WEIDER HISTORY

2015 Media Kit

About Weider History

Dear Advertiser:

Weider History (WH) is the world's largest publisher of history magazines. Our portfolio includes 10 publications: *America's Civil War*, *American History*, *Armchair General*, *Aviation History*, *Civil War Times*, *Military History*, *Military History Quarterly*, *Wild West*, *World War II* and *Vietnam*.

Weider History magazines have a total paid circulation of approximately 500,000 and a combined readership of 1.9 million loyal readers.

Our website, www.HistoryNet.com, attracts approximately 850,000 unique visitors each month, making it one of the Web's largest and most popular history sites.

Weider History at a Glance

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

Total Audience	1.9 MM
Male	91%
Median read time per WH 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 M. Bailey

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

** Source: 2010 reader survey, Steven Flans & Assoc.*

WEIDER HISTORY

Editorial Staff

Weider History 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

Eric Weider is an experienced magazine publisher who has turned his passion to his lifelong 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

Editor in Chief

Roger Vance has been with Weider History 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 editor for American History and Vietnam magazines. Prior to joining Weider History, 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

Tamela Baker ..... Editor

ARMCHAIR GENERAL

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

AVIATION HISTORY

Carl Von Wodtke ..... Editor

CIVIL WAR TIMES

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

MILITARY HISTORY

Stephen Harding ..... Editor

MILITARY HISTORY QUARTERLY

Dr. Michael W. Robbins ..... Editor

VIETNAM

Chuck Springston ..... Editor
Debra Newbold ..... Managing Editor

WILD WEST

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

WORLD WAR II

Karen Jensen ..... Editor

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:

- Well-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'S OPINION LEADERS

WH's readers have the same four qualities:

- Educated. 68% have graduated college+, over 2½ times greater than the US population. 37% have a postgraduate 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. WH readers have a median household income of $101,973
- Experienced. Our subscribers' median age is 54.9 years.

YOU'LL REACH OVER 1.9 MILLION INFLUENTIAL READERS EACH MONTH WITH WEIDER HISTORY!

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

WEIDER HISTORY

Devoted to Travel

Over one million Weider History readers plan to visit historical sites this year!

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

VISITING THEM!

Our readers are more than twice as likely than 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 one 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 10 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 consult 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 WH publications** (all 10 titles):	
571,300 visitors	29%

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%

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

Quality Circulation

500,000 Paid Circulation (across 10 titles)

75% SUBSCRIPTION

- We have loyal subscribers. Weider History 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

- WH 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 publications "own" the history category at Barnes and Noble:
  —All ten WH publications are ranked in the top 50 producers!
  —Four WH titles are in the top 10—including *Military History Quarterly* in the #2 spot!

BARNES & NOBLE BOOKSELLERS

MAGAZINE RANKING
History Category
Revenue Ranking 9/13 through 6/14

1. BBC History UK	24. Medieval Warfare
2. MHQ: Military History Quarterly	25. THEI/Life
3. Sea Classics	26. Naval History
4. Military History Specials	27. First World War Bookaz
5. All About History	28. THEI
6. WWII Quarterly	**29. Wild West**
7. National Geographic Specials	30. Atlantic SIP
8. Air Classics	31. Military Heritage
9. World War II	32. History of War UK
10. Military History	33. Warships International
11. Strategy and Tactics	34. America in WWII
12. Smithsonian Collectors Edition	35. Biblical Archaeology
13. The Almanac	36. Future Great Battles SER
14. Archaeology Magazine	37. BBC History Special
15. History Revealed	**38. America's Civil War**
16. World at War	**39. Civil War Times**
17. True West	**40. Armchair General**
18. THEI/Time	**41. Vietnam**
19. Ancient Warfare	42. Britain at War
20. Life Special	43. America in WWII SIP
21. Civil War	44. National Geographic Pictures
22. MH: WWII History	**45. American History**
23. Modern War	

WEIDER HISTORY

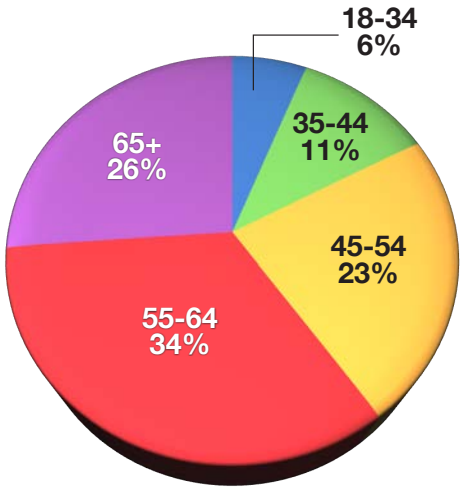
Reader Demographics

Affluent, Educated, Male

Gender

	PERCENTAGE
Male	91%
Female	9%

Age



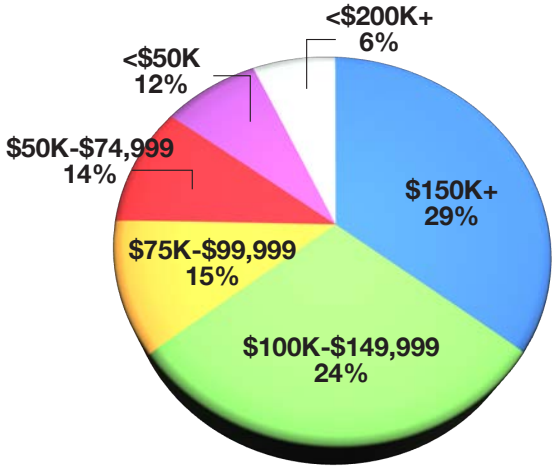
	PERCENTAGE
Age 18-49	28%
Age 25-54	38%

MEDIAN AGE ..... 54.9 YEARS

Education

	PERCENTAGE
College educated	92%
Graduated College +	68%
Postgrad 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%

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

WEIDER HISTORY

Advertisers

TOURISM

GAMING

BANKING/INSURANCE

ENTERTAINMENT

EDUCATION

PUBLISHING

WEIDER HISTORY

Advertisers

MILITARY SUPPORT ORGANIZATIONS

AMERICAN VETERANS CENTER

1950 – 1953 KOREAN WAR 60TH ANNIVERSARY 2010 – 2013

MILITARY ORDER OF THE PURPLE HEART SERVICE FOUNDATION

THE aleethia FOUNDATION supporting those who serve

VFW VETERANS OF FOREIGN WARS

50TH ANNIVERSARY VIETNAM WAR SERVICE VALOR SACRIFICE COMMEMORATION

AMERICAN LEGION

VETERANS OF VIETNAM 1959 1975 MC AMERICA

MUSEUMS

PRITZKER MILITARY LIBRARY

WWII THE NATIONAL WWII MUSEUM

THE NATIONAL CIVIL WAR MUSEUM

GETTYSBURG

FORD'S THEATRE

ABRAHAM LINCOLN PRESIDENTIAL LIBRARY FOUNDATION

The MUSEUM of the CONFEDERACY

PARTNERSHIPS

ROLLING THUNDER WASHINGTON, D.C. INC.

Since 1987, Washington, DC has been the home of the Rolling Thunder Motorcycle Run, held over Memorial Day Weekend as a peaceful demonstration to bring awareness to the plight of prisoners of war (POW) and those missing in action (MIA).

Attracting visitors from all 50 states and over half a dozen countries, the Rolling Thunder Motorcycle Run is the largest annual gathering in the Washington, DC area and one of the world's largest events with a crowd nine times larger than the Super Bowl!

NHD NATIONAL HISTORY DAY

National History Day (NHD) is a highly regarded academic program for elementary and secondary school students. Each year, more than half a million students, nationwide participate in the NHD contest.

More than 5 million students have gone on to careers in business, law, medicine and countless other disciplines where they are putting into practice what they learned through NHD.

THE UNITED STATES OF AMERICA VIETNAM WAR 50TH COMMEMORATION SERVICE VALOR SACRIFICE

The purpose of the DOD Vietnam War 50th Anniversary Commemoration Program is to thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war (POW) or listed as missing in action (MIA), for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans.

Advertising Specifications

Weider History 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*, *Vietnam*
- Perfect Bound: Trim 8 1/2" x 10 7/8"
  Military History, *Military History Quarterly*, *World War II*, *Specials*
- 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
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).

Advertising Specifications

American History, America's Civil War, Aviation History, 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, Specials*		
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

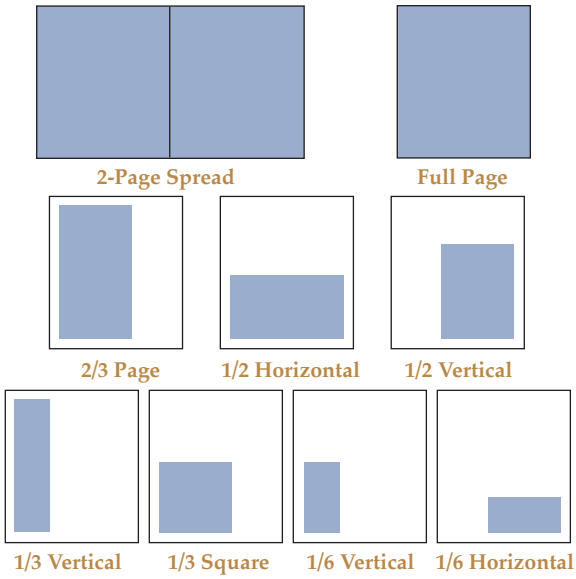
Follow these instructions to access the FTP site:

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



WEIDER HISTORY

2015 Display Ad Rates

AMERICAN HISTORY

Frequency: 6x/year Paid Circulation: 48,000

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: 29,000

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: 17,000

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: 37,000

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

CIVIL WAR TIMES

Frequency: 6x/year Paid Circulation: 43,000

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: 44,000

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: 18,000

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: 31,000

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: 43,000

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: 75,000

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: 50,000

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

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

Rev. 11 11.07.14

2015 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 (WH) credit application are required from new advertisers and advertisers who have not appeared in a WH 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.

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*, *Civil War Times*, *MHQ: The Quarterly Journal of Military History*, *Military History*, *Vietnam*, *Wild West* and *World War II* to:

Weider History
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 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

2015 Issue Dates

Title	Issue	Ad Close	Materials Due	On Sale Date
American History (published 6x/year)				
	Apr 2015	12/2/14	12/9/14	1/27/2015
	Jun 2015	2/3/15	2/10/15	3/31/2015
	Aug 2015	3/31/15	4/7/15	5/26/2015
	Oct 2015	6/2/15	6/9/15	7/28/2015
	Dec 2015	8/4/15	8/11/15	9/29/2015
	Feb 2016	10/6/15	10/13/15	12/1/2015
America's Civil War (published 6x/year)				
	Mar 2015	11/4/14	11/11/14	12/30/2014
	May 2015	1/6/15	1/13/15	3/3/2015
	Jul 2015	3/10/15	3/17/15	5/5/2015
	Sep 2015	5/5/15	5/12/15	6/30/2015
	Nov 2015	7/7/15	7/14/15	9/1/2015
	Jan 2016	9/1/15	9/8/15	10/27/2015
Armchair General (published 6x/year)				
	Mar 2015	11/18/14	11/25/14	1/13/2015
	May 2015	1/13/15	1/20/15	3/10/2015
	Jul 2015	3/17/15	3/24/15	5/12/2015
	Sep 2015	5/19/15	5/26/15	7/14/2015
	Nov 2015	7/14/15	7/21/15	9/8/2015
	Jan 2016	9/8/15	9/15/15	11/3/2015
Aviation History (published 6x/year)				
	Mar 2015	11/11/14	11/18/14	1/6/2015
	May 2015	1/6/15	1/13/15	3/3/2015
	Jul 2015	3/10/15	3/17/15	5/5/2015
	Sep 2015	5/12/15	5/19/15	7/7/2015
	Nov 2015	7/14/15	7/21/15	9/8/2015
	Jan 2016	9/8/15	9/15/15	11/3/2015
Civil War Times (published 6x/year)				
	Apr 2015	12/2/14	12/9/14	1/27/2015
	Jun 2015	2/3/15	2/10/15	3/31/2015
	Aug 2015	4/7/15	4/14/15	6/2/2015
	Oct 2015	6/2/15	6/9/15	7/28/2015
	Dec 2015	8/4/15	8/11/15	9/29/2015
	Feb 2016	10/6/15	10/13/15	12/1/2015

Title	Issue	Ad Close	Materials Due	On Sale Date
Military History (published 6x/year)				
	Mar 2015	11/4/14	11/11/14	12/30/2014
	May 2015	1/6/15	1/13/15	3/3/2015
	Jul 2015	3/3/15	3/10/15	4/28/2015
	Sep 2015	5/5/15	5/12/15	6/30/2015
	Nov 2015	7/7/15	7/14/15	9/1/2015
	Jan 2016	9/8/15	9/15/15	11/3/2015
Military History Quarterly (published 4x/year)				
	Spring 2015	12/9/14	12/18/14	2/17/2015
	Summer 2015	3/3/15	3/12/15	5/12/2015
	Fall 2015	6/2/15	6/11/15	8/11/2015
	Winter 2016	9/1/15	9/10/15	11/10/2015
Vietnam (published 6x/year)				
	Apr 2015	12/16/14	12/23/14	2/10/2015
	Jun 2015	2/10/15	2/17/15	4/7/2015
	Aug 2015	4/14/15	4/21/15	6/9/2015
	Oct 2015	6/9/15	6/16/15	8/4/2015
	Dec 2015	8/11/15	8/18/15	10/6/2015
	Feb 2016	10/13/15	10/20/15	12/8/2015
Wild West (published 6x/year)				
	Apr 2015	12/9/14	12/16/14	2/3/2015
	Jun 2015	2/3/15	2/10/15	3/31/2015
	Aug 2015	4/7/15	4/14/15	6/2/2015
	Oct 2015	6/9/15	6/16/15	8/4/2015
	Dec 2015	8/11/15	8/18/15	10/6/2015
	Feb 2016	10/6/15	10/13/15	12/1/2015
World War II (published 6x/year)				
	Mar/Apr 2015	12/9/14	12/16/14	2/3/2015
	May/Jun 2015	2/10/15	2/17/15	4/7/2015
	Jul/Aug 2015	4/14/15	4/21/15	6/9/2015
	Sep/Oct 2015	6/9/15	6/16/15	8/4/2015
	Nov/Dec 2015	8/11/15	8/18/15	10/6/2015
	Jan/Feb 2016	10/13/15	10/20/15	12/8/2015
Four Specials (published 1X per year)				

Information available on request.

HistoryNet.com Network

The online destination for more than 850,000 history buffs.

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 America's Civil War to World War II, HistoryNet.com is the place to find accurate, thought-provoking articles and commentary.

Plus:
- Reviews of history books, movies, miniseries and DVDs
- Discussion forums and online polls where enthusiasts can share their ideas and opinions
- The Daily Quiz
- Archives of over 5,000 articles from the 10 Weider History magazines

Traffic and Demographics:

Male	74%
Median HHI	$77,000
History buffs	96%

ArmchairGeneral.com features a wealth of well-researched, 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. 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)..... 2.5 MILLION
AVERAGE MONTHLY UNIQUE VISITORS* (BOTH SITES) 850,000

Additional Sponsorship and Advertising Opportunities

LIVE THE HISTORY DIGITAL DIGEST
15,000 subscribers; sent out twice monthly. Rectangle and leaderboard banner ad space available. See live sample here:

www.historynet.com/digital-digest-sample

HERITAGE TRAVEL DIRECTORY
A home page link directs heritage travel enthusiasts to an exclusive landing page with your image/ad, destination description and link!

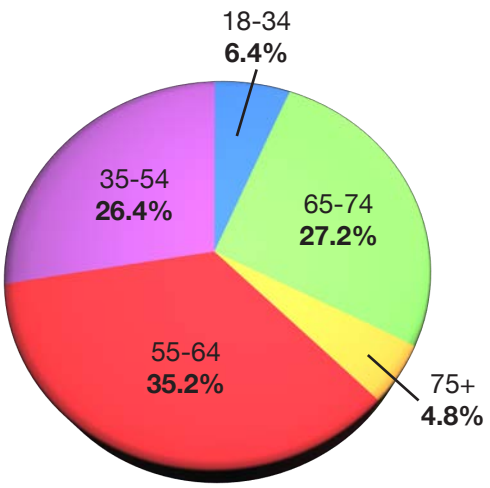
*As measured by Google Analytics

HistoryNet.com Network

Excellent Demographics

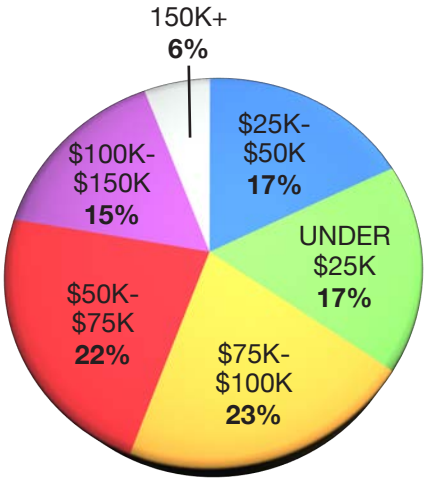
Our newest survey of registered HistoryNet.com users netted some interesting results — and great news for advertisers. HistoryNet.com users are 90% male, and almost 30% of them visit the site every day. Here are some more great statistics:

Age



Median Age: 61

Household Income



Median HHI: $77,000

Reach An Engaged Audience

HistoryNet users are very interested in seeing ads on the HistoryNet.com web site for:

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%

NORWICH UNIVERSITY

THE LEHRMAN INSTITUTE

HistoryNet.com Users Want to Further Their Education

High school graduate or less	4.8%
Special or technical training	4.0%
Some college/Associate degree	29.6%
College graduate (Bachelor's degree)	24.0%
Graduate studies	5.6%
Graduate degree (Master's/PhD)	31.2%

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

Online education	12%
History/military history	38%

Interested in pursuing an online continuing education degree in:

History/military history	39%

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HistoryNet.com Network

Reach more than a million heritage travel and history enthusiasts!

Target the History Collector

HistoryNet users who collect:

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%

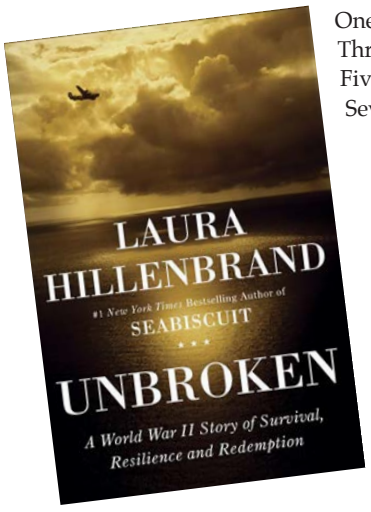
Number of DVDs purchased in past three months:

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:



One to two	14%
Three to four	25%
Five to six	18%
Seven plus	43%

Reach the Travel Enthusiast

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%

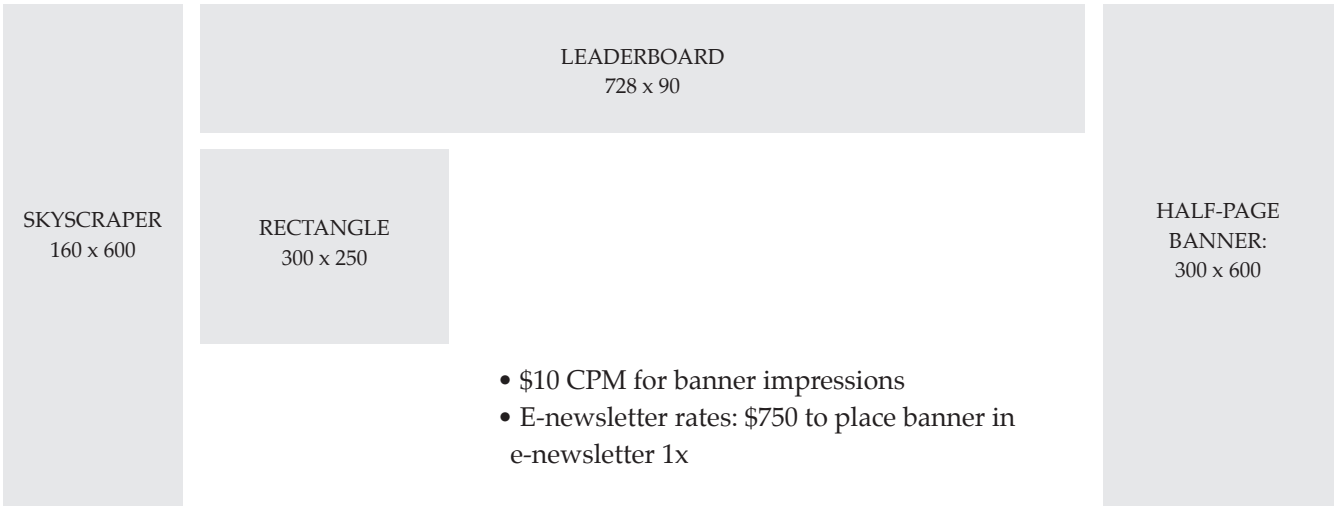
Types of events expected to attend in the next 12 months:

Re-enactments and history events	52%
Museums	72%
National parks	51%
National battlefields	48%

Rev. 11 11.07.14

HistoryNet.com Network

AD SIZES AND RATES



- $10 CPM for banner impressions
- E-newsletter rates: $750 to place banner in e-newsletter 1x

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 .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 that you'd like us to inform when your campaign goes live. We reserve the right to reject any banner, URL or other creative element.

Rev. 11 11.07.14