



## ABOUT THE MAGAZINE

*Wild West* features shootists, scouts, soldiers, soiled doves, sobbusters, bronc busters, gunfighters, peacemakers, Rocky mountain men, Plains buffalo hunters, prairie entrepreneurs, unconventional women and many others who made their distinctive mark on the West when it was truly Wild!

Frequency: 6x year  
 Paid Circulation: 50,000  
 Total Audience: 200,000  
 US Single Copy: \$5.99  
 Subscription: \$39.95/yr.

## DEMOGRAPHICS

### Gender

Male..... 87%  
 Female..... 13%

### Education

Some college.....86%  
 College graduate.....63%  
 Median age..... 57  
 Median household income..... \$83,150  
 Median read time.....1 hour, 57 minutes

## DEPARTMENTS

- Art of the West
- Book and DVD Reviews
- Ghost Towns
- Guns of the West
- Collections
- Go West
- Indian Life
- Pioneers and Settlers
- Gunfighters and Lawmen
- Roundups
- Western Enterprise
- Westerners



WEIDER HISTORY GROUP

# EDITORIAL HIGHLIGHTS

## FEBRUARY 2012

AD CLOSE 10.3.11      MATERIALS DUE 10.10.11      ON SALE 12.6.11

### Cover Story

*150th Anniversary of the Homestead Act*

The most important legislature effecting the settlement of the West (the Homestead National Monument is in Beatrice, Nebraska).

**Ghost Town: Vulture and Vulture Mine, Arizona**

**Western Enterprise: Warren store in Cheyenne, Wyoming**

**Collections: Four museums devoted to Laura Ingalls Wilder ("Little House on the Prairie" author) in Mansfield, Missouri; Walnut Grove, Minnesota; DeSmet, South Dakota; and Burr Oak, Iowa.**

**Guns of the West: Guns of the Arizona Rangers**

## APRIL 2012

AD CLOSE 11.29.11      MATERIALS DUE 12.6.11      ON SALE 2.7.12

### Cover Story

*Famous Lakota Chief Red Cloud's Early Years*

**Collections: Buffalo Soldiers National Museum in Houston**

**Ghost Town: Coloma, California**

## JUNE 2012

AD CLOSE 1.24.12      MATERIALS DUE 1.31.12      ON SALE 4.3.12

### Cover Story

*Libby and George Custer's relationship by Paul Andrew Hutton*

**Indian Life: Buffalo Bill vs. Yellow Hand**

**Ghost Town: Mystic, N.D.**

**Collections: Western Museum of Mining and Industry in Colorado Springs**

## AUGUST 2012

AD CLOSE 3.27.12      MATERIALS DUE 4.3.12      ON SALE 6.5.12

### Cover Story

*All about the most famous photo in the West, the tintype of Billy the Kid*

**Collections: Desert Caballeros Western Museum in Wickenburg, Arizona**

**Ghost town: Coolidge, Montana**

## OCTOBER 2012

AD CLOSE 5.29.12      MATERIALS DUE 6.5.12      ON SALE 8.7.12

### Features

*Fatal Mix-up on Front Street (another look at Tombstones' Gunfight at the O.K. Corral)*

**Ghost Town: Masonic, California**

## DECEMBER 2012

AD CLOSE 7.31.12      MATERIALS DUE 8.7.12      ON SALE 10.9.12

### Cover Story

Geronimo

### Features

*U.S. Dragoons for Texans in 1843*

*7th Cavalrymen who fought Wild Bill Hickok*

**Art of the West: C.M. Russell Museum in Great Falls**

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