

reach the
influential
opinion leader

MEDIA KIT
2012



About the WHG

WEIDER HISTORY GROUP
LIVE THE HISTORY
HISTORYNET.COM



Dear Advertiser:

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 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. We look forward to speaking with you and customizing an advertising plan for your specific needs.

Kind Regards,

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

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



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
2.2MM INFLUENTIALS
EACH MONTH WITH THE
WEIDER HISTORY GROUP!**

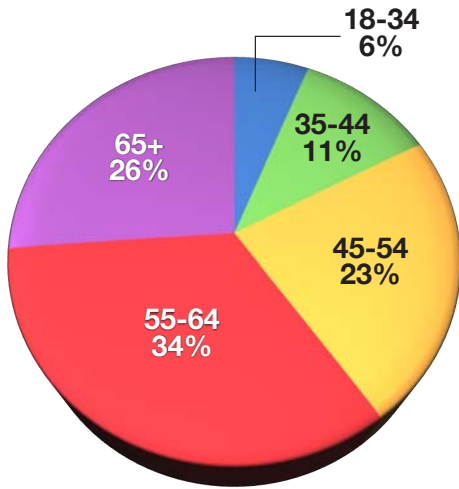


Affluent, Educated, Male

Gender

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

Age



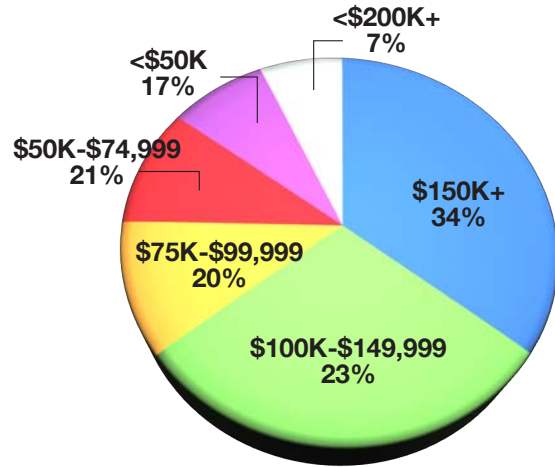
	PERCENTAGE
Age 18-49.....	28%
Age 25-54.....	38%

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%



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



Advertisers



ENTERTAINMENT



EDUCATION



GAMING



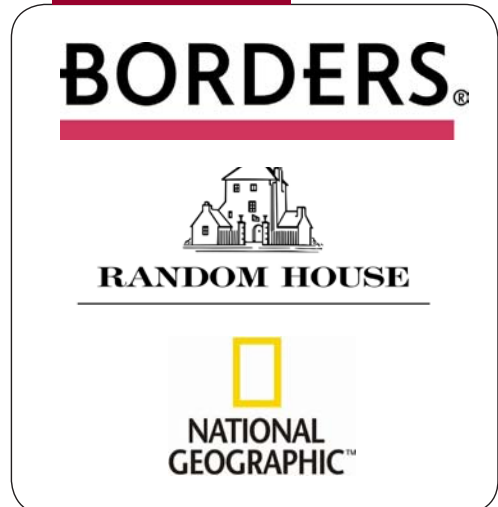
INSURANCE



TOURISM



PUBLISHING



2012 Issue Dates



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

American History (published 6x/year)



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

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



Jan 2012	9/6/11	9/13/11	11/1/11
Mar 2012	11/8/11	11/15/11	1/3/12
May 2012	1/10/12	1/17/12	3/6/12
Jul 2012	3/13/12	3/20/12	5/8/12
Sep 2012	5/8/12	5/15/12	7/3/12
Nov 2012	7/10/12	7/17/12	9/4/12

Armchair General (published 6x/year)



Nov 2011	7/19/11	7/26/11	9/13/11
Jan 2012	9/13/11	9/20/11	11/8/11
Mar 2012	11/22/11	11/29/11	1/17/12
May 2012	1/17/12	1/24/12	3/13/12
Jul 2012	3/20/12	3/27/12	5/15/12
Sep 2012	5/22/12	5/29/12	7/17/12
Nov 2012	7/17/12	7/24/12	9/11/12

Aviation History (published 6x/year)



Nov 2011	7/19/11	7/26/11	9/13/11
Jan 2012	9/13/11	9/20/11	11/8/11
Mar 2012	11/15/11	11/22/11	1/10/12
May 2012	1/10/12	1/17/12	3/6/12
Jul 2012	3/13/12	3/20/12	5/8/12
Sep 2012	5/15/12	5/22/12	7/10/12
Nov 2012	7/17/12	7/24/12	9/11/12

British Heritage (published 6x/year)



Jan 2012	9/6/11	9/13/11	11/1/11
Mar 2012	11/8/11	11/15/11	1/3/12
May 2012	1/3/12	1/10/12	2/28/12
Jul 2012	3/6/12	3/13/12	5/1/12
Sep 2012	5/8/12	5/15/12	7/3/12
Nov 2012	7/10/12	7/17/12	9/4/12

Civil War Times (published 6x/year)



Feb 2012	10/11/11	10/18/11	12/6/11
Apr 2012	12/6/11	12/13/11	1/31/12
Jun 2012	2/7/12	2/14/12	4/3/12
Aug 2012	4/10/12	4/17/12	6/5/12
Oct 2012	6/12/12	6/19/12	8/7/12
Dec 2012	8/7/12	8/14/12	10/2/12

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

Military History (published 6x/year)



Jan 2012	9/6/11	9/13/11	11/1/11
Mar 2012	11/8/11	11/15/11	1/3/12
May 2012	1/10/12	1/17/12	3/6/12
Jul 2012	3/6/12	3/13/12	5/1/12
Sep 2012	5/8/12	5/15/12	7/3/12
Nov 2012	7/10/12	7/17/12	9/4/12

Military History Quarterly (published 4x/year)



Winter 2012	9/6/11	9/15/11	11/15/11
Spring 2012	12/13/11	12/22/11	2/21/12
Summer 2012	3/6/12	3/15/12	5/15/12
Fall 2012	6/5/12	6/14/12	8/14/12

Vietnam (published 6x/year)



Feb 2012	10/18/11	10/25/11	12/13/11
Apr 2012	12/20/11	12/27/11	2/14/12
Jun 2012	2/14/12	2/21/12	4/10/12
Aug 2012	4/17/12	4/24/12	6/12/12
Oct 2012	6/12/12	6/19/12	8/7/12
Dec 2012	8/14/12	8/21/12	10/9/12

Wild West (published 6x/year)



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	6/12/12	6/19/12	8/7/12
Dec 2012	8/14/12	8/21/12	10/9/12

World War II (published 6x/year)



Jan/Feb 2012	10/4/11	10/11/11	11/29/11
Mar/Apr 2012	12/6/11	12/13/11	1/31/12
May/June 2012	1/31/12	2/7/12	3/27/12
Jul/Aug 2012	4/3/12	4/10/12	5/29/12
Sep/Oct 2012	6/5/12	6/12/12	7/31/12
Nov/Dec 2012	8/7/12	8/14/12	10/2/12

Title	Ad Close	Materials Due	On Sale Date
History Specials			
1862	1/10/12	1/17/12	3/6/12
Churchill in His Own Words	4/10/12	4/17/12	6/5/12
1942	9/25/12	10/2/12	11/20/12

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"
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).

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"	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
1/12 Page	2 1/4" x 2 3/8"	N/A
1/24 Page	2 1/4" x 1 1/8"	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
1/24 Page	2 1/4" x 1 1/8"	N/A

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

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
1/24 Page	2 1/4" x 1 1/8"	N/A

FTP LOG-ON CREDENTIALS

Host Site Address: <ftp://ftphg.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



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.



The online destination for more than 600,000 history enthusiasts.

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 age.....	42
Median HHI	\$65,000
History buffs	96%

The interactive site for armchair 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 age.....	35
Median HHI	\$65,000
History buffs	97%

MONTHLY IMPRESSIONS (BOTH SITES) 6 MILLION
AVERAGE MONTHLY UNIQUE VISITORS (BOTH SITES) 600,000



Sponsorship and Advertising Opportunities

DAILY QUIZ

Daily Quiz for January 15, 2010

- During the May 1940 fighting in France, a nearly successful British armored breakout near Arras was halted by this.

Take the Quiz!

The Daily Quiz is sponsored by:
THE WEIDER HISTORY GROUP

CLICK HERE TO FIND GREAT VACATIONS AND HISTORIC DESTINATIONS...

HOME ABOUT US MAGAZINES HISTORYNET SHOP SUBSCRIPTION HELP FORUMS SEARCH

Daily Quiz for January 11, 2010

Previous Quiz

The only son of Napoleon Bonaparte, Napoleon Francois Joseph Charles, was given this title at birth, although it did him little good.

- Emperor of France
- King of Venice
- Archduke of The Hague
- Prince of Sardinia
- King of Rome

Show Answer!

Daily Quiz sponsored today by Weider History Group:

HISTORY IS... ENGAGING, EXCITING & FASCINATING

WILD WEST EXTRAS

Users visit every day to answer a new question. Sponsorship includes home page logo/text link as well as a gallery ad and additional link on the landing page!

LIVE THE HISTORY E-NEWSLETTER

WHG LIVE THE HISTORY Don't Just Read History—Live it! DIGITAL DIGEST

FREE Digital Digest: Published by the Weider History Group JANUARY 2011

News Flash! We are proud to announce that the Weider History Group Communicator is now the WHG Live the History Digital Digest. Welcome to the exciting premier edition, featuring the most talked about stories, videos and discussions taking place on WHG's Historynet.com. Don't Just Read It—Live It!

Over 5.6 million students* enrolled in online education and growing.

Join Our Online Classroom Demo Webinar. Register today »

NORWICH UNIVERSITY Master of Arts in Military History—Online

from HistoryNet.com:

Hell on Earth in the Trenches
The early Flammenwerfer ("flamethrower") was terrifying though not terribly... Read More

Lee to the Rear!
A Texas private's long-forgotten account of Robert E. Lee's brush with death at the... Read More

The Calamities of Calamity Jane
Late in life Calamity Jane, the legendary frontiers-woman, lived in a world of saloons, dance halls and

AWESOME AMERICAN HISTORY TV

EYEWITNESS TO HISTORY

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

HERITAGE TRAVEL DIRECTORY

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.

OAK RIDGE, TN
The glens are timeless. Come explore.

Antebellum Homes
Capital of Tennessee

HOLLY SPRINGS MISSISSIPPI
TOURISM BUREAU
All Roads of Character!

UNLOCK THE SECRETS
Discover 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.

BATTLE OF FRANKLIN TRUST
The Carter House and Confederate Plantation

CHATTANOOGA CAMPAIGN
Dedicated to telling the story of the five bloodiest hours of the Civil War.

Hermitage
Home of President

Eleventh President James K. Polk Ancestral Home, Civil War sites, historic antebellum homes, unique eateries and more, all just 40 minutes south of Nashville.

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!

Guided tours of Carrion Plantation, including garden and Confederate cemetery, The Carter House and Lotz

Step back through history and learn how the Chickamauga Campaign helped shape the direction of the Civil War. Click banner.

Since 1899 over 15 million people have crossed its threshold. We invite you to The Hermitage, Home of President

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

AD RATES AND SIZES

LEADERBOARD

HISTORYNET.COM

RECTANGLE

STANDARD IAB SIZES AVAILABLE:

- Leaderboard (728x90)
- Skyscraper (160x600)
- Rectangle (300x250)

SKY-SCRAPER

- \$12 CPM for banner impressions
- E-newsletter rates: \$2,500 to place banner in e-newsletter 1x

Online Specifications



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 Page Listing:

Provide 300x250, URL and 25 words of copy

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.

