

HISTORYNET.com Network

The online destination for more than 1 million history lovers.



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 9 HistoryNet 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

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AVERAGE MONTHLY PAGE VIEWS* (BOTH SITES)..... 2.5 MILLION
AVERAGE MONTHLY UNIQUE VISITORS* (BOTH SITES) 1 MILLION

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



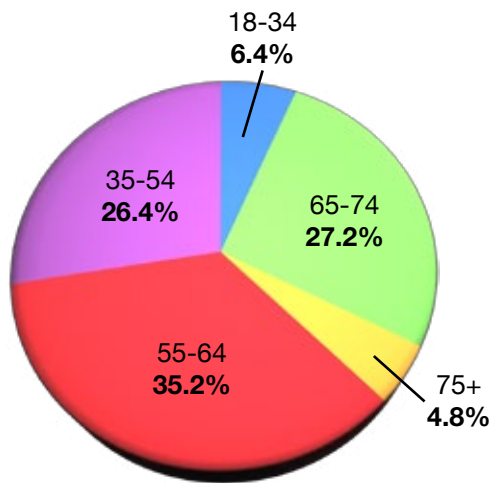
HERITAGE TRAVEL DIRECTORY
 A home page link directs heritage travel enthusiasts to an exclusive landing page with your image/ad, destination description and link!

HISTORYNET.com Network

Excellent Demographics

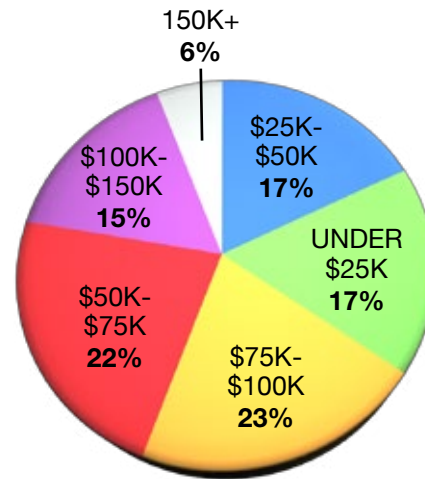
Our newest survey of registered HistoryNet.com users netted some interesting results — and great news for advertisers. HistoryNet.com users are 90% male, and almost 30% of them visit the site every day. Here are some more great statistics:

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%



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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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%
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Number of DVDs purchased in past three months:

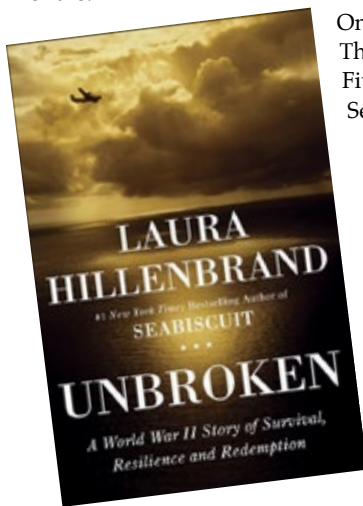
One to two.....	63%
Three to four	21%
Five or more	16%

Listens to audiobooks:

Yes.....	36%
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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%
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Types of events expected to attend in the next 12 months:

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



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AD SIZES AND RATES

LEADERBOARD
728 x 90

RECTANGLE
300 x 250

HALF-PAGE
BANNER
300 x 600

- \$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

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:

BKing@historynet.com

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

KGardner@historynet.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.