



## ABOUT THE MAGAZINE

MHQ takes you on an exciting journey to the world's greatest battles and campaigns over the last 5,000 years, from ancient warfare through modern Iraq. Written by distinguished authors and historians, MHQ covers in vivid detail the soldiers, leaders, tactics, and weapons throughout military history, delivered in an exquisitely illustrated, deluxe magazine.

Frequency: Quarterly  
 Paid Circulation: 22,000  
 Total Audience: 88,000  
 US Single Copy: \$19.95  
 Subscription: \$74.95/yr.

## DEMOGRAPHICS

### Gender

Male..... 98%  
 Female.....2%

### Education

Some college.....96%  
 College graduate .....84%  
 Median age.....52.6  
 Median household income ..... \$118,328  
 Median read time.... 2 hours, 18 minutes

## DEPARTMENTS

- Flashback
- The War List
- Artists on War
- Book Reviews
- Fighting Words
- Ask MHQ
- Tactical Exercises
- Extra Round



WEIDER HISTORY GROUP

# EDITORIAL HIGHLIGHTS

## WINTER 2012

AD CLOSE 8.25.11 MATERIALS DUE 9.1.11 ON SALE 11.1.11

COVER STORY: *FDR as Commander in Chief*

### FEATURES

*Pearl Harbor Spy and Weintraub*  
*Yom Kippur War: Bloody Road to Peace*  
*Battle of Panipat (1526)*  
*Athenians as Warriors*  
*Civil War Press*  
*Portfolio: Propaganda Posters*

## SPRING 2012

AD CLOSE 11.29.11 MATERIALS DUE 12.6.11 ON SALE 2.21.12

COVER STORY: *Sex and War*

How fighting wars has helped modern American men regain the upper hand in the war of the sexes.

### FEATURES

*Doolittle Raid (WWII) 70th anniversary*  
*Sports Greats at War (WWI, WWII, Modern)*  
*Alexander the Great As Monster*  
*Guagmela, Alexander's Best General*

## SUMMER 2012

AD CLOSE 2.21.12 MATERIALS DUE 2.28.12 ON SALE 5.15.12

COVER: *Atrocities: Why Does This Keep Happening?*

A look at the nature of evil, through the lens of atrocities committed by armed forces throughout history: Why does this keep happening?

### FEATURES

*Eyewitness to Horror: My Lai Revisited*  
*Essay: The Tipping Point: Why Men Slaughter*  
*Portfolio/Timeline: Atrocities Through the Ages*  
*The War List*  
*Fighting Words*  
*Patton in North Africa*  
*Goeben Eludes Royal Navy (WWI)*

## FALL 2012

AD CLOSE 5.22.12 MATERIALS DUE 5.29.12 ON SALE 8.14.12

COVER: *WWII Armored Clashes*

### FEATURES

*Battle of Kursk*  
*African Raiders (WWII)*  
*Axis Subs in the Pacific*  
*The Battle of Midway*  
*June 1942 70th anniversary*  
*Teddy Roosevelt Reforms the Army (1900-1910)*  
*The Convention Army (Rev. War)*

## WINTER 2012

AD CLOSE 8.21.12 MATERIALS DUE 8.28.12 ON SALE 11.13.12

*Sex and War*  
*The History of Post-Traumatic Stress Disorder*  
*Hitler's Doomsday weapon*  
*The Nuclear Canon of the Cold War*  
*Vietnam's Frontline Grunts*  
*Playing Cat and Mouse in the Mediterranean in WWI*

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