



## ABOUT THE MAGAZINE

With a unique interactive editorial approach, *Armchair General* invites readers to step into the shoes of a battlefield leader. Leading contributing writers lend integrity and credibility to this fresh presentation of historical and current day leaders.

Frequency: 6x year  
 Paid Circulation: 26,000  
 Total Audience: 104,000  
 US Single Copy: \$5.99  
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## DEMOGRAPHICS

### Gender

Male..... 99%  
 Female..... 1%

### Education

Some college.....94%  
 College graduate .....73%

Median age..... 48.3  
 Median household income ..... \$83,775  
 Median read time.....1 hour, 46 minutes

## DEPARTMENTS

- Crisis Watch
- Dispatches
- Forgotten History
- Great Warriors
- Hard Choices
- Battlefield Leader
- Game Reviews
- Play It!
- Command Decision



WEIDER HISTORY GROUP

# EDITORIAL HIGHLIGHTS

## JANUARY 2012

AD CLOSE 9.5.11 MATERIALS DUE 9.12.11 ON SALE 11.8.11

### COVER STORY

*Black Cross vs. Red Star.* Germany against the Soviet Union on WWII's Eastern Front, by acclaimed author Richard Armstrong.

**What Next, General? *George Washington Strikes Back, 1776-77***

**Battlefield Leader: *King Richard I***

## MARCH 2012

AD CLOSE 11.8.11 MATERIALS DUE 11.15.11 ON SALE 1.17.12

### COVER STORY: What Next General?

*Guderian in Poland, 1939.* As the famed German "panzer general," you must decide how to win the campaign that started World War II.

**Battle Studies: Ralph Peters' Exclusive "Decade That Changed Warfare"**

**Battlefield Leader: Britain's Orde Wingate**

**Bonus Feature: Killing Hitler's Hangman**

## MAY 2012

AD CLOSE 1.3.12 MATERIALS DUE 1.10.12 ON SALE 3.13.12

### COVER STORY: Battle Studies

*Patton in Morocco, 1942.* The legend of "Old Blood & Guts" began when he led the Allied invasion of North Africa.

**What Next, General?: Israel's Battle of the Sinai, 1973**

**Battlefield Leader: Gen. Jake Devers—WWII's Forgotten Victor**

**Bonus Article: 10 Questions with West Point Grad, Duke's Legendary 'Coach K'**

## JULY 2012

AD CLOSE 3.6.12 MATERIALS DUE 3.13.12 ON SALE 5.15.12

### COVER STORY: Battlefield Leader

*Warlords: Eisenhower, MacArthur, Nimitz.* Find out which one of these famous World War II Theater Commanders was America's greatest "Warlord."

**What Next, General?: Taylor's Mexican War Nightmare, 1846**

**Battle Studies: Carlo D'Este's Exclusive "Kasserine Pass, 1943"**

**Special Feature: How the South Could Have WON the Civil War**

## SEPTEMBER 2012

AD CLOSE 5.8.12 MATERIALS DUE 5.15.12 ON SALE 7.17.12

### COVER STORY: Battlefield Leader

*Gen. Nathan Bedford Forrest, CSA.* The fiery Confederate cavalryman proved to be the Civil War's "Wizard of the Saddle"

**Battle Studies: Dave Zabecki on "Bloody Huertgen Forest, 1944-45"**

**Special Feature: War of the Dragons – Sino-Japanese War 1937-45**

**What Next, General?: Russia's Battle of Tannenberg, 1914**

## NOVEMBER 2012

AD CLOSE 7.3.12 MATERIALS DUE 7.10.12 ON SALE 9.11.12

### COVER STORY: What Next, General?

*Manstein at Stalingrad, 1942.* As Hitler's best general, can you save a trapped German army from Stalin's resurgent Red Army?

**Battlefield Leader: Gen. Ernie Harmon's Battle of the Bulge**

**Battle Studies: War of 1812 Bicentennial**

**Special Feature: Ike and the Invasion of Japan, 1945**

Source: June 2010 Reader Survey, Steven Flans & Associates. Editorial content subject to change.