



WEIDER HISTORY GROUP ONLINE

REACH THE PASSIONATE HISTORY BUFF AND MILITARY ENTHUSIAST WITH OUR NETWORK OF SITES

HISTORYNET.COM
From The World's Largest History Magazine Publisher

The Authority on History

GREAT HISTORY
The Best Blogging in History

ARMCHAIR GENERAL
ARMCHAIRGENERAL.COM

The Interactive History Site for Armchair Strategists, Gamers and other History Buffs

Monthly Impressions: 7.2 Million
Average Monthly Unique Visitors: 600,000
E-Mail Newsletter Subscribers: 50,000

COMBINED, WE PACK A POWERFUL HISTORY BUY!



HISTORYNET.COM
From The World's Largest History Magazine Publisher

The Authority on History

A favorite site for researching and reading a broad range of history, **HistoryNet.com** is the place to find accurate and thought-provoking historical data. From American History to European, Ancient times to present day, legendary warriors to today's leaders—we cover it all. **The authority on history.**

- The latest in History Book & DVD reviews
- Movies & Miniseries – interviews
- **Historical Discussion Forums:** Online polls and forums allow users to discuss their opinions about history-related topics.
- Photo Galleries
- The Daily Quiz
- **Article Archives:** Site users access to more than 5000 articles from our 11 history magazines!

Site User Demographics:

- 74% Male/26% Female
- Median Age: 42
- Median HHI: \$65k+
- College Graduate: 82%
- Describe themselves as History Enthusiasts: 96%
- Average time spent on site: 5 minutes

WEIDER HISTORY GROUP DIRECT RESPONSE ADVERTISING OFFICE

1001 South Myrtle Avenue • Suite 7 • Clearwater, FL 33756 • 800-649-9800 • 727-443-7667 • whg@rja-ads.com



WEIDER HISTORY GROUP ONLINE



Site User Demographics:

- 98% Male/2% Female
- Median Age: 35
- Median HHI: \$65k
- Describe themselves as History Buffs: 97%
- Avg time spent on site: 6 minutes



The Interactive History Site for Armchair Strategists, Gamers and other History Buffs

In addition to articles on military history, ArmchairGeneral.com also publishes analyses of current events, written by experts in the field.

Experience History's Greatest Battles and their great military leaders:

- Step into the shoes of our greatest military leaders and understand the battles, the strategy, the tactics and the consequences.
- The latest in History Book & DVD reviews
- Movies & Miniseries - interviews
- **Historical Discussions Forum:** Online polls and forums allow users to discuss their opinions about history-related topics.
- Game Reviews and more!



Our newest website - launched in 2009

Insightful articles about the past and how it affects our present and future, on topics from geopolitics to women's history to espionage and more.

A Great New Website Where History and the Present Meet:

- Forums, Book Reviews, DVD Reviews
- Social Networking for History Enthusiasts
- Blogs About History
- Entertaining and Informative Writers

ADVERTISING SIZES AND SPONSORSHIP OPPORTUNITIES FOR ALL SITES:

Web Ad Sizes Available:

(Sizes are in pixels.)

Leaderboard Banners: 728 wide x 90 tall

Wide Skyscrapers: 160 wide x 600 tall

Half Page Banner: 300 wide x 600 tall

Medium Rectangle: 300 wide x 250 tall

Site Skin: 1300 x 800

Text Advertisement:

20-30 words of text, with URL

E-Newsletters:

"Communique": 50,000 Subscribers
Sent out twice monthly.

Placements: Leaderboard 728x90

Sponsorships :

Sponsor one of our Forums—one of the most well trafficked and stickiest places on our site.

Sponsor our Daily Quiz—our most popular interactive quiz.

Sponsor our Polls—text link which appears above our poll. Appears on every page of our main sites.



WEIDER HISTORY GROUP ONLINE

ONLINE ADVERTISING MATERIAL SPECIFICATIONS FOR 2010:

Sites:

HistoryNet.com
ArmchairGeneral.com
GreatHistory.com

Medium Rectangle:

Placements: Located on many, but not all pages of site/network
Dimensions: 300 wide x 250 tall
File Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

Site Skin:

Placements: Located on many, but not all pages of site/network
Dimensions: 1300 x 800, with 974x91 clickable top connector banner
File Size: 175k, Max Flash: 50k
File Types: jpg

E-Newsletter:

Placements: Leaderboard 728 x 90
Dimensions: 728 x 90
File Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

Text Advertisement:

Placements: Located on main websites of Armchair General and HistoryNet.com
Dimensions: 20-30 words of text, with URL
File Size: N/A
File Types: Text only.

Flash Specifications:

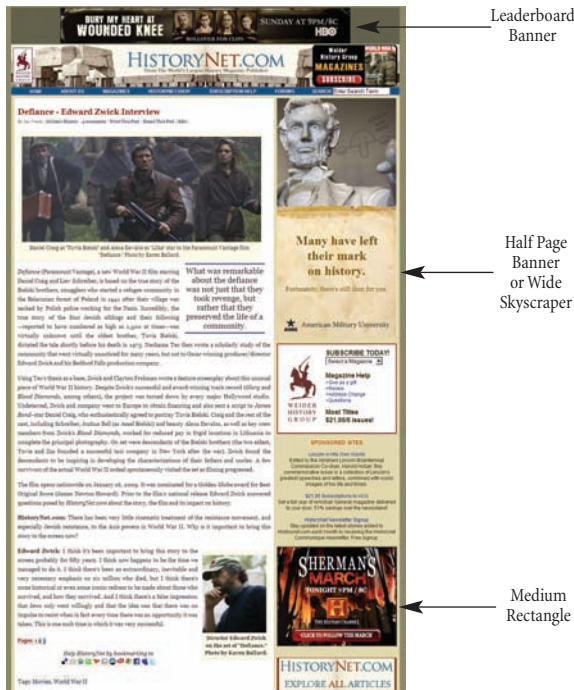
To ensure proper testing of creative, please submit 5 days before campaign. Provide creative in Flash (.swf) format. Include back-up .gif file (to support viewers who do not have Flash enabled). Max file size is 30K. Provide a click-through URL—do not hard code into .swf file. Include a Button Action in the Flash file coded as follows: on (release) {getURL (clickTAG, "_blank");} Any action must be click-initiated, not rollover initiated.

For detailed instructions for Flash ad creation, please visit:
<http://www.adobe.com/resources/richmedia/tracking/>

Submitting Your Ad

Please submit materials 5 business days before the start date of a campaign. Please submit completed materials to Brian King at: Brian.King@weiderhistorygroup.com with a copy to your sales account representative. Please submit contact email address which you would like us to inform when your campaign goes live.

We reserve the right to reject any banner, URL or other creative element.



Leaderboard Banners:

Placements: Located on all pages of site/network
Dimensions: 728 wide x 90 tall
File Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

Wide Skyscrapers:

Placements: Located on all pages of site/network
Dimensions: 160 wide x 600 tall
File Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.

Half Page Banner:

Placements: Located on many, but not all pages of site/network
Dimensions: 300 wide x 600 tall
File Size: 40kb
File Types: We only accept .gif, .jpg, or .swf (Flash). Other Rich Media must be served externally.