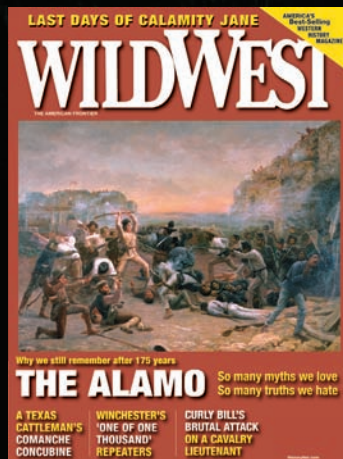
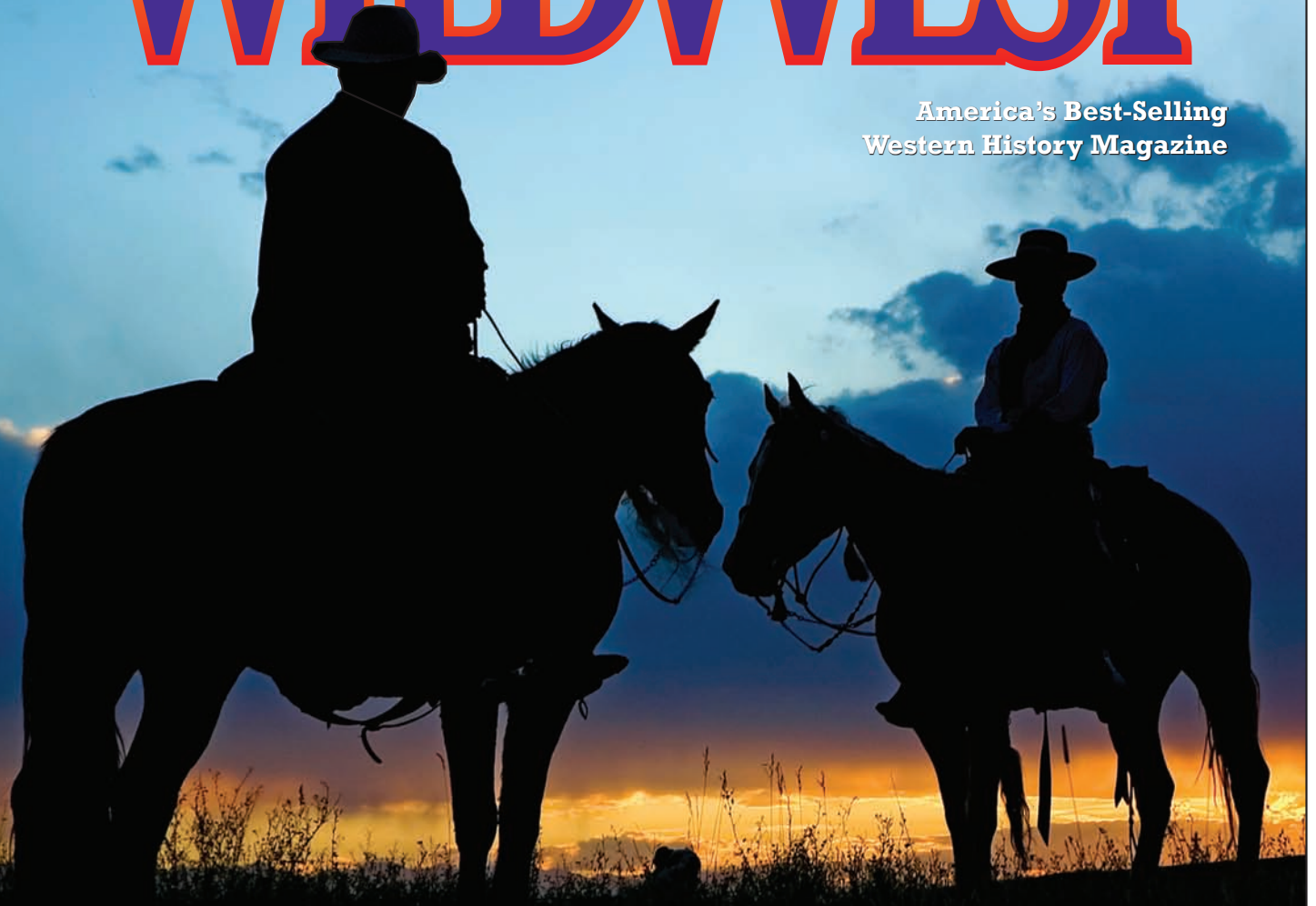


WILD WEST

America's Best-Selling
Western History Magazine



AND
American
History

WILD WEST

America's Best-Selling Western History Magazine



From the Editor

Dear Advertiser,

We at *Wild West* love the *wild and woolly stuff*—the shootouts, the saloon brawls, the cattle stampedes, the range wars, the cavalry-Indian fights, the gunfighters and lawmen, the mountain men and the grizzly bears. And naturally every issue of the magazine is loaded with action and danger.

But we also celebrate the everyday men and women pioneers who carved out homesteads on the frontier, the struggles of Nez Perce Chief Joseph and other American Indians to maintain their homelands and traditional ways, the explorers, the settlers, the entrepreneurs, the newspapermen and newspaperwomen, the grandeur of Wyoming's Yellowstone and California's Yosemite, Western artists and writers, the boomtowns and the ghost towns, the horses and the mules.

In short, our magazine chronicles all aspects of the American frontier west of the Mississippi, mostly between the time Lewis and Clark boldly set out to the Pacific Ocean in 1803 until New Mexico and Arizona territories became states in 1912, but sometimes going back to earlier times (the Comanches began confronting the Spanish in the Southwest as early as Coronado's expedition of 1540) to more recent times (the famous lawman Wyatt Earp didn't die until 1929 in Los Angeles, when his pall-bearers included Western silent film stars Tom Mix and William S. Hart).

Recently at *Wild West* we have covered the 150th anniversary of the Pony Express, the 175th anniversary of the Alamo and the 134th anniversary of the Battle of the Little Bighorn and spent quality time with the likes of Grizzly Adams, Tiburcio Vásquez, Quanah Parker, Calamity Jane, Butch Cassidy, Rain in the Face, Frederick Benteen, Morgan Earp, Davy Crockett and Jack Slade.



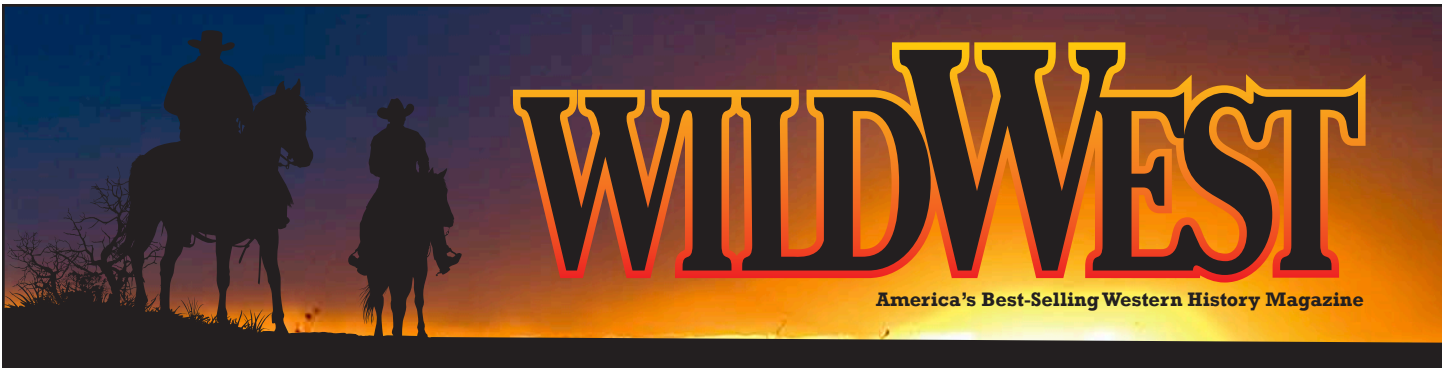
Bodie, California Ghost Town

We cover the goings-on in such famous Old West hotspots as Gold Rush San Francisco, Dodge City, Kansas, Denver, Colorado, Tombstone, Arizona Territory, and Deadwood, Dakota Territory, but we don't neglect such largely overlooked places as Tascosa, Texas (once more deadly than the aforementioned cities) Stoneville, Montana Territory (scene of a Valentine's Day shootout) and Gallatin, Mo. (where Jesse James once robbed a bank and where a young lawyer in turn helped a farmer sue the famous outlaw). Anyone who loves Western frontier history turns first to *Wild West* Magazine and more often than not reads it cover to cover, including the advertisements.

Gregory Lalire
Editor, *Wild West*



WESTERN HISTORY GROUP
LIVE THE HISTORY



Wild West Readers Are Avid Travelers!

What are *Wild West's* 194,000 readers doing when they're not reading about historic events and locations?

VISITING THEM!

Our readers are 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...

- Two out of three plan to visit historical sites within the next year
- 97,000 of them will visit museums
- 76,000 of them will travel to special events and reenactments

And last year 82,000 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.

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

Historical Sites	60%
Museums.....	50%
National Parks	53%
Reunions/meetings/seminars.....	30%
Special events/reenactments.....	39%
Trade shows	13%

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 *Wild West***

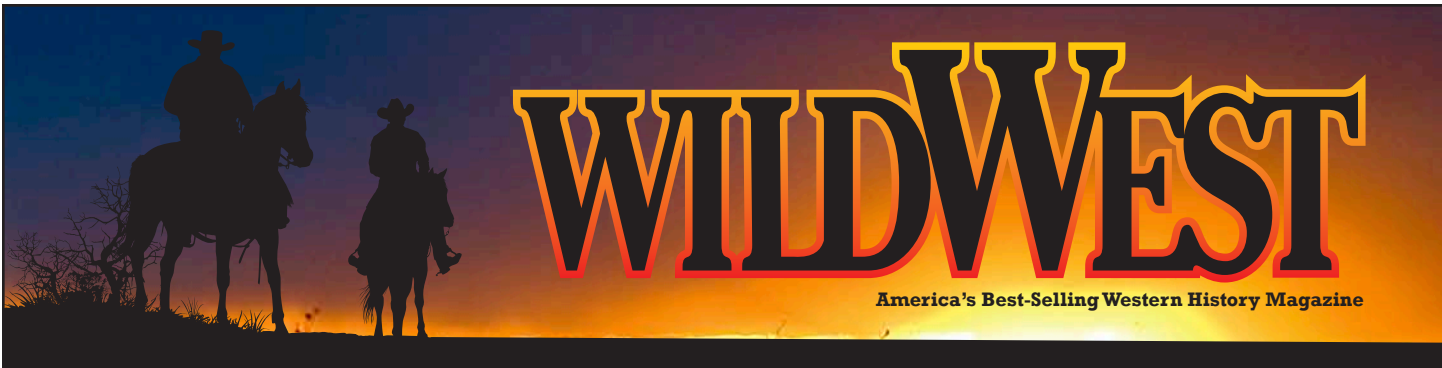
82,000 visitors.....	42%
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Yosemite National Park, California



WESTERN HISTORY GROUP
LIVE THE HISTORY

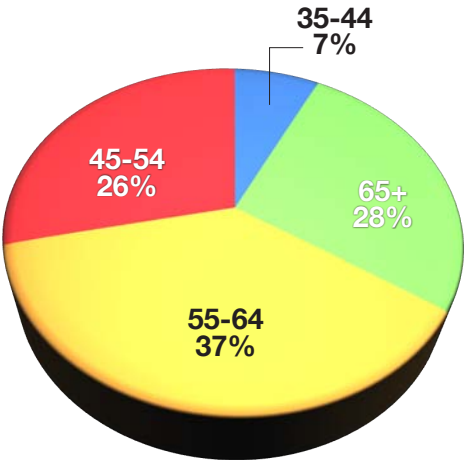


Reader Demographics

GENDER

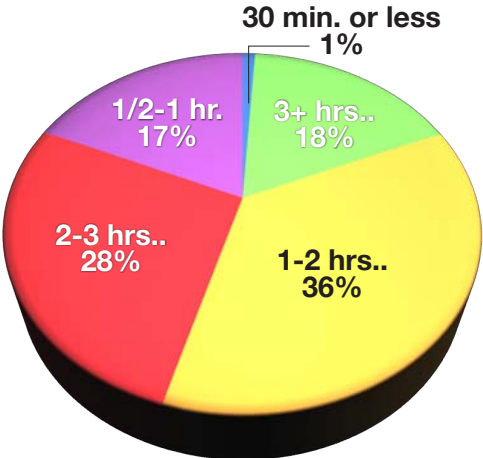
Male..... 87%
 Female..... 13%

AGE



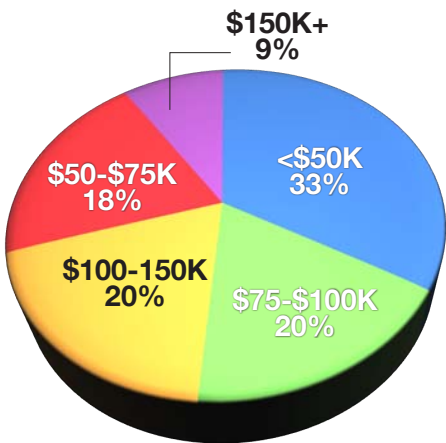
MEDIAN AGE..... 48.3

READING TIME



MEDIAN READ TIME ...1 HOUR, 35 MINUTES

HOUSEHOLD INCOME



MEDIAN HHI.....\$70,900

EDUCATION

Some college..... 33%
 College graduate 50%

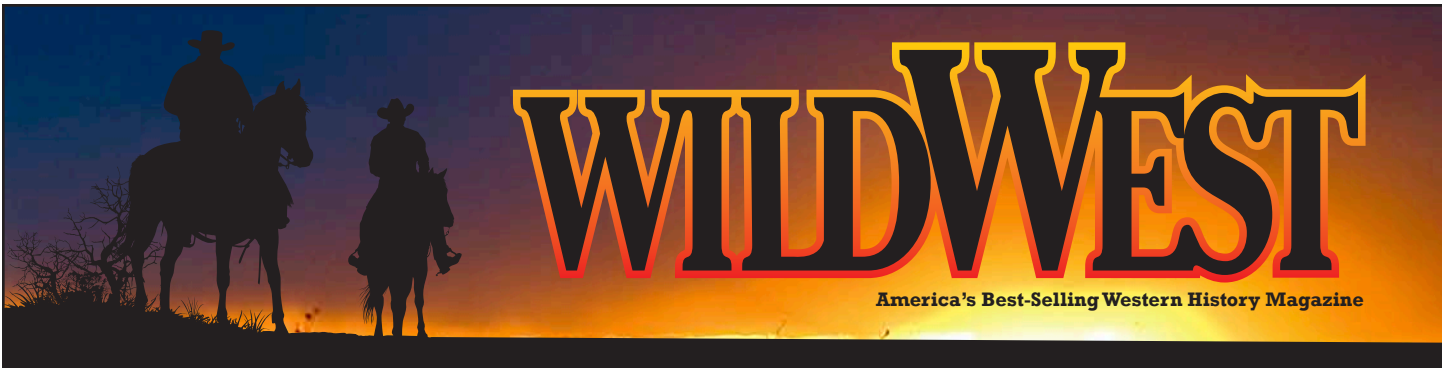
MARITAL STATUS

Never married..... 7%
 Married/living with partner..... 80%
 Legally separated/widowed/divorced 13%



WESTERN HISTORY GROUP
 LIVE THE HISTORY

Source: June 2010 subscriber survey, Steven Flans & Associates



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
BOOKSELLERS

MAGAZINE RANKING History Category

TITLE	DEC-OCT 2009 RANKED BY POS REVENUE
<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



WEIDER HISTORY GROUP
LIVE THE HISTORY

WILD WEST

America's Best-Selling Western History Magazine

Wild West Regularly Features Travel and Tourism Editorial

GO WEST!

Canyon de Chelly National Monument, Arizona

GHOST TOWNS

Schellbourne, Nevada

By Les Kruger

In 1859 the Pony Express built a station on Schell Creek in central Utah Territory (present-day Nevada). In June 1860, after raiding Paiute Indians killed the stationmaster and two attendants, the Army established a post (later named Fort Schellbourne for its founding commander, Major A.J. Schell). Soldiers abandoned the fort in 1862 as the Paiute danger subsided.

• Elijah Nichols "Uncle Nick" Wilson is credited as the first rider out of the Schell Creek Station for the Bridging Pony Express. He claimed to have survived several attacks with Indians and once took an arrow to his head, though he escaped serious injury and arrived at Deep Creek, the terminus of the Schell Creek run, with his mules and mail intact. (The mules, leather saddlebags, hung over the flanks of each horse, suspended by the saddle horn, which protruded through a hole in the strap.)

• When the Pony Express folded in October 1861, the Overland Stage commanded the station, using it as a regular stop until 1893. Ironically, the station sat on the route of the national telegraph line that helped bring about the eventual demise of the mail service.

• In 1865 the local vigilance committee hanged two horse thieves at Schell Creek Station. The ruffians had kidnaped three men with axes and then tried to obscure the murders by mutilating the victims' faces and hiding their bodies



This circa-1860s brick building was likely Schellbourne's original Overland Stage station stop. It was razed in 1933.

in the sagebrush. An area rancher rounding up his own stray cattle found the dead men. Ranchers soon located the bloodstained ruffians and returned them to the station, where they confessed. Vigilantes threw the ruffians into the cauldrons a week later, on June 13, 1865.

• The Overland stopped running in 1893, but the fort earned a reprieve when prospector James M. Mahan discovered silver here in early 1871. The assay results were sufficiently rich to merit growth of the "town," now called Schellbourne. By 1872, in addition to the original stage station and accompanying corral, the community boasted four or five saloons, two law offices, a Wells Fargo office, two boarding houses, scattered line cabins, aivery stable, two osteries and a mercantile store.

• At its peak, the mining camp population approached 400. The Schell Creek Prospect rolled out its first edition in July 1872 but only lasted seven months — with brief Hispanic reflections, the fly-by-night fortunes of the town. Soon, discovery of a more viable silver deposit in Cherry Creek, five miles across Snake Valley, prompted a mass exodus as Schellbourne's miners, stamp mill, equipment and buildings all appeared and relocated to the new strike site.

• Schellbourne wasn't wholly abandoned. Some miners remained to work on their claims, although the town comprised barely 50 residents. In 1948 The Complete Official Road Guide to the Lincoln Highway referred

to it as "a ranch and post office." The post office finally shut its doors in 1955, when the population dipped below 20.

• Time and weather took their toll. By 1959 the old Pony Express station—once packed with wayfarers on the Overland Stage and protected by the soldiers of Fort Schellbourne—had deteriorated to year repair and was razed. Residents have since torn down other buildings, including the Wells Fargo office, out of concern for safety. The few remaining ruins are on private property.

• To mark the 150th anniversary of the Pony Express, Schellbourne, now centered on the Schellbourne Station Motel & RV Park on US-93, welcomed mounted reenactors. The contemporary riders used GPS signals to pinpoint the station, while many of historians marveled that along the old delivery route during daylight hours.

The author expresses his gratitude to June Skaggs for her research on the 1862 Schell Creek Station. Archiving, Reconstructing Official Road Guide to the Lincoln Highway referred

Clockwise from top left: A sign off Highway 93 beckons 21st-century travelers; the Schellbourne Station; far left, three miles west of the original stage stop, the owner claims the entire structure was relocated from old Schellbourne; this ceased to reach house, a half-mile north of the former downtown, is nearly all that remains of Schellbourne; a view of the corral and stable behind the ranch house (Schell Creek flows through the property); the Pony Express ran through Schellbourne from April 1860 to October 1861. Photos: Alfred the saddlemaster and two attendants here in June 1860, prompting the U.S. Army to establish a fort.



WILD WEST DECEMBER 2014

COLLECTIONS

The Grand Museum of the Fur Trade Is Nebraska's 'Jewel on Bordeaux Creek'

Its trove of artifacts celebrates a hair-raising era by Linda Wassenaar

Call it the early Wild West, a time of no-swing-and-dance western fur-flying adventures when men were men and beavers were beavers. By the beginning of the 18th century, French, Dutch and English traders were pushing into the North American interior in search of the beaver, whose fur was used to make hats and coats. The United States joined the race for beaver as country's and didn't get serious about it until 1806, after Meriwether Lewis and William Clark had completed their expedition to the Pacific Ocean. From the Missouri River launch, trappers and trappers played a major role in the eventual settlement of the West. By the 1840s, all had seen the traps and beavers and never have we all but forgotten. But the museum of the main man ever seen on the site of the Museum of the Fur Trade, just east of Chadron in the northern Nebraska Panhandle.

Since 1935 the museum, founded by Charles E. Hanson Jr., was the heart of the Western fur trading region, has shown that industry from its individual origins to its decline. It occupies the site of James Beaudry's original trading post, established in 1837 for the American Fur Co. A reconstructed trading post sits atop the original foundation, while the museum complex houses the main exhibits. From its inception, Hanson held the advice given him: "The size of the museum should be as much as you can afford." A small museum can be either a junk pile or a jewel. It's up to your board to decide which it shall be. To that end, the museum board has focused on research and educational outreach.

The Museum of the Fur Trade covers far more than just local ground. Exhibits deal with all things related to the fur trade in the Pacific Northwest, Alaska, Canada, the



The Museum of the Fur Trade delivers the frontier goods, with more than 6,000 artifacts.

Great Lakes, the Rockies and the Southwest and as far east as Connecticut, British, French, Russian and Spanish traders got their feet, as do American traders, Indians and others.

The job might have gone toward rather fabulous items, but all that mattered to the voyagers and mountain men was the money they could make by meeting demand. For well over 100 years, by prospecting and gathering in Europe or the Eastern United States appeared in public without his beaver hat, and women during the same period adorned their clothing with beaver fur.

The museum collection includes more than 6,000 artifacts—such typical trapper items as axes, knives, guns and snares, as well as the blankets, clothing and beads that belonged to the Indians who traded and rendezvoused with these early frontiersmen. Virtually every type of item exchanged between American, European and Indian traders is on display. Among the more unusual items are quilt smoothers, ginkles for drilling holes and game boxes. Visitors can also browse rare maps, contracts and documents from the fur trading companies, as well as U.S. government records that document the Indians.



The museum is loaded with treats of the trade, including (clockwise from top) a rifle manufactured by S.S. Locke & Co., a beaver pipe that belonged to David Cook of the Hudson's Bay Co., a beaver pipe that belonged to Big Bear, a hunter of the 1880s North-West British Columbia, and a double-barreled gun a double-barreled Hudson's Bay gun that belonged to a Hudson's Bay officer.

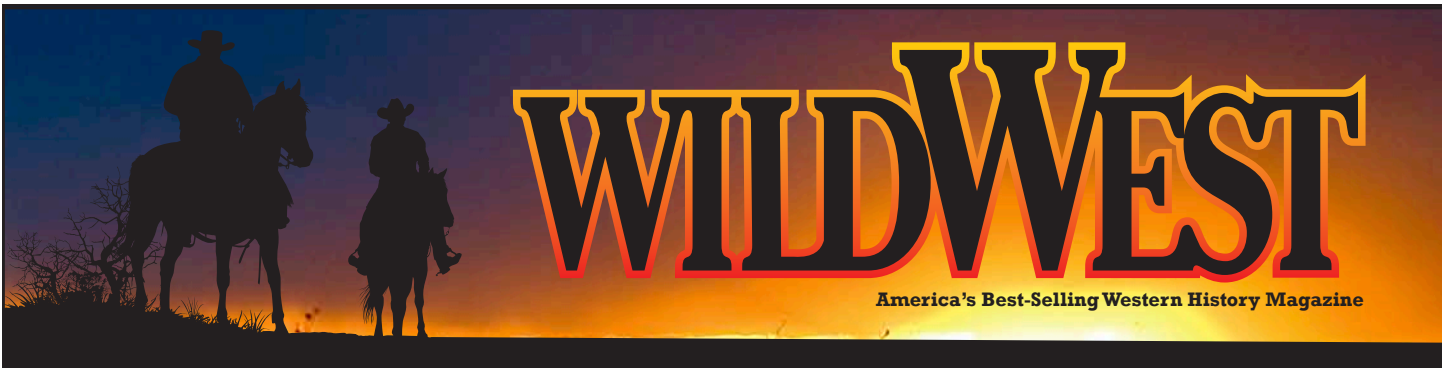
Tenille were among the most prized trade goods. From clothing to blankets, the museum boasts one of the world's most comprehensive collections of furbies. The oldest known trading blanket stands out. Other notable items include a New Mexican woven serape from 1830 and beaver drinker coats from 1826. Manitoba, Canada. Silver buttons, a beaver trade item by 1720, and Indian warblers of such rarities as Young Man Ahlaid of the Hudson's. Shawnee Chief Tecumseh, mountain man K.C. Cannon and Canadian trader John Kinzie.

The Museum of the Fur Trade is on U.S. Highway 20, three miles east of Chadron, an hour's drive northwest of Fort Robinson State Park. The museum is open 8 a.m. to 5 p.m. every day from May 1 through the end of October and otherwise by appointment. For more information visit www.furtrade.org, call 308-432-3443 or e-mail museum@furtrade.org.

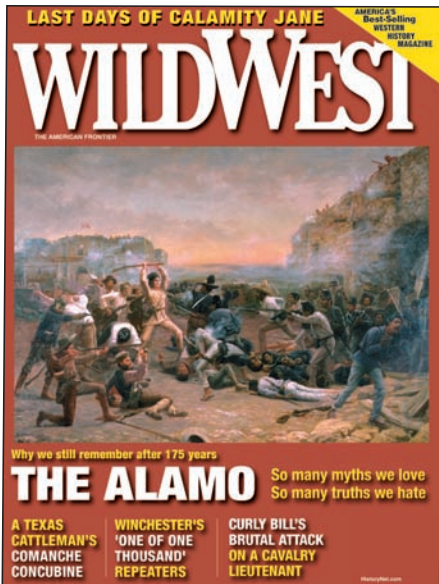
Each month we whet readers' appetites with visits to intriguing and historic Western destinations, including ghost towns, museums and scenic wonders.



WILDER HISTORY GROUP
LIVE THE HISTORY



Editorial Calendar



About The Magazine

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
 Paid Circulation: 48,500
 Total Audience: 196,000
 US Single Copy: \$5.99
 Subscription: \$39.95/yr.

Demographics

Gender
 Male..... 87%
 Female..... 13%

Education
 Some college..... 86%
 College graduate..... 63%
 Median age..... 57
 Median household income..... \$83,150
 Median read time..... 1 hour, 57 minutes

Departments

- Ghost Towns
- Guns of the West
- Collections
- Go West
- Art of the West
- Westerners

OCTOBER 2011

Ad Close: 6/14/11 Materials: 6/21/11 On Sale: 8/9/11

COVER STORY: *Texas Badmen*

FEATURES

Emma Masterson, wife of Bat Masterson, a lawman/gambler in Dodge City, Kansas and Colorado)

Walter Noble Burns

The author of books about Billy the Kid (**New Mexico**), Wyatt Earp (**Arizona**) and Murrietta (**California**).

Art of the West: Tim Trask

Ghost Town: Segoe, Utah

Guns of the West: Remington Model 1890

Go West: Allen Street, Tombstone, Arizona

DECEMBER 2011

Ad Close: 8/16/11 Materials: 8/23/11 On Sale: 10/11/11

FEATURES

Elliott Affair in Custer's Battle of the Washita (Cheyenne, **Oklahoma**)

Woman Reporter at Wounded knee

Art of the West: Charlie Norton

Ghost Town: Coloma, California

Go West: Glacier National Park, Montana

Guns of the West: Pistols Used By Ladies of the Evening

Pioneers & Settlers: The Sourdough mountain exploring expedition in early Alaska

FEBRUARY 2012

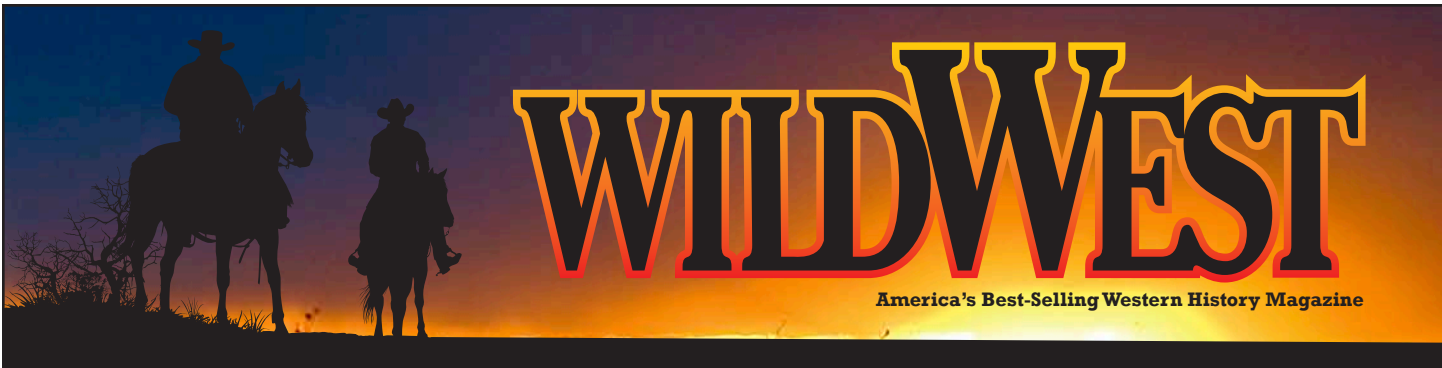
Ad Close: 10/11/11 Materials: 10/18/11 On Sale: 12/6/11

150th ANNIVERSARY OF THE HOMESTEAD ACT

Collections: Four museums devoted to Laura Ingalls Wilder ("Little House on the Prairie" author) in Mansfield, Missouri; Walnut Grove, Minnesota; De Smet, South Dakota; and Burr Oak, Iowa.



WESTERN HISTORY GROUP
 LIVE THE HISTORY



Advertising Information

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

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

ISSUE DATES

AMERICAN HISTORY

Issue	Ad Close	Materials Due	On Sale Date
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
Apr 2012	12/13/11	12/20/11	2/7/12
Jun 2012	2/7/12	2/14/12	4/3/12
Aug 2012	4/10/12	4/17/12	6/5/12
Oct 2012	6/5/12	6/12/12	7/31/12
Dec 2012	8/7/12	8/14/12	10/2/12
Feb 2013	10/9/12	10/16/12	12/4/12

WILD WEST

Issue	Ad Close	Materials Due	On Sale Date
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
Apr 2012	12/13/11	12/20/11	2/7/12
Jun 2012	2/7/12	2/14/12	4/3/12
Aug 2012	4/10/12	4/17/12	6/5/12
Oct 2012	6/12/10	6/19/12	8/7/12
Dec 2012	8/14/10	8/21/12	10/9/12
Feb 2013	10/9/12	10/16/12	12/4/12

AD SIZES

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

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)

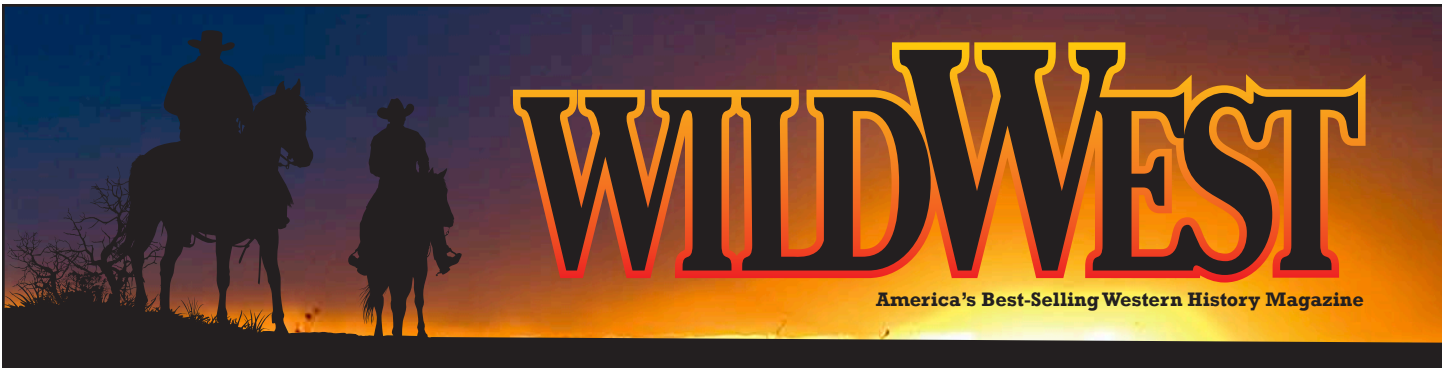
FTP is a simple way to transmit large files over the Internet. It is ideal for advertisers with high-speed Internet connections to send

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
 LIVE THE HISTORY

* All rates are gross. Cover 4: add 20%. Cover 2: add 15%. B&W rates: 4C rates minus 15%.



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
- Perfect Bound: Trim 7 7/8" x 10 1/2"
Wild West

- 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.

FTP LOG-ON CREDENTIALS

Host Site Address: <ftp://ftpw hg.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

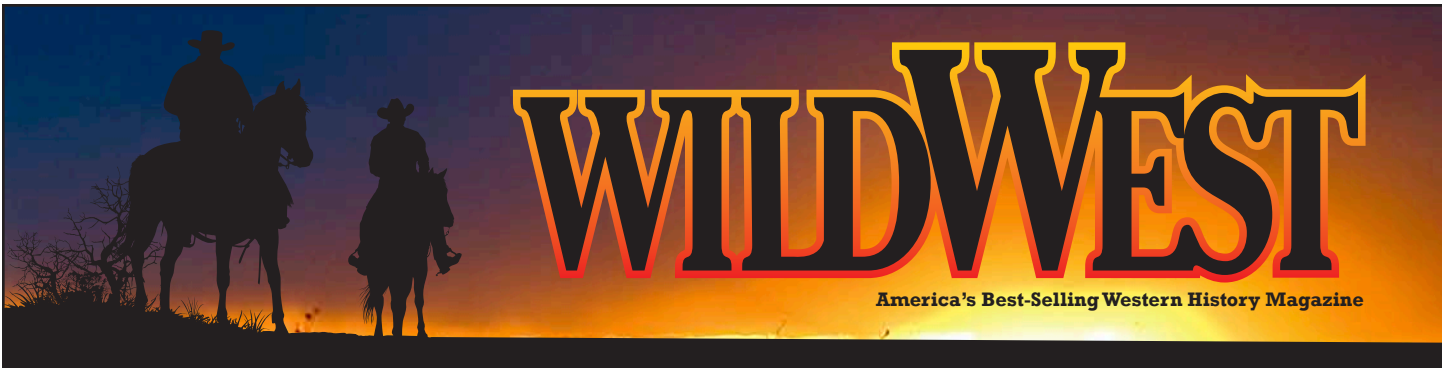
Karen Bailey

karen.bailey@weiderhistorygroup.com

703-779-8301



WEIDER HISTORY GROUP
LIVE THE
HISTORY



HistoryNet.com



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:

Monthly impressions	6 million
Uniques per month	600,000
Male	74%
Median age	42
Median HHI	\$65,000
History buffs	96%

SPECIAL ADVERTISING OPPORTUNITY

Spring 2011
HERITAGE TRAVEL
Directory

If you're looking for historical sites to visit, upcoming events and places with historical tours, make this your first stop. Heritage Travel is a wonderful way to enrich your experience of history...check out these terrific destinations.

<p style="font-size: x-small;">Unlock the Secrets of America's Secret City! Learn about the Manhattan Project, the end of WWII, and how the U.S. became a Super Power.</p>	<p style="font-size: x-small;">Eleventh President James K. Polk Ancestral Home, Civil War sites, historic antebellum homes, unique eateries and more, all just 40 minutes south of Nashville.</p>	<p style="font-size: x-small;">A true "antebellum encyclopedia" just steps from Memphis & Tunica featuring historic home tours, museums, camping, galleries, shopping, a one-of-a-kind shrine to Elvis and more!</p>
<p style="font-size: x-small;">Guided tours of Canton Plantation, including garden and Confederate cemetery; The Carter House and Lotz</p>	<p style="font-size: x-small;">Step back through history and learn how the Chickamauga Campaign helped shape the direction of the Civil War. Click banner</p>	<p style="font-size: x-small;">Since 1889 over 15 million people have crossed its threshold. We invite you to The Hermitage, Home of President</p>

Heritage Travel Directory

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



WEIDER HISTORY GROUP
LIVE THE HISTORY



HistoryNet.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, 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

Text Advertisement:

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

Heritage Travel/Museum Page Listing:

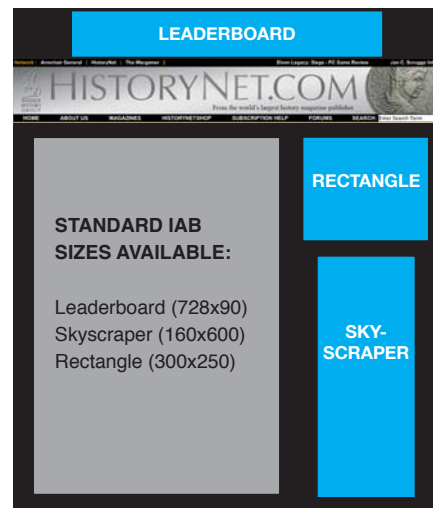
Provide 300x250, URL and 25 words of copy

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/>

Other Design Considerations:

Please submit your materials five (5) business days before the start date of a campaign to Brian.King@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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AMERICAN HISTORY READERS ARE AVID TRAVELERS!

What are *American History's* 180,000 readers doing when they're not reading about historic events and locations?

VISITING THEM!

Our readers are 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...

- Two out of three plan to visit historical sites within the next year
- 97,200 of them will visit museums
- 55,800 of them will travel to special events and reenactments

And last year over 43,000 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.

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

Historical Sites	65%
Museums.....	54%
National Parks	47%
Reunions/meetings/seminars.....	36%
Special events/reenactments	31%
Trade shows	11%

Not only do they travel, they look through our publication 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 AMERICAN HISTORY

43,200 visitors.....	24%
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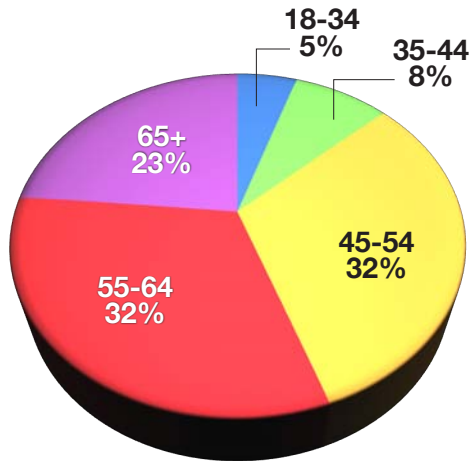


READER DEMOGRAPHICS

GENDER

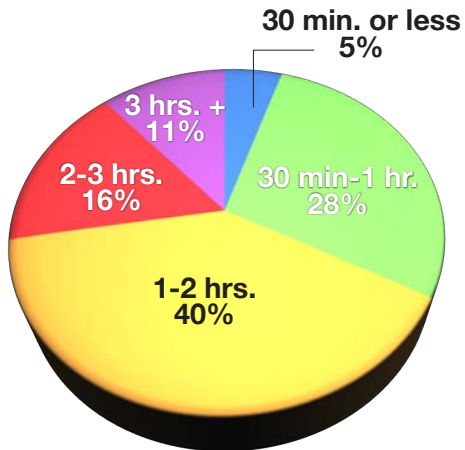
Male..... 73%
 Female..... 27%

AGE



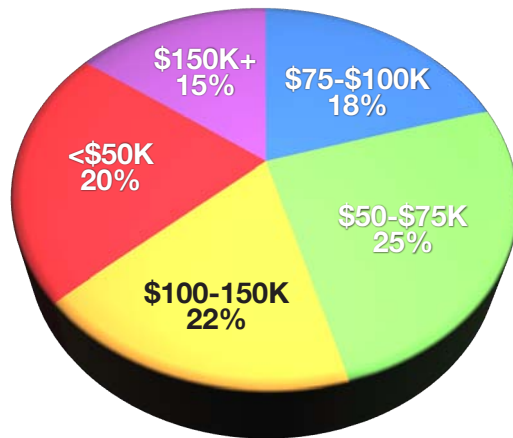
MEDIAN AGE..... 48.3

READING TIME



MEDIAN READ TIME ...1 HOUR, 35 MINUTES

HOUSEHOLD INCOME



MEDIAN HHI.....\$98,250

EDUCATION

Some college..... 19%
 College graduate 75%

MARITAL STATUS

Never married..... 15%
 Married/living with partner..... 70%
 Legally separated/widowed/divorced 15%



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Source: June 2010 subscriber survey, Steven Flans & Associates

AMERICAN HISTORY

AMERICAN HISTORY REGULARLY FEATURES TRAVEL AND TOURISM EDITORIAL



Washington's Frontier
A whiskey maker at the restored Mount Vernon distillery from 1797, where the first American whiskey was made. In 1799 George Washington's whiskey sales topped \$1,500, a record for that era.

The problem was yeast. Today, distillers use their whiskey in oak barrels for years, so the process liquid can slowly mellow, a process that flavors the whiskey with what connoisseurs like to call "subtle notes of caramel and vanilla." But back in 1799, Washington aged his whiskey for a minute or two before selling it—a quicker, cheaper process that flavored his hooch with notes of bitterness and impurities.

"It was a pretty sharp taste," Pogue said. He was being careful. Actually, Washington's whiskey, like nearly all American whiskeys of his day, was not yet—credit distiller that burned the throat, stung tears from the eyes and produced a hangover that made a drinker feel like he'd been beaten by an angry man.

But that didn't hurt sales any. In 1798 Washington unloaded 4,000 gallons of his white lightning at about 50 cents a gallon. In 1799, the last year of his life, he nearly tripled production, selling 11,000 gallons.

"Thank for this article (in these parts) to break."

Washington wrote to his nephew, "This drink demand had a fate. He had to add in who refused it to customers or rats, who made it. But it a long way down there. What is now brewed as the great. I recently had a drink on what promised to be a top in three days, with each day to sample by various people risk serious liver damage for history of whiskey in Amer."

"I'd like to welcome Jimmy Russell said in his as he had in Lanes Will Turkey, Russell, 74, he distiller" of hooch to make overly manner and a thick appropriate for a man whose whiskey pretty much full in. Inside the distillery, one could see great vats that is outside and smelled like an. Actually, it was cornmeal, rye, malted barley and was broken must be made from percent corn. After yeast in the mix, it ferments for the becoming, in essence, how is distilled to make a craft not unlike Washington's wh. Then this "distiller" is pro and barrel made of sherry and aged for at least four y. "The day it's made, it's d water," Russell said. "At the



Inspired by the past, Thomas Jefferson created more than a classic American house

Revolutionary Spirits

Whiskey had a staggering effect on our history from the get-go. By Peter Carlson



George Washington slept here. He also made whiskey here, very bad whiskey. When Washington returned to Mount Vernon in 1797 after serving two terms as president, his Scottish plantation manager, James Anderson, suggested that he use the farm's excess grain to make whiskey. Washington agreed and his slaves were put to work erecting a 75-by-30-foot distillery. The building burned down in 1814, but was restored in 2007. Dennis Pogue, Mount Vernon's associate director, recently had a grand tour of the building, where five copper stills sat in brick fireplaces near big wooden tubs used to ferment grain before distilling. "George Washington's whiskey was rye whiskey," Pogue said. What he didn't say was that Washington's whiskey was also wretched whiskey.

48 AMERICAN HISTORY JUNE 2010

PHOTO: MICHAEL HUNTER/SHUTTERSTOCK

ONE DAY IN 1757, a Virginia tobacco planter and surveyor named Peter Jefferson died, leaving thousands of hilly, wooded acres to his 14-year-old son, Thomas. The lanky, red-haired heir already felt a special attachment to a part of that land—a little hill, just 807 feet high, that the neighbors called Tom's Mountain because he could often be found there alone with his books. And now young Thomas Jefferson owned the mountain. He could do with it whatever he wished. What he wished was to



Monticello

The House of the Future

by Jack McClintock

50 AMERICAN HISTORY OCTOBER 2009

PHOTO: MICHAEL HUNTER/SHUTTERSTOCK

Salem Witch House

Ghosts inhabit the historic home of hanging judge Jonathan Corwin, but not the ones you might expect.

Text by Robert Strass
Photography by Geoffrey Gross

When Jonathan Corwin and the widow Elizabeth Gibbs wed in 1675, they needed a house to match their status as heirs to two prominent Puritan families who made their fortunes in the shipping trade. She brought her three children from Boston to his native Salem, then the shipping capital of the northern colonies, and they settled in a house that featured three steep gables, vaulted ceilings and a massive central chimney. "It was quite grand by Salem standards, befitting the status of Corwin and his wife," says Elizabeth Prousen, director of what has come to be known as the Witch House.

Corwin's eternal claim to infamy is that he served as one of the judges who condemned 19 people to death during the 1692 Salem witch trials. Legend has it that some of the examinations accused witches were conducted in the dining room of the house, but Prousen says Corwin's meticulous records of expenditures indicate the proceedings took place elsewhere. Nevertheless, there is a fascinating atmosphere in the house that she attributes to 11 deaths that occurred during the four decades the Corwin lived there. "Corwin may have been a frightening person by modern



The Jonathan Corwin House is the last surviving structure in Salem, Mass., with a direct connection to the infamous witch trials of 1692.

64 AMERICAN HISTORY

OCTOBER 2011 65

American History travels around the country to provide fascinating facts about America's most famous historical sites.



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EDITORIAL CALENDAR



About The Magazine

American History is the leading popular magazine devoted to exploring the rich texture of the American experience through engaging writing, outstanding photography and artwork. Lively story-telling, thoughtful essays and eyewitness accounts bring America's past alive in each entertaining issue.

Frequency: 6x year
Paid Circulation: 45,000
Total Audience: 180,000
US Single Copy: \$6.99
Subscription: \$39.95/year

Demographics

Gender
 Male..... 73%
 Female..... 27%

Education
 Some college..... 94%
 College graduate..... 75%

Median age..... 54.3
 Median household income \$97,900
 Median read time..... 1 hour, 36 minutes

Departments

- Encounter
- Interview
- Big Picture
- Details
- First

OCTOBER 2011 Ad Close: 6/7/11 Materials: 6/14/11 On Sale: 8/2/11

Why Einstein Loved America

And why America loved him. Albert Einstein was compelled to emigrate to America because of the rise of the Nazis. But he instantly felt himself at home in a place without social barriers, where the individual was encouraged to be more creative.

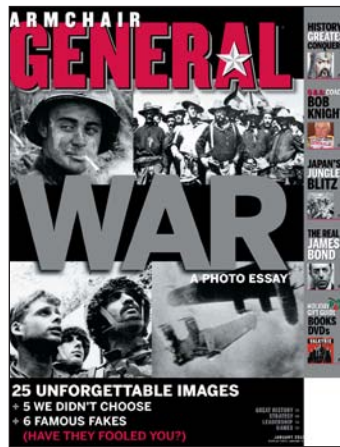
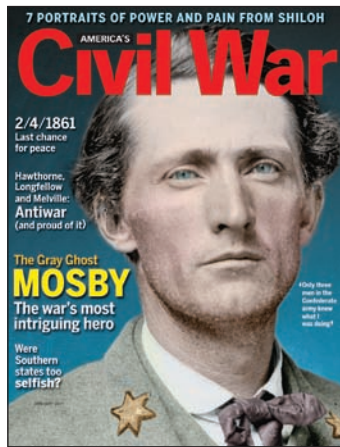
DECEMBER 2011 Ad Close: 8/9/11 Materials: 8/16/11 On Sale: 10/4/11

Why Was Life So Hard for the Pilgrims?

Every year at Thanksgiving we celebrate the bounty that Indians shared with the settlers at Plymouth Rock. But if America was a land of such great plenty, why did the Pilgrims and so many other early colonists nearly starve to death?



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