

WORLD WAR II



ABOUT THE MAGAZINE

World War II magazine covers every aspect of history's greatest modern conflict with vivid, authoritative writing by the world's top historians. Each issue is strikingly designed and contains a lively mix of stories about soldiers, leaders, tactics, and weapons including detailed battle maps, riveting firsthand accounts and reviews of books, movies and video games.

Frequency: 6x year
 Paid Circulation: 91,000
 Total Audience: 364,000
 US Single Copy: \$5.99
 Subscription: \$39.95/yr.

DEMOGRAPHICS

Gender

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

Education

Some college.....86%
 College graduate.....63%
 Median age..... 55.3
 Median household income \$83,150
 Median read time.....1 hour, 57 minutes

DEPARTMENTS

- World War II Today
- Pinup
- Conversation
- Unknown Soldiers
- Time Travel
- What If...
- War Letters
- Challenge
- Book, DVD and Game Reviews



WEIDER HISTORY GROUP

EDITORIAL HIGHLIGHTS

JANUARY/FEBRUARY 2012

AD CLOSE 9.26.11 MATERIALS DUE 10.3.11 ON SALE 11.29.11

The Battle of Midway

In a new reappraisal of the pivotal battle, author Craig L. Symonds traces three key moments in the battle to three decisions, by three leaders.

Their Darkest Hour

The London Cage

Portfolio: Kriegie Life

MARCH/APRIL 2012

AD CLOSE 11.22.11 MATERIALS DUE 11.29.11 ON SALE 1.31.12

Patton, as Seen by His Enemies

Legend has it Patton's enemies revered and feared the man. A look at his reputation among the men he aimed to conquer.

Code Talker

Angler Rescue

Portfolio: Ground Zero at Hiroshima

MAY/JUNE 2012

AD CLOSE 1.17.12 MATERIALS DUE 1.24.12 ON SALE 3.27.12

"Old Gravel Voice"

Ernest N. Harmon is virtually unknown today, but the American general rates as one of the best tank commanders of the war.

The Royce Raid

The Nazi Bear

JULY/AUGUST 2012

AD CLOSE 3.20.12 MATERIALS DUE 3.27.12 ON SALE 5.29.12

Warsaw Uprising

The Warsaw Uprising pitted the Polish underground army, one of the war's largest, against the German army in nearly two month of bitter fighting.

Lost Plans

Dr. Seuss

SEPTEMBER/OCTOBER 2012

AD CLOSE 5.22.12 MATERIALS DUE 5.29.12 ON SALE 7.31.12

Rise of the Nazis

The fascinating perspective of Americans living in Germany in the 1930s.

Battle of Yenangyaung

Guadalcanal Coastwatchers

Eyewitness

NOVEMBER/DECEMBER 2012

AD CLOSE 7.24.12 MATERIALS DUE 7.31.12 ON SALE 10.2.12

Drumbeat

America's Atlantic coast was the target of a methodical campaign by Germany's U-boats. The threat was real; and very close.

Bill Slim

Germany's Air Raid Shelters

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