



Paid Circulation: 22,000



Military History Quarterly 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. MHQ covers in vivid detail the soldiers, leaders, tactics and weapons throughout military history.



READER PROFILE:

- 98% male/2% female
- Median household income: \$118,328
- College graduate: 84%
- Median read time: 2 hours, 18 minutes

Source: June 2010 Reader Survey, Steven Flans & Associates

EDITORIAL DEPARTMENTS:

- Flashback
- The War List
- Artists on War
- Book Reviews
- Fighting Words
- Tactical Exercises

2012 DIRECT RESPONSE ADVERTISING RATES

Black & White	1X	2X	4X	8x
Full Page	\$1,526	\$1,404	\$1,343	\$1,267
2/3 Page	\$1,145	\$1,053	\$1,007	\$950
1/2 Page	\$878	\$807	\$772	\$729
1/3 Page	\$661	\$609	\$582	\$549
1/6 Page	\$397	\$365	\$349	\$329

Issue	Ad Close	Materials Due	On-Sale
Spring	December 6, 2011	December 13, 2011	February 21, 2012
Summer	February 28, 2012	March 6, 2012	May 15
Fall	May 29	June 5	August 14
Winter 2013	August 28	September 4	November 13

