

Weider History Group magazines have a total paid circulation of approximately 500,000 and a combined readership of 2.2 million loyal readers.

Our website, www.HistoryNet.com, attracts approximately 800,000 unique visitors each month, making it one of the Web's largest and most popular history sites.

The Weider History Group at a Glance

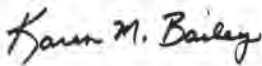
11 Titles
Total Paid Circulation: 500,000
75% Subscription/25% Newsstand
70% Renewal Rate

DEMOGRAPHICS*

Total Audience.....2.2 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%

Thank you for reviewing our media kit. I look forward to assisting you and developing an advertising plan for your specific needs.

Kind Regards,



Karen Bailey
Production Manager/Advertising Services
Karen.Bailey@weiderhistorygroup.com
Office – (703) 779-8301
Fax – (703) 779-8330



WEIDER HISTORY GROUP
HISTORYNET.COM

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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.



Roger L. Vance
Group Managing Editor

Vance has been with the History Group for nearly 20 years and is dedicated to making history accessible to a broad audience of readers. He has served in a variety of capacities with the group, including editorial director and as the editor for *American History* and *Vietnam* magazines. Prior to joining the History Group, he was the managing editor for a large group of travel publications and a reporter and editor with Knight-Ridder Newspapers.



AMERICAN HISTORY

Roger L. Vance Editor
Christine M. Kreiser Managing Editor



AMERICA'S CIVIL WAR

Dana B. Shoaf..... Editor
Tamela BakerExecutive Editor



ARMCHAIR GENERAL

Dr. Jerry D. Morelock..... Editor in Chief



AVIATION HISTORY

Carl von Wodtke Editor



BRITISH HERITAGE

Dr. Dana L. Huntley..... Editor



CIVIL WAR TIMES

Dana B. Shoaf..... Editor
Nan Siegel Managing Editor



MILITARY HISTORY

Dr. Michael W. Robbins Editor



MILITARY HISTORY QUARTERLY

Drew LindsayExecutive Editor



VIETNAM

Carl von Wodtke Editor
Debra Newbold..... Managing Editor



WILD WEST

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



WORLD WAR II

Karen Jensen..... Editor



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An Influential Readership

We Deliver the Opinion Leader!

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
2.2 MILLION INFLUENTIAL
READERS EACH MONTH
WITH THE WEIDER
HISTORY GROUP!**



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WHG Readers Are Avid Travelers

Over One Million Readers Plan To Visit Historical Sites This Year!

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

VISITING THEM!

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

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

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

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



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

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

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

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

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

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

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

Yes.....	46%
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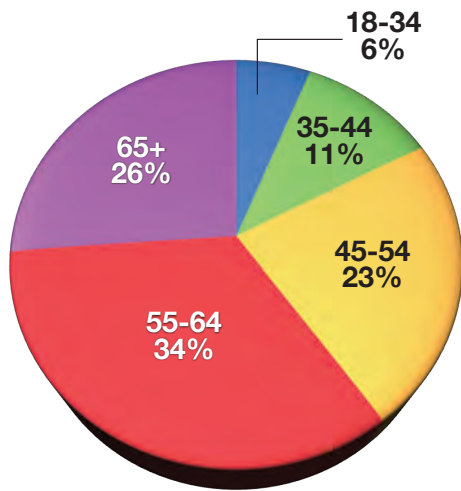
Reader Demographics

Affluent, Educated, Male

Gender

	PERCENTAGE
GENDER	
Male.....	91%
Female.....	9%

Age



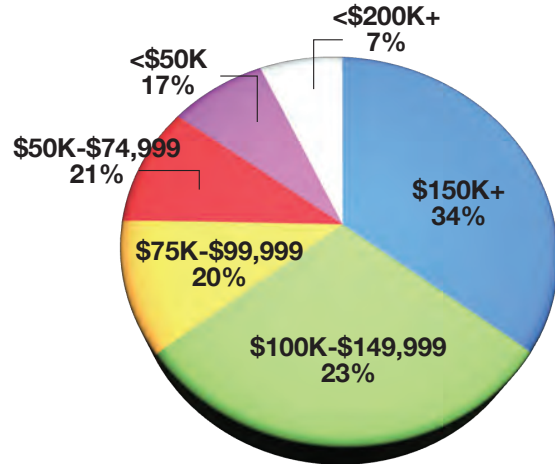
	PERCENTAGE
Age 18-49.....	28%
Age 25-54.....	38%

MEDIAN AGE..... 54.9 YEARS

Education

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

Household Income



MEDIAN HHI \$101,973

Job Status

	PERCENTAGE
Employed full time	55%
Employed part time.....	4%
Retired/looking for work.....	41%

Marital Status

	PERCENTAGE
Never Married.....	12%
Married/living with Partner	73%
Legally Sep/Wid/Div	15%



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Quality Circulation

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!
 - Five WHG titles are in the top 10—including *Military History Quarterly* in the #2 spot!

BARNES & NOBLE BOOKSELLERS		MAGAZINE RANKING History Category Revenue Ranking Second Half 2011	
1. Life Special		16. Strategy & Tactics	
2. Military History Quarterly		17. America in WWII	
3. BBC History		18. Wild West	
4. Military History Special		19. World At War	
5. World War II		20. America's Civil War	
6. Military History		21. North & South	
7. Atlantic Specials		21. Warships International	
8. Special Collector Edition		23. Renaissance	
9. WWII Magazine		24. Biblical Mrch Review	
10. Sea Classics		25. Ancient Warfare	
11. Archaeology		26. Naval History	
12. Air Classics		27. Flight Journal	
13. Military Heritage Illustrated		28. America in WWII Specials	
14. Civil War Times		29. Vietnam	
15. Armchair General			



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Advertisers

ENTERTAINMENT



EDUCATION



GAMING



INSURANCE



TOURISM



PUBLISHING



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2013 Display Advertising Rates

AMERICAN HISTORY

Frequency: 6x/year Paid Circulation: 53,000

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

AMERICA'S CIVIL WAR

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

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

ARMCHAIR GENERAL

Frequency: 6x/year Paid Circulation: 26,000

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

AVIATION HISTORY

Frequency: 6x/year Paid Circulation: 40,000

Ad Size	1x	2x	3x	4x	6x
Page	\$4,050	\$3,848	\$3,645	\$3,443	\$3,240
2/3 Page	\$3,038	\$2,886	\$2,734	\$2,582	\$2,430
1/2 Page	\$2,329	\$2,212	\$2,096	\$1,979	\$1,863
1/3 Page	\$1,755	\$1,667	\$1,580	\$1,492	\$1,404
1/6 page	\$ 878	\$ 834	\$ 790	\$ 746	\$ 702

BRITISH HERITAGE

Frequency: 6x/year Paid Circulation: 31,000

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

CIVIL WAR TIMES

Frequency: 6x/year Paid Circulation: 53,000

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: 61,000

Ad Size	1x	2x	3x	4x	6x
Page	\$5,375	\$5,106	\$4,838	\$4,569	\$4,300
2/3 Page	\$4,031	\$3,830	\$3,628	\$3,427	\$3,225
1/2 Page	\$3,091	\$2,936	\$2,782	\$2,627	\$2,473
1/3 Page	\$2,329	\$2,213	\$2,096	\$1,980	\$1,863
1/6 Page	\$1,165	\$1,106	\$1,048	\$990	\$932

MILITARY HISTORY QUARTERLY

Frequency: 4x/year Paid Circulation: 22,000

Ad Size	1x	2x	3x	4x
Page	\$3,650	\$3,468	\$3,285	\$3,103
2/3 Page	\$2,738	\$2,601	\$2,464	\$2,327
1/2 Page	\$2,099	\$1,994	\$1,889	\$1,784
1/3 Page	\$1,582	\$1,503	\$1,424	\$1,344

VIETNAM

Frequency: 6x/year Paid Circulation: 33,000

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: 50,000

Ad Size	1x	2x	3x	4x	6x
Page	\$3,160	\$3,002	\$2,844	\$2,686	\$2,528
2/3 Page	\$2,370	\$2,252	\$2,133	\$2,015	\$1,896
1/2 Page	\$1,817	\$1,726	\$1,635	\$1,544	\$1,454
1/3 Page	\$1,369	\$1,301	\$1,232	\$1,164	\$1,095
1/6 page	\$685	\$650	\$616	\$582	\$548

WORLD WAR II

Frequency: 6x/year Paid Circulation: 91,000

Ad Size	1x	2x	3x	4x	6x
Page	\$4,995	\$4,745	\$4,496	\$4,246	\$3,996
2/3 Page	\$3,746	\$3,559	\$3,372	\$3,184	\$2,997
1/2 Page	\$2,872	\$2,729	\$2,585	\$2,441	\$2,298
1/3 Page	\$2,165	\$2,056	\$1,948	\$1,840	\$1,732
1/6 Page	\$1,082	\$1,028	\$ 974	\$ 920	\$ 866

SPECIALS

Frequency: 4x/year Circulation: 70,500

Ad Size	1x	2x	3x
Page	\$5,350	\$5,083	\$4,815
2/3 Page	\$4,013	\$3,812	\$3,611
1/2 Page	\$3,076	\$2,922	\$2,769
1/3 Page	\$2,318	\$2,202	\$2,087
1/6 Page	\$1,159	\$1,101	\$1,043



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2013 Issue Dates

Title **Issue** **Ad Close** **Materials Due** **On Sale Date**

American History (published 6x/year)



Apr 2013	12/11/12	12/18/12	2/5/2013
Jun 2013	2/5/13	2/12/13	4/2/2013
Aug 2012	4/9/13	4/16/13	6/4/2013
Oct 2013	6/4/13	6/11/13	7/30/2013
Dec 2013	8/6/13	8/13/13	10/1/2013
Feb 2014	10/8/13	10/15/13	12/3/2013

America's Civil War (published 6x/year)



Mar 2013	11/6/12	11/13/12	1/2/2013
May 2013	1/8/13	1/15/13	3/5/2013
Jul 2013	3/12/13	3/19/13	5/7/2013
Sep 2013	5/7/13	5/14/13	7/2/2013
Nov 2013	7/9/13	7/16/13	9/3/2013
Jan 2014	9/3/13	9/10/13	10/29/2013

Armchair General (published 6x/year)



Mar 2013	11/20/12	11/27/12	1/15/2013
May 2013	1/15/13	1/22/13	3/12/2013
Jul 2013	3/19/13	3/26/13	5/14/2013
Sep 2013	5/21/13	5/28/13	7/16/2013
Nov 2013	7/16/13	7/23/13	9/10/2013
Jan 2014	9/10/13	9/17/13	11/5/2013

Aviation History (published 6x/year)



Mar 2013	11/13/12	11/20/12	1/8/2013
May 2013	1/8/13	1/15/13	3/5/2013
Jul 2013	3/12/13	3/19/13	5/7/2013
Sep 2013	5/14/13	5/21/13	7/9/2013
Nov 2013	7/16/13	7/23/13	9/10/2013
Jan 2014	9/10/13	9/17/13	11/5/2013

British Heritage (published 6x/year)



Mar 2013	11/13/12	11/20/12	1/8/2013
May 2013	1/8/13	1/15/13	3/5/2013
Jul 2013	3/5/13	3/12/13	4/30/2013
Sep 2013	5/7/13	5/14/13	7/2/2013
Nov 2013	7/9/13	7/16/13	9/3/2013
Jan 2014	9/3/13	9/10/13	10/29/2013

Civil War Times (published 6x/year)



Apr 2013	12/04/12	12/11/12	1/29/2013
Jun 2013	2/05/13	2/12/13	4/2/2013
Aug 2013	4/09/13	4/16/13	6/4/2013
Oct 2013	6/11/13	6/18/13	8/6/2013
Dec 2013	8/06/13	8/13/13	10/1/2013
Feb 2014	10/08/13	10/15/13	12/3/2013

Title **Issue** **Ad Close** **Materials Due** **On Sale Date**

Military History (published 6x/year)



Mar 2013	11/06/12	11/13/12	1/2/2013
May 2013	1/08/13	1/15/13	3/5/2013
Jul 2013	3/5/13	3/12/13	4/30/2013
Sep 2013	5/7/13	5/14/13	7/2/2013
Nov 2013	7/9/13	7/16/13	9/3/2013
Jan 2014	9/10/13	9/17/13	11/5/2013

Military History Quarterly (published 4x/year)



Spring 2013	12/11/12	12/20/12	2/19/2013
Summer 2013	3/5/13	3/14/13	5/14/2013
Fall 2013	6/4/13	6/13/13	8/13/2013
Winter 2014	9/3/13	9/12/13	11/12/2013

Vietnam (published 6x/year)



Apr 2013	12/18/12	12/25/12	2/12/2013
Jun 2013	02/12/13	02/19/13	4/9/2013
Aug 2012	04/16/13	04/23/13	6/11/2013
Oct 2013	06/11/13	06/18/13	8/6/2013
Dec 2013	08/13/13	08/20/13	10/8/2013
Feb 2014	10/15/13	10/22/13	12/10/2013

Wild West (published 6x/year)



Apr 2013	12/11/12	12/18/12	2/5/2013
Jun 2013	2/5/13	2/12/13	4/2/2013
Aug 2013	4/9/13	4/16/13	6/4/2013
Oct 2013	6/11/13	6/18/13	8/6/2013
Dec 2013	8/13/13	8/20/13	10/8/2013
Feb 2014	10/0/13	10/15/13	12/3/2013

World War II (published 6x/year)



Mar/Apr 2013	12/4/12	12/11/12	1/29/2013
May/June 2013	1/29/13	2/25/13	3/26/2013
Jul/Aug 2013	4/2/13	4/9/13	5/28/2013
Sep/Oct 2013	6/4/13	6/11/13	7/30/2013
Nov/Dec 2013	8/6/13	8/13/13	10/1/2013
Jan/Feb 2014	10/1/13	10/08/13	11/26/2013

Specials (published 1x)

1863	1/1/13	1/8/13	2/26/2013
Gettysburg	4/16/13	4/23/13	6/11/2013
JFK	8/20/13	8/27/13	10/15/2013
Jesus	10/1/13	10/8/13	11/26/2013



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2013 History Specials

In addition to our 11 regular magazines, Weider History Group also publishes several well-received specials throughout the year. We've focused on such major historical figures as Patton and Lincoln, and we're currently releasing a series on the 150th anniversary of the Civil War.

Total distribution of our 2013 specials is 282,000, and they provide a unique opportunity for you to reach even more lovers of history. Upcoming specials include:



1863

Ad Close	Materials Due	On Sale Date
1/1/13	1/8/13	2/26/13

This special issue covers the third year of the American Civil war, with such major skirmishes as the Battle of Shiloh, as well as tracing the rise to power of such famous figures as William Tecumseh Sherman and Robert E. Lee.



Gettysburg

Ad Close	Materials Due	On Sale Date
4/16/13	4/23/13	6/11/13

A comprehensive portrait of the major turning point in the Civil war...as well as the site of one of the most famous political speeches of all time.



JFK: A Day In Dallas

Ad Close	Materials Due	On Sale Date
8/20/13	8/27/13	10/15/13

The assassination of President John F. Kennedy on November 22, 1963, in Dallas, Texas, shook the world and remains a touchstone for a generation a half century later. With never-before published photos, chilling eyewitness accounts and behind the scenes insights, *JFK: A Day in Dallas*, will be a highly-sought 50th anniversary collectible.



Jesus

Ad Close	Materials Due	On Sale Date
10/1/13	10/8/13	11/26/13

This special issue examines the life of the enigmatic figure people all over the world worship as their Savior.



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2013 Advertising 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"
*America’s Civil War, Aviation History,
British Heritage, 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"
American History, Civil War Times, 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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2013 Advertising 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"	N/A
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

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

*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



FTP LOG-ON CREDENTIALS

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

User Name: **u43963642**

Password: **!1T?n3WrUL3z**

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.

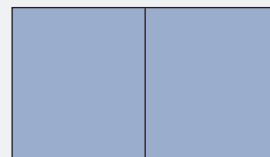
NOTE: If you are sending more than one file, it is highly recommended that you place all files into a single folder, then place the folder onto the FTP site. After uploading to the FTP site, you must contact the person listed below to inform them you have uploaded your ad and provide them with the file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

FTP CONTACT INFORMATION

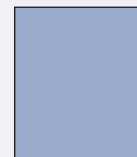
Karen Bailey

karen.bailey@weiderhistorygroup.com

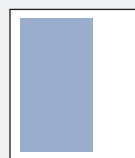
703-779-8301



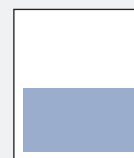
2-Page Spread



Full Page



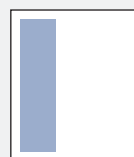
2/3 Page



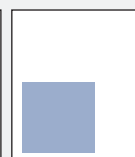
1/2 Horizontal



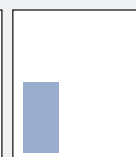
1/2 Vertical



1/3 Vertical



1/3 Square



1/6 Vertical



1/6 Horizontal



WEIDER HISTORY GROUP
HISTORYNET.COM

Live the history.

2013 Advertising Specifications

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.



WEIDER HISTORY GROUP
HISTORYNET.COM

Live the history.

WHG Goes Digital!

Digital magazines are the perfect “print extender!”

Print advertisers are included in the digital magazines, increasing their exposure to a unique audience.



Viewable on most platforms such as PCs, tablets, and smartphones.



Digital editions of WHG magazines are available for purchase through the providers below:



WEIDER HISTORY GROUP
HISTORYNET.COM

Live the history.

HistoryNet.com Network



The online destination for more than 800,000 history buffs.*

The internet's leading authority on history.



The #1 site for information and insights on all facets of military and social history. From Alexander the Great to Afghanistan, the Revolutionary War to the Industrial Revolution, and World War II to the Civil War, HistoryNet.com is the place to find accurate, thought-provoking articles and commentary.

Plus:

- History book, movie, miniseries and DVD reviews
- Discussion forums and online polls where enthusiasts can share their ideas and opinions
- Daily quiz
- Archives of over 5,000 articles from the eleven Weider History Group magazines

Traffic and Demographics:

Male.....74%
 Median HHI \$77,000
 History buffs96%

The interactive site for strategists, gamers and history enthusiasts.



ArmchairGeneral.com features in-depth articles on military history and analyses of current events written by experts in the field.

ArmchairGeneral.com lets the reader...

- Experience history's greatest battles
- Step into the shoes of our greatest military leaders and plan the battles, strategy and tactics....and face the consequences.

Plus:

- History book, movie, miniseries and DVD reviews
- Video game reviews
- Online Polls
- Opinion Forums

Traffic and Demographics:

Male.....98%
 Median HHI \$65,000
 History buffs 97%

AVERAGE MONTHLY PAGE VIEWS* (BOTH SITES)..... 2.2 MILLION
AVERAGE MONTHLY UNIQUE VISITORS* (BOTH SITES)..... 800,000



WEIDER HISTORY GROUP
 HISTORYNET.COM

Live the history.

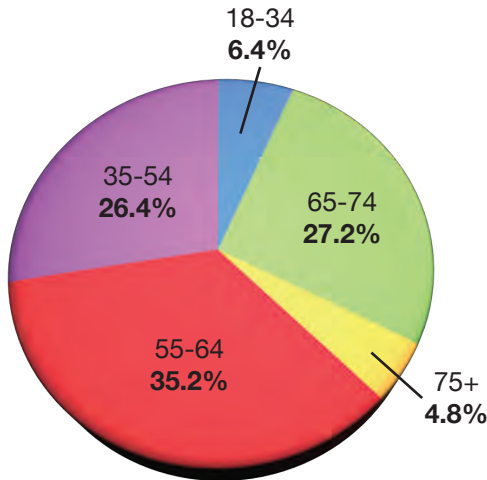
*As measured by Google Analytics

Revised 05/31/2013

Great Demographics

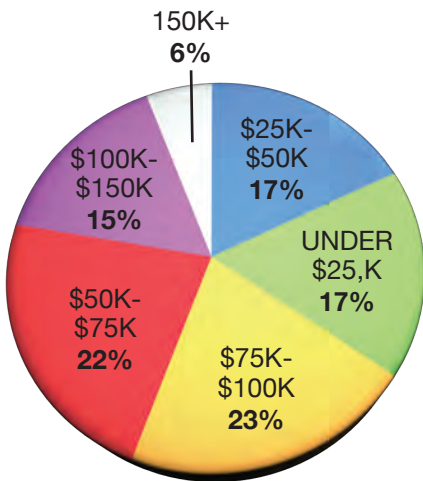
Our new survey of registered HistoryNet.com users netted some interesting results — and great news for advertisers. HistoryNet.com users are 90% male, and almost 30% of them visit the site every day. Here are some more great statistics:

Age



Median Age: 61

Household Income



Median HHI: \$77,000

HistoryNet.com Users Want to Further Their Education

High school graduate or less.....4.8%
 Special or technical training4.0%
 Some college/Associate degree.....29.6%
 College graduate (Bachelor's degree) ...24.0%
 Graduate studies5.6%
 Graduate degree (Master's/PhD).....31.2%

Currently taking or plan to take in the next year any educational courses or ddegree programs in the following areas:

Online education12%
 History/military history.....38%

Interested in pursuing an online continuing education degree in:

History/military history.....39%



WEIDER HISTORY GROUP
 HISTORYNET.COM

Live the history.

It's A Buyer's Market

Reach An Engaged Audience

VERY INTERESTED in seeing ads for on the HistoryNet.com web site:

Classes/schools	18%
History-oriented tours and travel.....	42%
Books	70%
Memorabilia.....	37%
Military artifacts	35%

Products and services bought or would be interested in buying from the Web site:

Books	63%
Interactive games/PC war games	22%
Videos/DVDs	51%

Target the History Collector

Collects the following:

Militaria	13%
Books	64%
Historical memorabilia.....	27%
Antique guns/collectible firearms	19%

Amount spent on collectibles in past year:

Up to \$1,000.....	79%
\$1,000-\$2,000	20%

Purchases history-themed movies and documentaries on DVD:

Yes	75%
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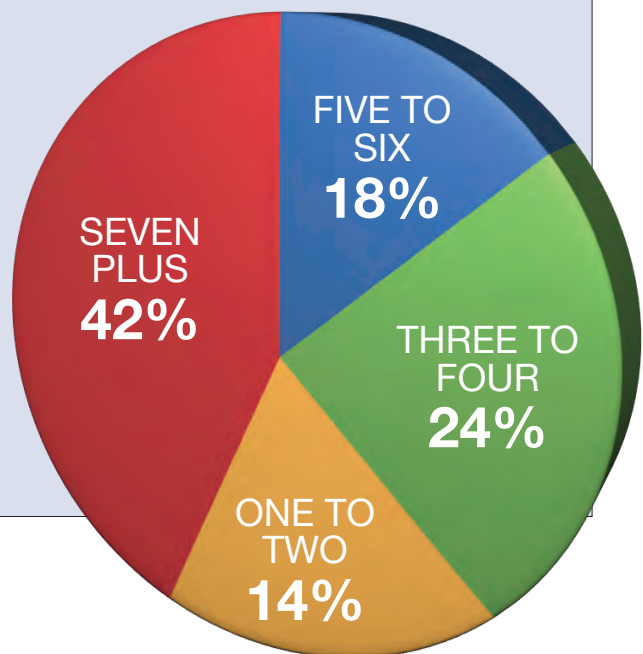
Number of DVDs purchased in past three months:

One to two.....	63%
Three to four	21%
Five or more	16%

Listens to audiobooks:

Yes	36%
-----------	-----

Number of books read and/or purchased in past three months



WEIDER HISTORY GROUP
HISTORYNET.COM

Live the history.

Reach Over a Million History and Heritage Travel Enthusiasts!

Travel

Domestic vacations of more than one day taken in past 12 months:

One.....	21%
Two	26%
Three	14%
Four or more.....	10%

Planned or taken a trip to any historical site as a result of seeing it in an advertisement or article on HistoryNet.com or one of the print publications:

Yes.....	34%
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Types of events expected to attend in the next 12 months:

Re-enactments and history events	52%
Museums.....	72%

National parks	51%
National battlefields.....	48%



WEIDER HISTORY GROUP
HISTORYNET.COM

Live the history.

Sponsorship and Advertising Opportunities

Live the History Enewsletter



50,000 subscribers; sent out twice monthly. Rectangle and leaderboard banner ad space available.

Heritage Travel Directory



Home page link directs heritage travel enthusiasts to an exclusive landing page with your image/ad, destination description and link!

AD SIZES AND RATES

<p>SKYSCRAPER 160 x 600</p>	<p>LEADERBOARD 728 x 90</p>	<p>HALF-PAGE BANNER: 300 x 600</p>
<p>RECTANGLE 300 x 250</p>	<ul style="list-style-type: none"> • \$10 CPM for banner impressions • E-newsletter rates: \$750 to place banner in e-newsletter 1x 	



WEIDER HISTORY GROUP
HISTORYNET.COM

Live the history.

HistoryNet.com Network

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, swf (connector only)

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 or .jpg

Heritage Travel Directory, Book and DVD Guide, Heritage & History Auction Guide:

Provide 300x250 JPEG, URL and 25 words of copy.

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). Maximum 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/>

Material Submission:

Please submit your materials five (5) business days before the start date of a campaign to:

Main Site and email ads:

Brian.King@weiderhistorygroup.com

Heritage Travel Directory, Book and DVD Guide, Heritage & History Auction Guide:

Kurt.Gardner@weiderhistorygroup.com

Make sure to provide a contact email address which you'd like us to inform when your campaign goes live. We reserve the right to reject any banner, URL or other creative element.



WEIDER HISTORY GROUP
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