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2013 Demographics

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AMERICAN HISTORY

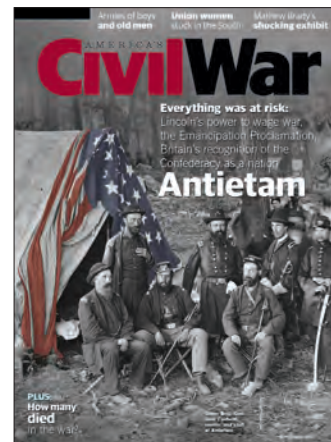
American History is the leading popular magazine devoted to exploring the rich texture of the American experience through engaging writing, outstanding photography and artwork.

Paid Circulation: 53,000 **Median household income: \$97,900**
Male readers: 73% **Median age: 54.3**

AMERICA'S CIVIL WAR

America's Civil War provides authoritative insights into the epic struggle that nearly tore the Union apart.

Paid Circulation: 37,000 **Median household income: \$97,900**
Male readers: 73% **Median age: 55.3**



ARMCHAIR GENERAL

With a unique interactive editorial approach, *Armchair General* invites readers to step into the shoes of a battlefield leader.

Paid Circulation: 26,000 **Median household income: \$83,775**
Male readers: 99% **Median age: 48.3**

AVIATION HISTORY

Aviation History offers aviation enthusiasts the most authoritative and in-depth coverage of the history of world aviation and manned flight, from its origins to the Space Age.

Paid Circulation: 40,000 **Median household income: \$101,050**
Male readers: 99% **Median age: 58.1**



BRITISH HERITAGE

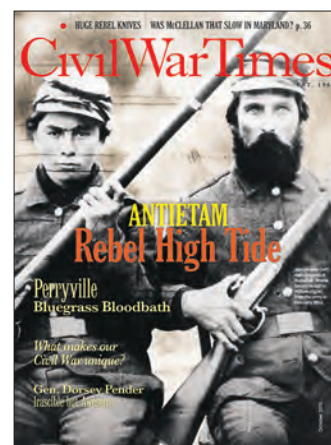
British Heritage is the magazine of travel and life in England, Scotland and Wales, written for those who love Britain.

Paid Circulation: 31,000 **Median household income: \$98,425**
Male readers: 40% **Median age: 58.7**

CIVIL WAR TIMES

From biographies to battle stories, eyewitness accounts to period photographs, travel guides to insightful book and film reviews, *Civil War Times* delivers the thrilling, living history of America's greatest internal struggle.

Paid Circulation: 53,000 **Median household income: \$94,050**
Male readers: 87% **Median age: 52.5**



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MILITARY HISTORY

Military History tells the timeless true tales of battlefield heroics, brilliant tactics, and wily commanders from ancient epic struggles through 20th century global campaigns—all vividly presented by top writers, artists and historians.

Paid Circulation: 61,000 Median household income: \$105,275
Male readers: 97% Median age: 52.5



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.

Paid Circulation: 22,000 Median household income: \$118,328
Male readers: 98% Median age: 52.6



VIETNAM

Vietnam is the only magazine exclusively devoted to telling the full story behind the Vietnam War, with gripping firsthand accounts and carefully researched articles by veterans of this controversial and divisive conflict.

Paid Circulation: 33,000 Median household income: \$105,275
Male readers: 97% Median age: 59.6



Wild West features shootists, scouts, soldiers, soiled doves, sodbusters, bronc busters, gunfighters, peacemakers, unconventional women and many others who made their distinctive mark on the West when it was truly Wild!

Paid Circulation: 50,000 Median household income: \$83,150
Male readers: 87% Median age: 57



WORLD WAR II

World War II magazine covers every aspect of history's greatest modern conflict with vivid, authoritative writing by the world's top historians.

Paid Circulation: 91,000 Median household income: \$83,150
Male readers: 87% Median age: 55.3



From Alexander the Great to Afghanistan, and World War II to the Civil War, HistoryNet.com is the place to find accurate, thought-provoking articles and commentary.

Impressions/month: 1.8 million Median household income: \$77,000
Male viewers: 74% History Buffs: 96%



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