

2012 Direct Response Advertising Rates

WEIDER HISTORY GROUP
LIVE THE HISTORY
HISTORYNET.COM



AMERICAN HISTORY

Frequency: 6x/year Paid Circulation: 53,000

Ad Size	1x	3x	6x	9x	12x
Page	\$2,783	\$2,560	\$2,449	\$2,309	\$2,170
2/3 Page	\$2,087	\$1,920	\$1,836	\$1,732	\$1,628
1/2 Page	\$1,600	\$1,472	\$1,408	\$1,328	\$1,248
1/3 Page	\$1,206	\$1,109	\$1,061	\$1,001	\$940
Cover 2	\$4,000	\$3,680	\$3,520	\$3,320	\$3,120
Cover 3	\$3,652	\$3,360	\$3,214	\$3,031	\$2,849
Cover 4	\$4,348	\$4,000	\$3,826	\$3,609	\$3,391

ARMCHAIR GENERAL

Frequency: 6x/year Paid Circulation: 26,000

Ad Size	1x	3x	6x	9x	12x
Page	\$1,952	\$1,796	\$1,718	\$1,620	\$1,523
2/3 Page	\$1,464	\$1,347	\$1,288	\$1,215	\$1,142
1/2 Page	\$1,122	\$1,033	\$988	\$932	\$875
1/3 Page	\$846	\$778	\$744	\$702	\$660
Cover 2	\$2,806	\$2,582	\$2,469	\$2,329	\$2,189
Cover 3	\$2,562	\$2,357	\$2,255	\$2,126	\$1,998
Cover 4	\$3,050	\$2,806	\$2,684	\$2,532	\$2,379

AMERICA'S CIVIL WAR

Frequency: 6x/year Paid Circulation: 37,000

Ad Size	1x	3x	6x	9x	12x
Page	\$1,943	\$1,787	\$1,709	\$1,612	\$1,515
2/3 Page	\$1,457	\$1,340	\$1,282	\$1,209	\$1,136
1/2 Page	\$1,117	\$1,028	\$983	\$927	\$871
1/3 Page	\$842	\$774	\$741	\$699	\$657
Cover 2	\$2,792	\$2,569	\$2,457	\$2,318	\$2,178
Cover 3	\$2,550	\$2,346	\$2,244	\$2,116	\$1,989
Cover 4	\$3,035	\$2,792	\$2,671	\$2,519	\$2,367

AVIATION HISTORY

Frequency: 6x/year Paid Circulation: 40,000

Ad Size	1x	3x	6x	9x	12x
Page	\$2,000	\$1,840	\$1,760	\$1,660	\$1,560
2/3 Page	\$1,500	\$1,380	\$1,320	\$1,245	\$1,170
1/2 Page	\$1,150	\$1,058	\$1,012	\$955	\$897
1/3 Page	\$867	\$797	\$763	\$719	\$676
Cover 2	\$2,875	\$2,645	\$2,530	\$2,386	\$2,243
Cover 3	\$2,625	\$2,415	\$2,310	\$2,179	\$2,048
Cover 4	\$3,125	\$2,875	\$2,750	\$2,594	\$2,438

BRITISH HERITAGE

Frequency: 6x/year Paid Circulation: 31,000

Ad Size	1x	3x	6x	9x	12x
Page	\$2,202	\$2,026	\$1,938	\$1,828	\$1,718
2/3 Page	\$1,652	\$1,520	\$1,453	\$1,371	\$1,288
1/2 Page	\$1,266	\$1,165	\$1,114	\$1,051	\$988
1/3 Page	\$954	\$878	\$840	\$792	\$744
Cover 2	\$3,166	\$2,912	\$2,786	\$2,627	\$2,469
Cover 3	\$2,890	\$2,659	\$2,544	\$2,399	\$2,254
Cover 4	\$3,441	\$3,166	\$3,028	\$2,856	\$2,684

CIVIL WAR TIMES

Frequency: 6x/year Paid Circulation: 53,000

Ad Size	1x	3x	6x	9x	12x
Page	\$2,783	\$2,560	\$2,449	\$2,309	\$2,170
2/3 Page	\$2,087	\$1,920	\$1,836	\$1,732	\$1,628
1/2 Page	\$1,600	\$1,472	\$1,408	\$1,328	\$1,248
1/3 Page	\$1,206	\$1,109	\$1,061	\$1,001	\$940
Cover 2	\$4,000	\$3,680	\$3,520	\$3,320	\$3,120
Cover 3	\$3,652	\$3,360	\$3,214	\$3,031	\$2,849
Cover 4	\$4,348	\$4,000	\$3,826	\$3,609	\$3,391

MILITARY HISTORY

Frequency: 6x/year Paid Circulation: 61,000

Ad Size	1x	3x	6x	9x	12x
Page	\$3,203	\$2,946	\$2,818	\$2,658	\$2,498
2/3 Page	\$2,402	\$2,210	\$2,114	\$1,994	\$1,873
1/2 Page	\$1,841	\$1,694	\$1,620	\$1,528	\$1,436
1/3 Page	\$1,388	\$1,277	\$1,221	\$1,152	\$1,082
Cover 2	\$4,604	\$4,235	\$4,051	\$3,821	\$3,591
Cover 3	\$4,203	\$3,867	\$3,699	\$3,489	\$3,279
Cover 4	\$5,004	\$4,604	\$4,403	\$4,153	\$3,903

MILITARY HISTORY QUARTERLY

Frequency: 4x/year Paid Circulation: 22,000

Ad Size	1x	2x	4x	8x
Page	\$1,908	\$1,755	\$1,679	\$1,584
2/3 Page	\$1,431	\$1,317	\$1,259	\$1,188
1/2 Page	\$1,097	\$1,009	\$965	\$911
1/3 Page	\$827	\$761	\$728	\$686
Cover 2	\$2,743	\$2,523	\$2,414	\$2,277
Cover 3	\$2,504	\$2,304	\$2,204	\$2,079
Cover 4	\$2,981	\$2,743	\$2,624	\$2,475

VIETNAM

Frequency: 6x/year Paid Circulation: 33,000

Ad Size	1x	3x	6x	9x	12x
Page	\$1,753	\$1,613	\$1,543	\$1,455	\$1,368
2/3 Page	\$1,315	\$1,210	\$1,157	\$1,092	\$1,026
1/2 Page	\$1,008	\$928	\$887	\$837	\$786
1/3 Page	\$760	\$699	\$669	\$631	\$593
Cover 2	\$2,521	\$2,319	\$2,218	\$2,092	\$1,966
Cover 3	\$2,301	\$2,117	\$2,025	\$1,910	\$1,795
Cover 4	\$2,740	\$2,521	\$2,411	\$2,274	\$2,137

WILD WEST

Frequency: 6x/year Paid Circulation: 50,000

Ad Size	1x	3x	6x	9x	12x
Page	\$2,625	\$2,415	\$2,310	\$2,179	\$2,048
2/3 Page	\$1,969	\$1,811	\$1,733	\$1,634	\$1,536
1/2 Page	\$1,509	\$1,389	\$1,328	\$1,253	\$1,177
1/3 Page	\$1,138	\$1,047	\$1,001	\$944	\$887
Cover 2	\$3,773	\$3,472	\$3,321	\$3,132	\$2,943
Cover 3	\$3,445	\$3,170	\$3,032	\$2,860	\$2,687
Cover 4	\$4,102	\$3,773	\$3,609	\$3,404	\$3,199

WORLD WAR II

Frequency: 6x/year Paid Circulation: 91,000

Ad Size	1x	3x	6x	9x	12x
Page	\$4,778	\$4,395	\$4,204	\$3,965	\$3,726
2/3 Page	\$3,583	\$3,296	\$3,153	\$2,974	\$2,795
1/2 Page	\$2,747	\$2,527	\$2,417	\$2,280	\$2,143
1/3 Page	\$2,070	\$1,905	\$1,822	\$1,718	\$1,615
Cover 2	\$6,868	\$6,318	\$6,004	\$5,700	\$5,357
Cover 3	\$6,270	\$5,769	\$5,518	\$5,204	\$4,891
Cover 4	\$7,465	\$6,868	\$6,569	\$6,196	\$5,823

SPECIALS

Frequency: 2-4x/year Circulation: 70,500

Ad Size	1x	2x	3x	4x
Page	\$3,356	\$3,087	\$2,953	\$2,785
2/3 Page	\$2,517	\$2,315	\$2,215	\$2,089
1/2 Page	\$1,929	\$1,775	\$1,698	\$1,601
1/3 Page	\$1,454	\$1,338	\$1,280	\$1,207
Cover 2	\$4,824	\$4,438	\$4,245	\$4,004
Cover 3	\$4,404	\$4,052	\$3,876	\$3,655
Cover 4	\$5,243	\$4,824	\$4,614	\$4,352