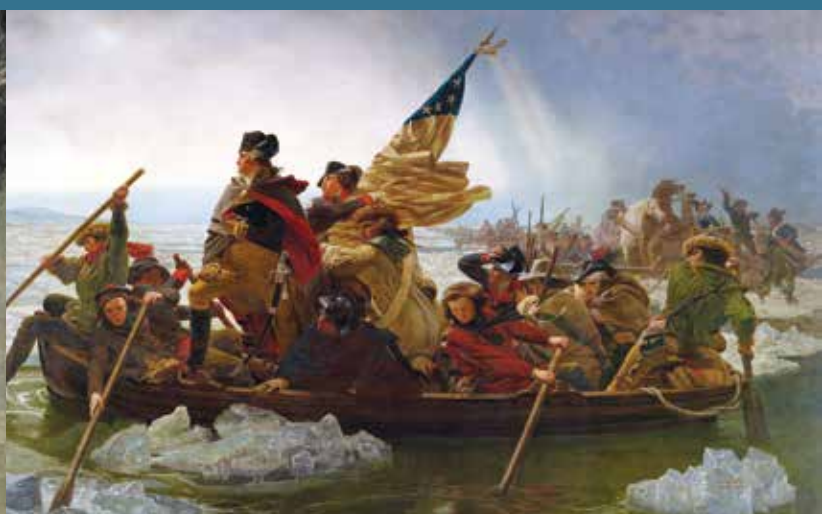
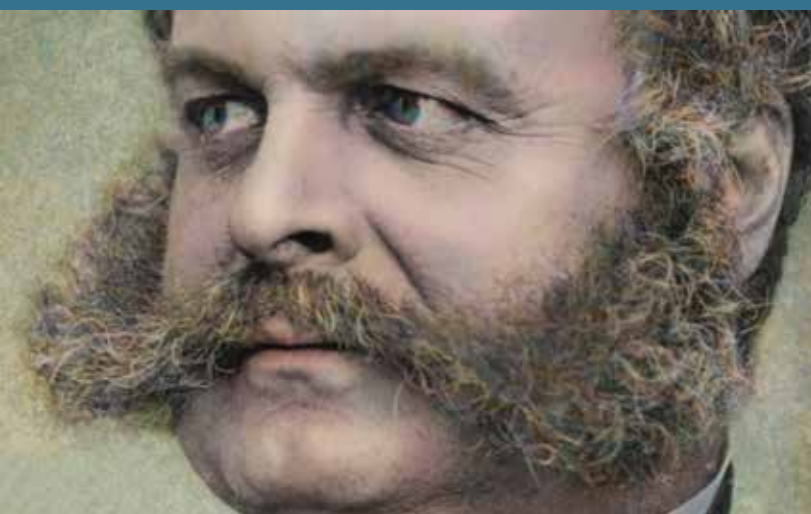




HISTORYNET

2019 PRINT MEDIA KIT



World's largest publisher of history magazines

HistoryNet is the world's largest publisher of history magazines.

Our portfolio includes nine titles:

American History
America's Civil War
Aviation History
Civil War Times
Military History
MHQ: The Quarterly Journal of Military History
Wild West
World War II
Vietnam

HistoryNet attracts a robust and engaged readership in print and online. More than 310,000 readers subscribe to at least one of HistoryNet's nine popular magazines or purchase our titles at the newsstands, where sales outperform industry standards. Our subscribers like what they're reading—about eight in 10 annually renew their subscriptions, also better than industry-wide performance.

Another 15 million unique visitors browsed **HistoryNet.com** websites last year, logging more than 27 million page views across our portfolio.

Here's a snapshot of HistoryNet:

Number of titles: **Nine**

Total paid circulation: **268,300 (81 percent subscription, 19 percent newsstand)**

Renewal rate: **79 percent**

Total audience: **1.2 million**

Gender of readers: **93 percent male, 7 percent female**

Median time spent reading each issue: **Nearly two hours**

Median household income: **\$101,973**

College educated: **69 percent**

Advanced college degree: **37 percent**

Taking or plan to take educational courses or degree programs: **61 percent**

Active military and veterans: **40 percent**

Website presence: **11 total websites with 15 million unique online users last year**

Gender of website visitors: **60 percent male, 40 percent female**

Thank you for reviewing our media kit.

We look forward to helping you develop an advertising plan for your specific needs.

HistoryNet readers are smart, successful ... and they spend

HistoryNet readers are worth the effort to reach:

They're smart: Nearly seven in 10 have earned a bachelor's degree—more than twice the national average. More than one-third of our readers hold an advanced degree. One in 10 has earned a doctorate.

They're successful: 78 percent of subscribers earn an annual household income of at least \$50,000, while four in 10 bring in at least \$100,000.

They're interested and active: Our subscribers' areas of interest include books, movies, gear and gadgets, recreation, vacation and travel.

They're on the go: 75 percent of HistoryNet subscribers regularly visit museums, historic sites and other destinations, more than half venturing across the country and internationally to do so.

They spend: To indulge their interest in learning and history nearly half of our subscribers will spend at least \$1,000 on related treks this year, elite travelers more than \$20,000.

Our stories and features are an enduring source of fascination for young and old, and they turn to HistoryNet again and again to satisfy their hunger for knowledge about what shaped the world they live in.

HistoryNet also boasts a vibrant web presence. Our nine titles log more than 15 million users and 27 million page views annually.

HistoryNet also engages a growing audience through social media.



HistoryNet has attracted and retained publishing's best and brightest talent. Each publication is a category leader thanks to the outstanding editors, writers and designers who deliver compelling content each issue. Our insightful, compellingly designed articles educate and entertain readers. HistoryNet publications will showcase your products or services to our smart, engaged readership.

American History | AmericanHistoryMag.com

American History is the oldest continuously published magazine devoted to the American experience. Each issue presents engaging, insightful writing and outstanding photography and artwork. We bring you stories of the people, places and events that have shaped our past.

facebook.com/AmericanHistoryMag
twitter.com/americanhistmag



Michael Dolan | Editor

Dolan has written for *The New Yorker*, *The New York Times*, *Outside*, *The New Republic* and many other publications. He's written and produced more than 200 hours of documentary TV and is the author of *The American Porch: An Informal History of an Informal Place* and *The Nation's Stage: The John F. Kennedy Center for the Performing Arts, 1971–2011*. His tenure at HistoryNet includes four years as senior editor of *World War II*.

Military History | MilitaryHistory.com

Military History explores the causes, conduct and consequences of warfare in six engaging issues each year. Noted historians, journalists, photographers and artists provide in-depth and absorbing insight into the people, weapons and conflicts that have shaped our world.

facebook.com/MilitaryHistoryMagazine
twitter.com/MilHistoryMag



Stephen Harding | Editor

A U.S. Army veteran, Harding has a master's degree in history from the University of California. As a defense journalist he covered the conflicts in Northern Ireland, Bosnia and Iraq. He is also a *New York Times* best-selling author of books on World War II history.

MHQ | MHQMag.com

MHQ—the Quarterly Journal of Military History transports readers to the world's greatest battles and campaigns, spanning 5,000 years—from ancient warfare to modern conflict. Distinguished authors and historians cover commanders, warriors, tactics and weapons throughout history.

facebook.com/MHQmag
twitter.com/MHQMagazine



Bill Hogan | Editor

An award-winning magazine writer and editor, Hogan has written for dozens of magazines and newspapers and won numerous journalism awards, including the Worth Bingham Prize for investigative reporting and the top prize for outstanding online reporting from the Society of Environmental Journalists. He graduated with highest honors from Oberlin College and has a master's degree in journalism and public affairs from American University.

Wild West | WildWestMag.com

Wild West chronicles the American frontier from Lewis and Clark's epic 1804–06 expedition to well into the 20th century. Packed with stories of mountain men, cowboys, Indians, soldiers and settlers, the magazine also explores present-day echoes of the Old West.

facebook.com/WildWestMagazine
twitter.com/WildWestMag



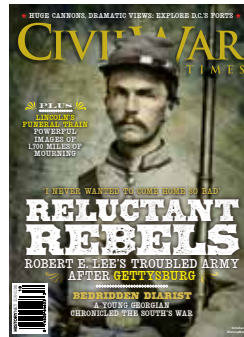
Greg Lalire | Editor

Lalire has edited and written for HistoryNet publications for nearly three decades. He has won numerous awards from Western Writers of America and is the author of *Captured: From the Frontier Diary of Infant Danny Duly*.

Civil War Times | CivilWarTimes.com

Civil War Times examines the personalities, battles, social issues and culture that defined America's most turbulent era. From the misery of slavery to the chaos of battlefields, *Civil War Times* brings the war to life with energetic writing from top scholars, period photography and an unbiased analysis of the conflict.

[facebook.com/CivilWarTimes](https://www.facebook.com/CivilWarTimes)
twitter.com/CivilWarTimes



Dana Shoaf | Editor

Shoaf began his career as a writer on Time-Life's *Voices of the Civil War* book series and has published numerous articles on the conflict. He has consulted for the Smithsonian Institution, the Library of Congress and the National Archives and has appeared on C-Span.

World War II | WorldWarII.com

World War II interprets and illuminates the world's largest and deadliest conflict, presenting fresh perspectives on key campaigns, battles and personalities from leading historians and journalists. The war showed humanity at its best and worst, challenged our concepts of good and evil and permanently altered the globe.

[facebook.com/WorldWarIIimg](https://www.facebook.com/WorldWarIIimg)
twitter.com/WWIIimg



Karen Jensen | Editor

Jensen has been with *World War II* for 10 years—the last six as its top editor. She arrived at HistoryNet following a long run as an editor for *Air & Space/Smithsonian* magazine and earlier was a staff writer for the book division of *U.S. News & World Report* and a freelance writer for the book divisions of Time-Life and the National Geographic Society. She is the author of two books for the National Wildlife Federation.

Aviation History | AviationHistory.com

Aviation History chronicles the progression of manned flight from early aeronautical experiments to the advent of the space age. Informative articles by top aviation writers are complemented by cutting-edge graphics, detailed technical illustrations and rare photos.

[facebook.com/AviationHistory](https://www.facebook.com/AviationHistory)
twitter.com/AviationHistMag



Carl von Wodtke | Editor

Editor of *Aviation History* since 2007, von Wodtke spent the preceding 12 years as group managing editor for all HistoryNet titles. Prior to that he served as managing editor and later contributing editor for Worth International Media, a publisher of travel magazines and guides.

Vietnam | VietnamMag.com

The only magazine devoted to relating the full story of the war, *Vietnam* offers gripping firsthand accounts, well-researched articles by leading military historians, compelling photos and fresh insights into debates that still surround one of our most controversial wars.

[facebook.com/VietnamMag](https://www.facebook.com/VietnamMag)
twitter.com/VietnamMag



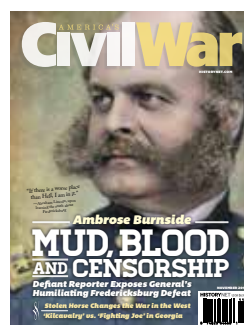
Chuck Springston | Editor

Editor of *Vietnam* since 2014, Springston previously was news editor of *Washington Business Journal*. Earlier he was a writer or editor for publications in Shreveport and Lafayette, Louisiana, and Orlando, Tampa and Jacksonville, Florida.

America's Civil War | AmericasCivilWarMag.com

America's Civil War delivers revealing articles about the most formative and tumultuous period in American history. Noted authors and historians present stories of the many battles and personalities of the period.

[facebook.com/AmericasCivilWar](https://www.facebook.com/AmericasCivilWar)
twitter.com/ACWMag



Chris Howland | Editor

Since 2006 Howland has worked as a senior editor at *World War II* and *Civil War Times* and as managing editor of *America's Civil War* before assuming the reins. Previously he worked as a reporter and editor for *The Washington Post*, UPI and the *Journal* newspapers.

HistoryNet readers will fulfill your marketing plans

Our readers are the word-of-mouth opinion leaders who will encourage others to buy your products—each prompting 10 to 20 additional purchase decisions.

HistoryNet readers are:

- **Well-Educated**

69%

have at least a bachelor's degree —
better than twice the national average

37 percent have a postgraduate degree—nearly five times the national average

60 percent are taking or plan to take educational courses or degree programs this year

- **Thoughtful**

Our readers spend an average of **1 hour and 48 minutes** reading each issue

They read or purchase an average of four books every three months

65 percent consider books a part of their lifestyle, and **36 percent** choose which books to buy based on HistoryNet reviews and recommendations

31 percent listen to audiobooks

- **Successful**

43 percent of HistoryNet readers have a household income that exceeds \$100,000

- **Experienced**

54.9

Median age of
HistoryNet readers

HistoryNet's 1.2 million readers are avid travelers

Our readers are more than twice as likely than the general population to travel to special events and more than eight times as likely to visit our national parks.

- More than 875,000 of them plan to visit historical sites within the year
- More than 1 million of them will visit museums
- More than 600,000 will travel to special events and re-enactments

Each influences others to follow in their footsteps.



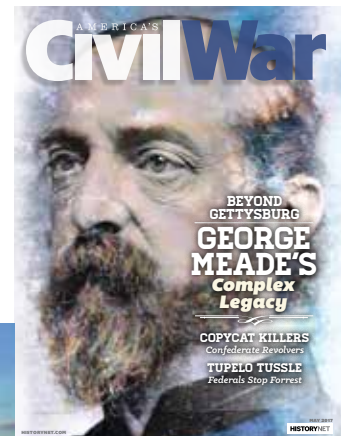
74%

plan to visit a museum
in the next 12 months



73%

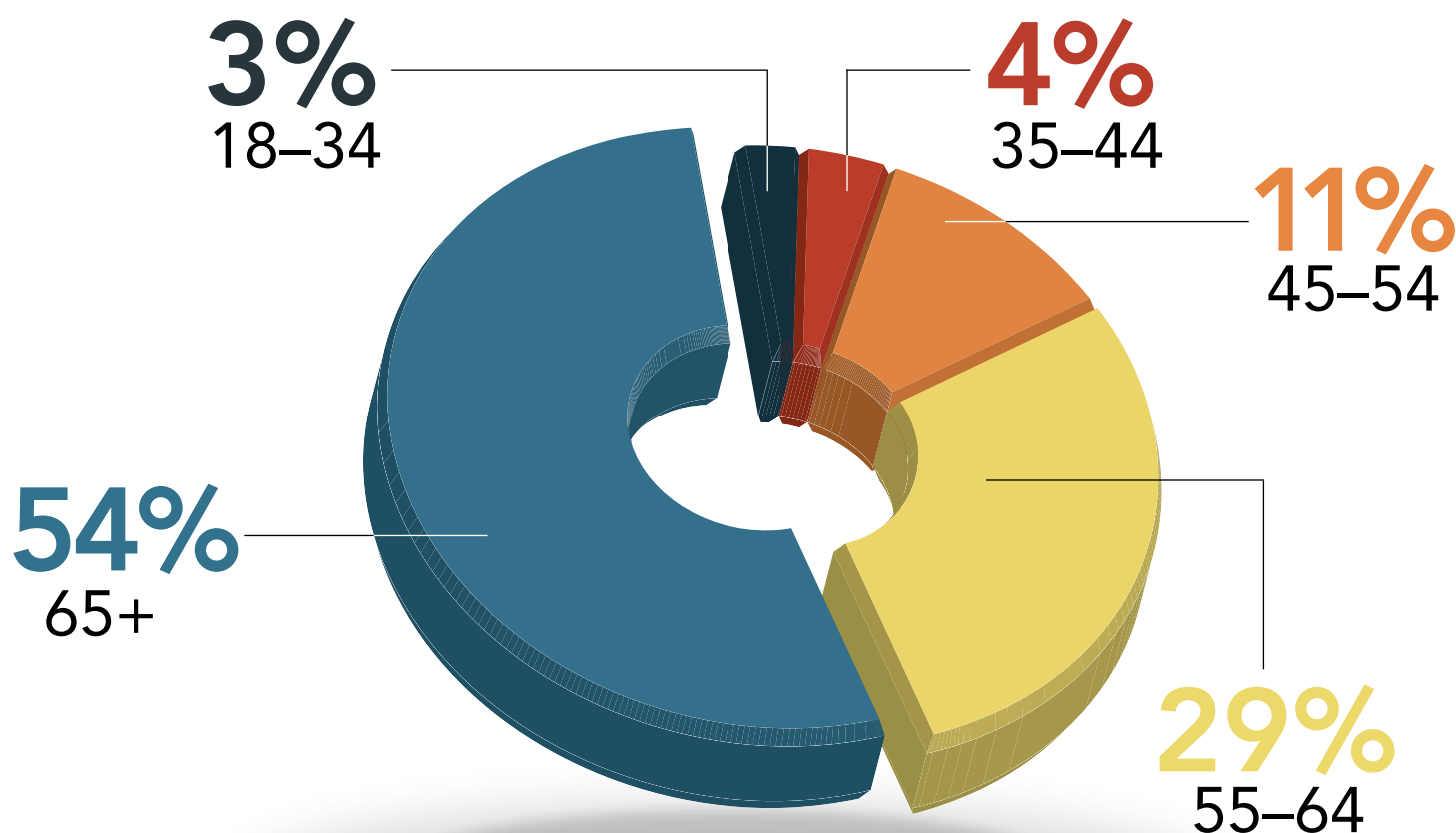
plan to visit a historical
site or destination in
the next 12 months



46%

Visited a historical site
in the past 12 months
after seeing relevant
ads/articles in both
Civil War Times and
America's Civil War

HistoryNet publications reach an older, mostly male readership



GENDER

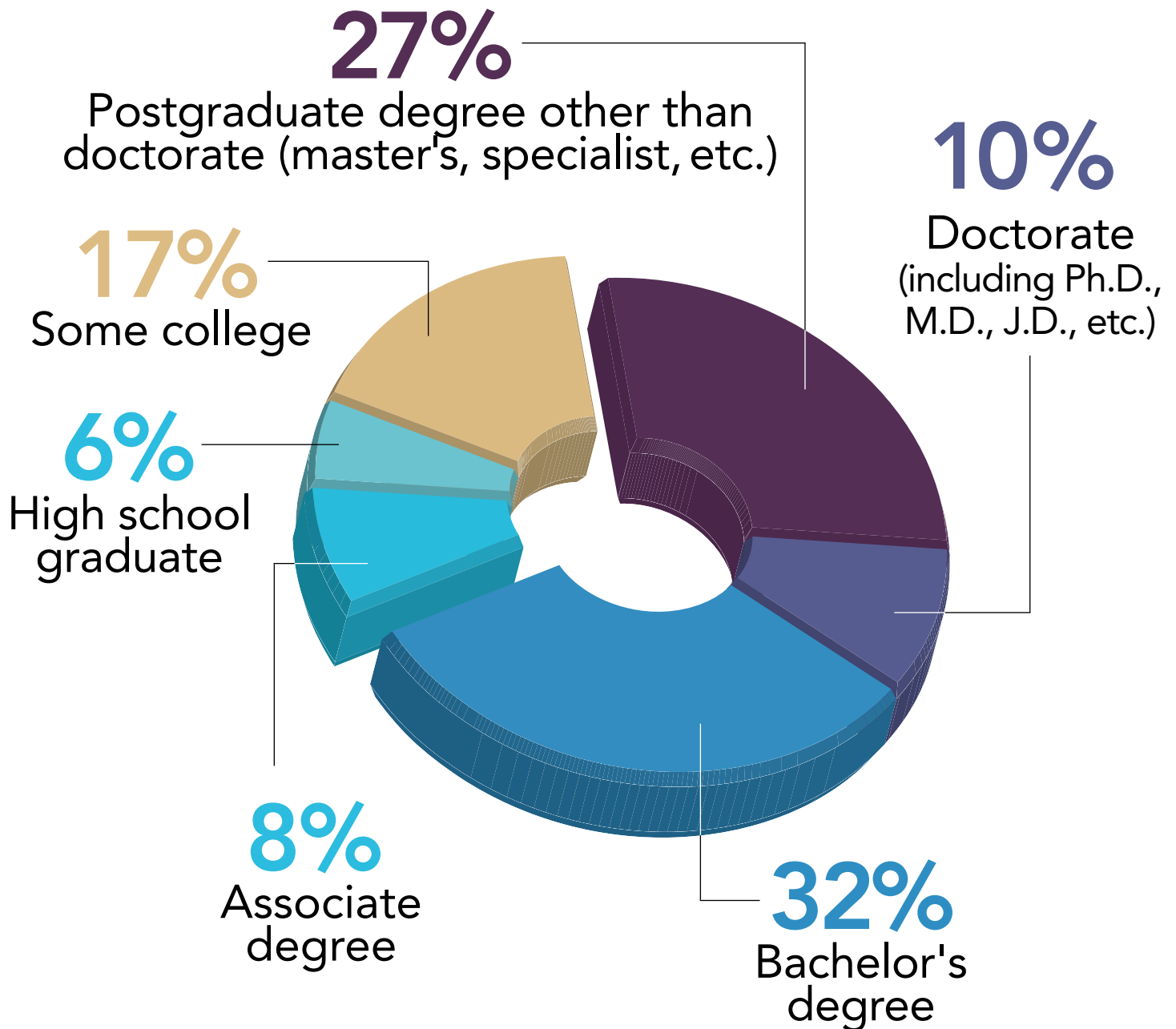
93%

Male

7%

Female

HistoryNet readers are well educated



EDUCATION

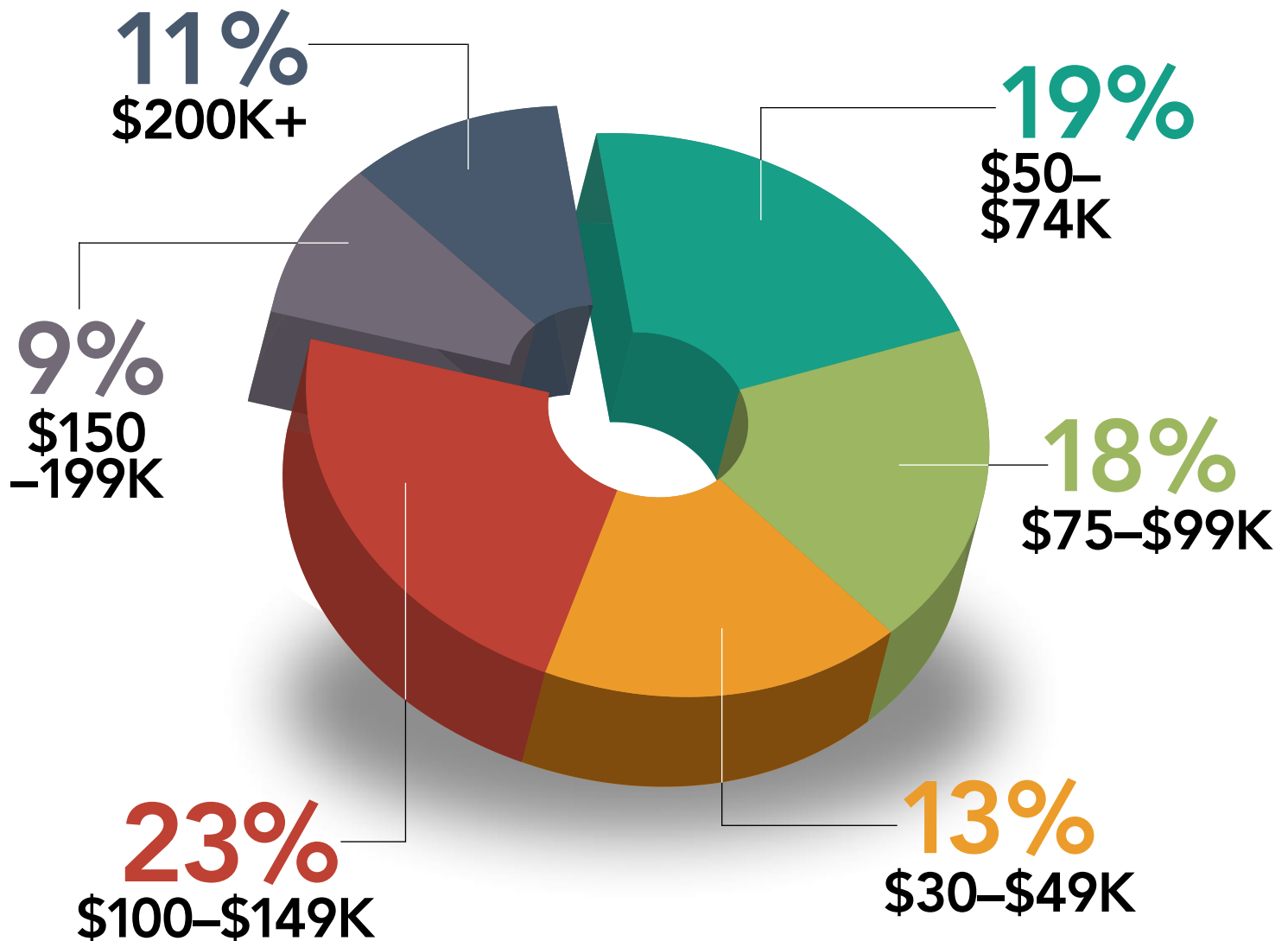
College educated: 69 percent
have a bachelor's degree

College graduate: 68 percent

Postgraduate degree: 37 percent

**Taking or plan to take educational courses
or a degree program:** 61 percent

HistoryNet readers have healthy household incomes



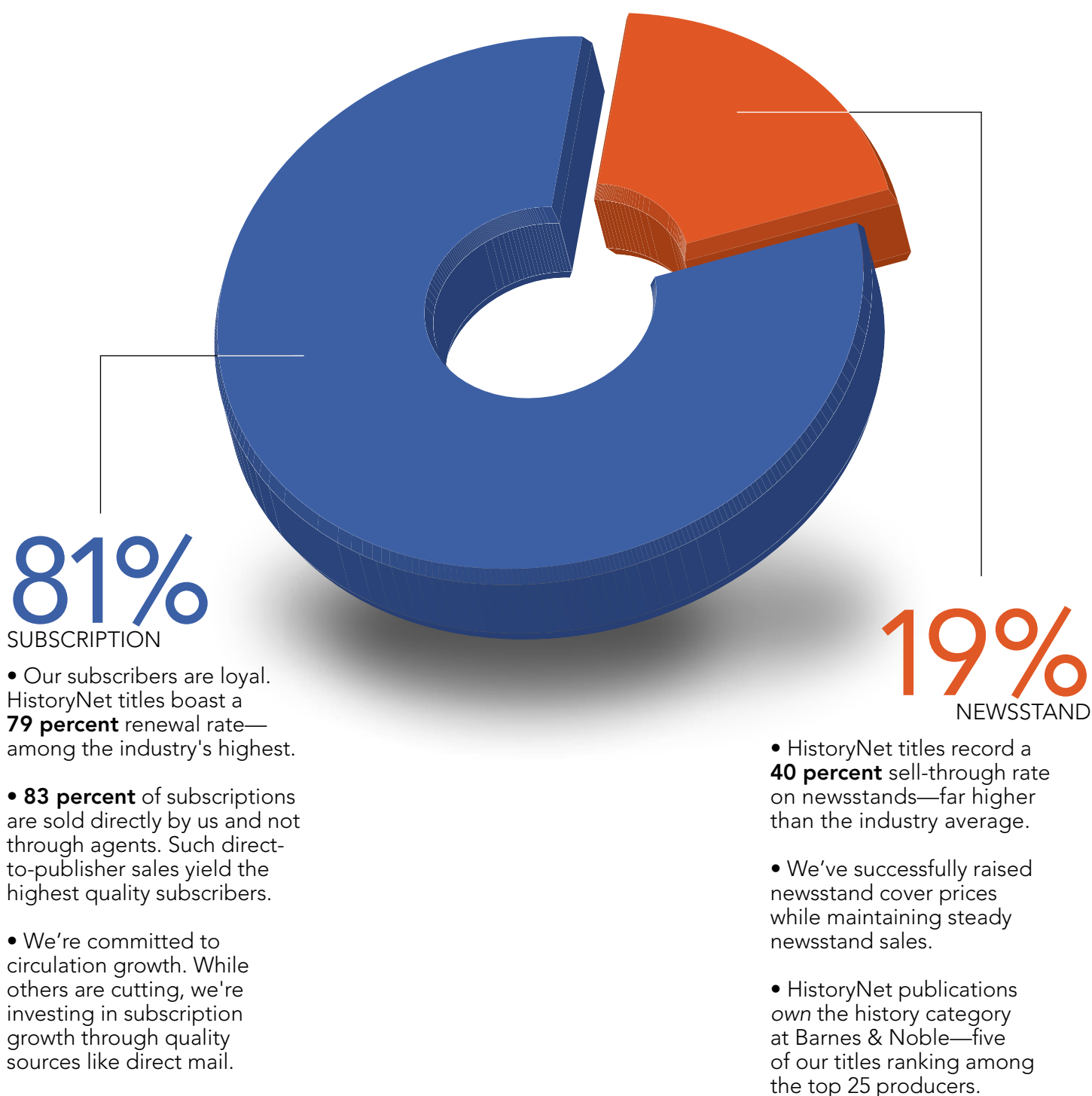
\$101,973

Median household income

JOB STATUS

Employed full time: 87 percent
Employed part time: 10 percent
Retired/looking for work: 4 percent

HistoryNet's circulation exceeds 268,300 across nine titles



Advertising in HistoryNet works—
just ask our repeat customers

TOURISM



GAMING



BANKING/INSURANCE



ENTERTAINMENT



EDUCATION



NORWICH



THE LEHRMAN INSTITUTE

PUBLISHING



RANDOM HOUSE



HistoryNet advertisers reach our targeted readership

MILITARY SUPPORT



MUSEUMS



PARTNERSHIPS



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!



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.



As authorized by Congress and on behalf of the Nation, we are doing what should have been done 50 years ago: thanking and honoring our 7.2 million living Vietnam veterans and the families of all 9 million who served. We are proud to join more than 7,000 local, state and federal organizations as Commemorative Partners in this most noble effort.

Choose a size that fits your needs

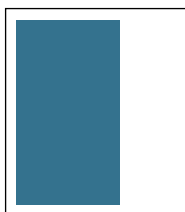
Ad Size	Non-Bleed Ad	Bleed Ad
Spread	15" x 10"	16" x 10 3/4"
Full Page	7" x 10"	8 1/8" x 10 3/4"
2/3 Page	4 5/8" x 9 3/4"	5 1/4" x 10 3/4"
1/2 Horizontal	7" x 4 3/4"	8 1/8" x 5 3/8"
1/2 Vertical	4 5/8" x 7 1/8"	N/A
1/3 Vertical	2 1/4" x 9 3/4"	N/A
1/3 Square	4 5/8" x 4 3/4"	N/A
1/6 Vertical	2 1/4" x 4 3/4"	N/A
1/6 Horizontal	4 5/8" x 2 3/8"	N/A



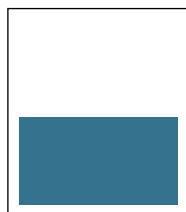
2-Page Spread



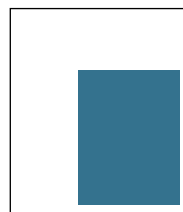
Full Page



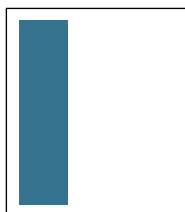
2/3 Vertical



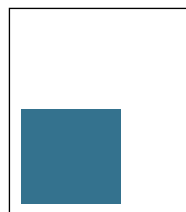
1/2 Horizontal



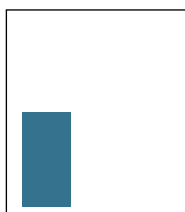
1/2 Vertical



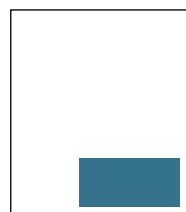
1/3 Vertical



1/3 Square



1/6 Vertical



1/6 Horizontal

Sending in Your Advertisement

Please provide a high-resolution, print-quality PDF, 100 percent of print size, CMYK, 300dpi

Send to:
Courtney Fortune
cfortune@historynet.com

When sending files larger than 7MB,
please send via WeTransfer.com

2019 Advertising Schedule

American History



America's Civil War



Aviation History



Civil War Times



Military History



Issue	Ad Close	Materials Due	On Sale Date
Feb 2019	10/2/18	10/9/18	11/27/18
Apr 2019	11/29/18	12/4/18	1/22/19
Jun 2019	1/29/19	2/5/19	3/26/19
Aug 2019	3/26/19	4/2/19	5/21/19
Oct 2019	5/28/19	6/4/19	7/23/19
Dec 2019	7/30/19	8/6/19	9/24/19
Feb 2020	10/1/19	10/8/19	11/26/19

Jan 2019	8/28/18	9/4/18	10/23/18
Mar 2019	10/30/18	11/6/18	12/25/18
May 2019	1/2/19	1/8/19	2/26/19
Jul 2019	3/5/19	3/12/19	4/30/19
Sep 2019	5/1/19	5/8/19	6/25/19
Nov 2019	7/2/19	7/9/19	8/27/19
Jan 2020	8/27/19	9/3/19	10/22/19

Jan 2019	9/4/18	9/11/18	10/30/18
Mar 2019	11/7/18	11/14/18	1/1/19
May 2019	1/2/19	1/8/19	3/5/19
Jul 2019	3/5/19	3/12/19	4/30/19
Sep 2019	5/7/19	5/14/19	7/2/19
Nov 2019	7/9/19	7/16/19	9/3/19
Jan 2020	9/3/19	9/10/19	10/29/19

Feb 2019	10/3/18	10/10/18	11/28/18
Apr 2019	11/28/18	12/5/18	1/22/19
Jun 2019	1/30/19	2/6/19	3/26/19
Aug 2019	3/27/19	4/3/19	5/28/19
Oct 2019	5/30/19	6/6/19	7/23/19
Dec 2019	7/31/19	8/7/19	9/24/19
Feb 2020	10/2/19	10/9/19	11/26/19

Jan 2019	9/4/18	9/11/18	10/30/18
Mar 2019	11/7/18	11/14/18	1/1/19
May 2019	1/2/19	1/8/19	3/5/19
Jul 2019	3/5/19	3/12/19	4/30/19
Sep 2019	5/7/19	5/14/19	7/2/19
Nov 2019	7/10/19	7/17/19	9/3/19
Jan 2020	9/3/19	9/10/19	10/29/19

MHQ



Vietnam



Wild West



World War II



Issue	Ad Close	Materials Due	On Sale Date
Win '18-19	8/29/18	9/5/18	10/24/18
Spring '19	12/4/18	12/12/18	2/12/19
Summer '19	2/26/19	3/12/19	5/7/19
Fall '19	5/28/19	6/4/19	8/6/19
Win '19-20	8/27/19	9/3/19	11/5/19

Feb 2019	10/9/18	10/16/18	11/27/18
Apr 2019	12/4/18	12/11/18	2/5/19
Jun 2019	2/5/19	2/12/19	4/2/19
Aug 2019	4/9/19	4/16/19	6/4/19
Oct 2019	6/4/19	6/11/19	7/30/19
Dec 2019	8/6/19	8/13/19	10/1/19
Feb 2020	10/8/19	10/15/19	12/3/19

Feb 2019	10/2/18	10/9/18	11/27/18
Apr 2019	11/29/18	12/5/18	1/22/19
Jun 2019	1/29/19	2/5/19	3/26/19
Aug 2019	3/26/19	4/2/19	5/21/19
Oct 2019	5/28/19	6/4/19	7/23/19
Dec 2019	7/30/19	8/6/19	9/24/19
Feb 2020	10/1/19	10/8/19	11/26/19

Feb 2019	10/9/18	10/16/18	11/27/18
April 2019	12/11/18	12/18/18	2/5/19
Jun 2019	2/5/19	2/12/19	4/2/19
Aug 2019	4/9/19	4/16/19	6/4/19
Oct 2019	6/4/19	6/11/19	7/30/19
Dec 2019	8/6/19	8/13/19	10/1/19
Feb 2020	10/8/19	10/15/19	12/3/19

Frequency: All HistoryNet titles are published six times per year with the exception of *MHQ*, which is published four times per year.

Make your ad buy count with our low CPMs

AMERICAN HISTORY

Frequency: 6x/year Paid Circulation: 46,000

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

MHQ:

THE QUARTERLY JOURNAL OF MILITARY HISTORY

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

AMERICA'S CIVIL WAR

Frequency: 6x/year Paid Circulation: 27,000

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

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

AVIATION HISTORY

Frequency: 6x/year Paid Circulation: 35,000

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

WILD WEST

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

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

CIVIL WAR TIMES

Frequency: 6x/year Paid Circulation: 39,000

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

WORLD WAR II

Frequency: 6x/year Paid Circulation: 72,000

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

MILITARY HISTORY

Frequency: 6x/year Paid Circulation: 41,000

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

For HistoryNet Group Media Rates

Please contact your sales representative.
Discounts apply to multiple magazine
buys of two or more.

How to market your museum or travel destination to your target demographic. (And do it economically).

Your Ad Here!

Here!

Or Here!

Civil War HERITAGE TRAVEL & LIFESTYLE SHOWCASE

Platinum

Premium

Classic

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