



ABOUT THE MAGAZINE

America's *Civil War* provides authoritative insights into the epic struggle that nearly tore the Union apart. Beautifully illustrated with period and modern photographs, artwork and detailed battle maps. It delivers the stories you didn't hear about in history class.

Frequency: 6x year
 Paid Circulation: 37,000
 Total Audience: 148,000
 US Single Copy: \$5.99
 Subscription: \$39.95/yr.

DEMOGRAPHICS

Gender

Male..... 73%
 Female.....27%

Education

Some college.....94%
 College graduate.....75%
 Median age.....55.3
 Median household income..... \$97,900
 Median read time.....1 hour, 36 minutes

DEPARTMENTS

- Timeline
- Cease Fire
- Primary Sources
- Legends
- Field Notes
- Book, Film and Multimedia Reviews
- Struck!
- Prologue



WEIDER HISTORY GROUP

EDITORIAL HIGHLIGHTS

JANUARY 2012

AD CLOSE 8.29.11 MATERIALS DUE 9.5.11 ON SALE 11.1.11

Civil War 150th Anniversary Feature

Grant, Donelson and "Unconditional Surrender"

The Generals We Love to Hate

New York's Attempt at Secession

Portfolio: *Civil War Impressions by McClellan's Guest, the Duc d'Orleans*

MARCH 2012

AD CLOSE 10.25.11 MATERIALS DUE 11.1.11 ON SALE 1.3.12

Civil War 150th Anniversary Feature

Shiloh by Winston Groom

How the Monitor Changed the Navy

Black Confederates

Spielberg's Lincoln: Taking Richmond Back to the War Years

MAY 2012

AD CLOSE 12.27.12 MATERIALS DUE 1.3.12 ON SALE 3.6.12

Civil War 150th Anniversary Feature

Ben Butler's assault on Louisiana

Refugees on the Doorstep

A Chance Encounter with Morgan's Raiders

Portfolio: *Occupied New Orleans*

JULY 2012

AD CLOSE 2.28.12 MATERIALS DUE 3.6.12 ON SALE 5.8.12

Civil War 150th Anniversary Feature

Second Bull Run

The Gettysburg Scapegoats: How Three Confederate Generals Were Targeted

Portfolio: *Nine Generals from Galena*

SEPTEMBER 2012

AD CLOSE 4.24.12 MATERIALS DUE 5.1.12 ON SALE 7.3.12

Civil War 150th Anniversary Feature

Antietam

Features

George Washington Whitman's Civil War

Confederate Veterans' Homes—Caring for Aging Warriors

Portfolio: *Brady's Antietam exhibit*

NOVEMBER 2012

AD CLOSE 6.26.12 MATERIALS DUE 7.3.12 ON SALE 9.4.12

Civil War 150th Anniversary Feature

Burnside at Fredericksburg

Lincoln's new birth of freedom

Was Grant an anti-Semite?

Portfolio: *War heroes turned politicians*

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