



Be a Part of HISTORY® With The World's Largest History Club!

The History Channel Magazine® is published by North American Media Group (NAMG), the publishing arm of North American Membership Group. As the world's largest lifestyle membership organization, we connect with more than 20 million readers* united by their passions. NAMG captures the power of affinity by channeling the enthusiasm of our readers into special interest magazines and puts it to work for you.

For more than 30 years, North American Membership Group has excelled in creating and servicing large membership clubs that provide a sense of community through highly engaging media with direct access to market insights. Following this successful business model, North American Membership Group continues to thrive, attracting passionate consumers seeking the camaraderie found in our unique lifestyle clubs.

North American Membership Group's Club & Magazine Properties Include:

The History Channel Club® (The History Channel Magazine®)
Handyman Club of America (*HANDY*)
National Home Gardening Club (*Gardening How-To*)
Cooking Club of America (*Cooking Club*)
North American Hunting Club (*North American Hunter*)
North American Fishing Club (*North American Fisherman*)
Major League Baseball Insiders Club (*MLB Insider Magazine*)

The Club Advantage

Our clubs attract people who have a true passion in their lives. Engaged by the content that feeds their passions and connected by their common interests, our members represent the core group of enthusiasts within their communities. The History Channel Magazine® is the central gathering point for those with a desire to immerse themselves in American culture and heritage, uniting them and reinforcing their strong connection with all things historic.

The History Channel Club® Benefits

- The History Channel Magazine® (published six times a year)
- Members-only trips & tours
- Discounts to museums
- Unique member-to-member forums
- Member edit contributions
- Opportunities to win history-related products and services
- Opportunities to win getaways to historic destinations
- *Guide to Historic America*
- Special discounts on history-related products and services

*Source: 2010 Ratebases. 2010 GfK MRI
Doublebase rpc except Cooking Club - 2009 MRI
Doublebase rpc and MLB Insider - estimate

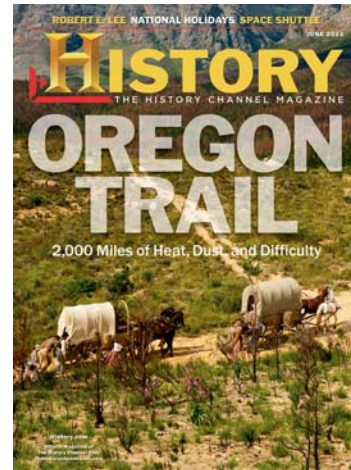
Contact your History Channel Magazine® Representative for more information

Michael F. X. Cassidy, Group Publisher • mcassidy@namginc.com | 407-248-1502 • www.thehistorychannelclub.com/advertise

Magazine Overview

Launched in 2003 in partnership with HISTORY®, The History Channel Magazine® serves as the official publication of The History Channel Club®. Published six times a year, The History Channel Magazine® features an in-depth perspective on topics covered by its television partner, while also offering a rich array of feature content designed to deepen readers' understanding and interaction with history. Regular departments are closely tied to other content of HISTORY®, such as *Modern Marvels*®, *This Day in History*, and *Save Our History*®.

Adhering to the idea that all history is personal, The History Channel Magazine® is the definitive general-interest American heritage magazine, combining the best resources of its partner, HISTORY® with the unique insights of its contributors — including members of The History Channel Club® — to bring readers the stories behind the stories and connect our past with our present.



MRI Reader Profile

All Adults

Readers per Issue	1,767,000	
Men	1,226,000	69%
Women	541,000	31%

Housing

Homeowners	1,405,000	80%
Home Value: (if owned)		
\$250,000+	574,000	32%
\$200,000+	796,000	45%
\$150,000+	1,012,000	57%
\$125,000+	1,150,000	65%
\$100,000+	1,262,000	71%
Median	\$221,099	

Employment Status

Employed	942,000	53%
Retired	554,000	31%

Occupation

Prof/Managerial	454,000	26%
Sales/Office Occupations	192,000	11%

Education

Any College	1,232,000	70%
Grad Coll/Grad +	736,000	42%

Household Income

\$200,000+	103,000	6%
\$150,000+	193,000	11%
\$100,000+	408,000	23%
\$75,000+	766,000	43%
\$60,000+	998,000	56%
Median	\$67,388	

Age

25 to 34	133,000	8%
35 to 44	197,000	11%
45 to 54	397,000	22%
55 to 64	445,000	25%
Median	57	

Household/Family

Married	1,079,000	61%
One Child	218,000	12%
Two Children	112,000	6%
Three or More	79,000	4%

Special Interest*

Index

Last 12 months...

Traveled to historic place/event	51%	n/a
Avg. # of historic places/events visited	4	n/a
Stayed at hotel/motel	53%	126
Traveled (overnight trip) by car**	89%	133
Avg. spent on vacation travel***	\$2,200	157
Participate in "civic" activity	64%	167
Influential (MRI definition)	31%	270

(**Based on those who took an overnight trip last 12 months)

(***Based on those who took domestic vacation trip last 12 months)

County Size

A County	619,000	35%
B County	591,000	33%
C County	277,000	16%
D County	279,000	16%

2012 Editorial Calendar

January/February

Features:

Operation Chopper - early U.S. combat mission against Viet Cong

Iditarod - Dog Sled Race evolves from a life-saving effort during the 1925 Nome epidemic

Ellis Island - 1892 the Ellis Island Immigration Center opens

CW Journal: Little Known Stories of the Civil War

Departments:

Hit the Road: The Battle of Sitka

Save Our History: Tuskegee Institute

American Originals: Cartoonist Charles Samuel Addams

Modern Marvels: Snowmobiles

Closing date: 11/1/11

Materials due: 11/15/11

Mail date: 12/23/11

March/April

Features:

Battle of Shiloh - Civil War battle in Tennessee

The Titanic - this 1912 disaster has become a modern folk story

Paul Revere's Ride

CW Journal: Monitor v. Merrimac

Departments:

Hit the Road: Fenway Park

Save Our History: Battle of the Alamo

American Originals: Girl Scouts

Modern Marvels: PT Boats during World War II

Closing date: 1/4/12

Materials due: 1/15/12

Mail date: 2/27/12

May/June

Features:

War of 1812

Hatfield/McCoys

Kmart & Wal-Mart are born

Battle of Midway

CW Journal: Horses of the Civil War

Departments:

Hit the Road: National D-Day Museum

Save Our History: Cracker Jack

American Originals: Studs Terkel, prize-winning author & radio personality

Modern Marvels: TBA

Closing date: 3/1/12

Materials due: 3/15/12

Mail date: 4/23/12

History Alive: A member-contributed section "in their own words"

- **I Was There** - Members recall witnessing a historic event
- **My Story** - Members detail their participation in a historical event
- **Hero** - Members write about someone who was/is meaningful to him/her
- **Ancestor** - Member writes about a family member who took part in a historic event

HISTORY® Integrated Features - A cross content opportunity for advertisers to create a tie between HISTORY® programming and a magazine feature.

July/August

Features:

Vintage Baseball - 1876 the National League was established
The Dakota Conflict - results in the largest mass execution in American history

Postal History - covers postage stamps, Benjamin Franklin & ZIP Codes

CW Journal: Second Manassas

Departments:

Hit the Road: First Islamic Mosque in U.S.

Save Our History: Historic Aircraft Recovery - TIGHAR

American Originals: Babe Didrikson

Modern Marvels: Kit houses - From 1908-1940

Closing date: 5/1/12

Materials due: 5/15/12

Mail date: 6/26/12

September/October

Features:

Civilization - The Story of All of Us

Cuban Missile Crisis - The closest the world ever came to nuclear war

Antietam - the bloodiest single day's battle in U.S. history

Siege of Yorktown - last major land battle of the Revolutionary War in North America

Departments:

Hit the Road: Cheyenne, Wyoming

Save Our History: Bread and Roses Strike

American Originals: Rachel Carson's *Silent Spring*

Modern Marvels: P-38

Closing date: 7/2/12

Materials due: 7/16/12

Mail date: 8/27/12

November/December

Features:

WPA - The Works Progress Administration

Cajuns - Descendants of a group of French-speaking settlers

14 Points - Speech by President Woodrow Wilson during the Great War

CW Journal: Descendants of Civil War veterans

Departments:

Hit the Road: Southern Food and Beverage Museum

Save Our History: Biltmore Estate

American Originals: Gordon Parks (1912-2006)

Modern Marvels: Artificial Heart

Closing date: 9/4/12

Materials due: 9/17/12

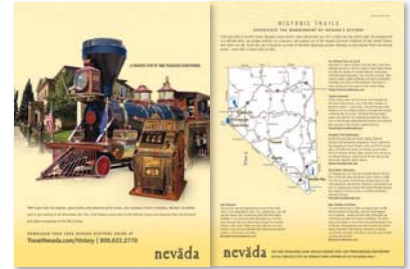
Mail date: 10/24/12

All content is subject to change.

Marketing Programs cont...

Historic Trails Program (CO-OP OPPORTUNITY)

The History Channel Magazine® will custom-create a trail map highlighting specific historic tourism areas in your state, helping to guide and direct our readers when planning their next vacation. The trail map will be positioned adjacent to your ad creative and offer co-op tie-ins embedded into the trail map, as well as space for co-op ads. Based on paging commitment, program features full-page advertorial, co-op page(s), BRC, and reprints.



Travel Destinations (CO-OP OPPORTUNITY)

The History Channel Magazine's® Travel Destinations Directory is a special advertising section, created exclusively for the travel industry, and attracting the attention of history/travel enthusiasts from every corner of the nation. The directory is ideal for CVBs, resorts, hotels, historic areas, and events – virtually anyone looking to increase tourism in their region.

Heritage Destinations (CO-OP OPPORTUNITY)

The History Channel Magazine® will create a custom full-page advertorial sharing the rich heritage of your travel destination and highlighting key historic locations and landmarks, which will guide and direct our readers in planning their next vacation – all positioned adjacent to your full-page ad creative. Based on paging commitment, program features full-page advertorial, reprints, and inclusion in travel destination section.



Historic Hotels

Reach more than 1.2 million culture & heritage enthusiasts in The History Channel Magazine® with a special advertising opportunity designed exclusively for HISTORIC HOTELS of AMERICA properties. Promote your Historic Hotel directly adjacent to culture & heritage travel edit, and within a featured department of The History Channel Magazine® designated to celebrating America's most historic destinations.

2012 Open Rates

Rate Base: 300,000

Four Color	1 Time	3 Times	6 Times
1 Page	\$32,205	\$31,240	\$30,275
2/3 Page	\$25,765	\$24,990	\$24,220
1/2 Page	\$20,935	\$20,305	\$19,675
1/3 Page	\$17,715	\$17,180	\$16,650
1/4 Page	\$11,270	\$10,935	\$10,595
1/6 Page	\$9,660	\$9,370	\$9,080

Two Color	1 Time	3 Times	6 Times
1 Page	\$25,925	\$25,145	\$24,370
2/3 Page	\$20,740	\$20,120	\$19,495
1/2 Page	\$16,850	\$16,345	\$15,840
1/3 Page	\$14,260	\$13,830	\$13,405
1/4 Page	\$9,075	\$8,800	\$8,530
1/6 Page	\$7,780	\$7,545	\$7,310

Black & White	1 Time	3 Times	6 Times
1 Page	\$22,060	\$21,400	\$20,735
2/3 Page	\$17,650	\$17,120	\$16,590
1/2 Page	\$14,340	\$13,910	\$13,480
1/3 Page	\$12,135	\$11,770	\$11,405
1/4 Page	\$7,720	\$7,490	\$7,260
1/6 Page	\$6,620	\$6,420	\$6,220

Covers	1 Time	3 Times	6 Times
2nd Cover	\$35,425	\$34,365	\$33,300
3rd Cover	\$33,815	\$32,800	\$31,785
4th Cover	\$37,035	\$35,925	\$34,815
Center Spread	\$74,070	\$71,850	\$69,625

Issue	Closing Date	Materials Due	Mail Date
Jan/Feb	11/1/11	11/15/11	12/23/11
Mar/Apr	1/4/12	1/15/12	2/27/12
May/June	3/1/12	3/15/12	4/23/12
Jul/Aug	5/1/12	5/15/12	6/26/12
Sep/Oct	7/2/12	7/16/12	8/27/12
Nov/Dec	9/4/12	9/17/12	10/24/12

Effective January 2012

Production Specs

1. Commission and Cash Discounts

- 15 percent to recognized agencies
- Net 30 days
- A finance charge of 1.5% per month will be assessed to all past due invoices.

2. General Rate Policy

Orders beyond three months at rates then prevailing. All verbal instructions regarding contracts or insertions must be confirmed in writing. Separate advertisements in the same issue count toward frequency discount. Advertisers may choose any 12 month period for frequency, notifying publisher on first insertion order when period is to start. Publisher shall have the right to hold advertiser and its agency jointly and severally liable for monies due and payable to publisher for advertising that advertiser or its agent ordered and that was published. Advertisers that do not fulfill a multiple-insertion contract will be short-rated.

3. Inserts

Prices and specifications are available upon request. All inserts must be approved by publisher before acceptance of insert. Publisher requires two dylux proofs be submitted for approval of mechanical and postal specifications.

4. Mail Order

A 20% discount is available to all mail order advertisers. Mail order advertising is determined as any products or services sold exclusively by mail. Specific terms required. Publisher reserves the right to determine if products or services qualify for mail order rates.

5. Regional & Classified Advertising

Rates and sizes available upon request.

6. Split Runs

Regional closing one week prior to normal closing dates for: A/B splits, regional copy splits, copy tests, dealer listings, 50/50 and regional markets. Rates and availability for full-page units only, upon request.

7. Contract and Copy Regulations

The History Channel Magazine® reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Publisher will not extend credit for advertising orders, contracts or space reservations that claim sequential liability. All advertisements are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such an advertisement. Publisher assumes no responsibility for insertion of incorrect key numbers or incorrect advertisement. Cancellations are not accepted after closing date. Covers are non-cancelable. Insertion orders for cover positions must be received one month before closing date.

8. Special Position

There is a 10% premium for advertisers requesting guaranteed positioning.

9. Mechanical Requirements

Printing: web offset, saddle stitched, jog to foot

Trim Size: 7 3/4" x 10 1/2"

- Standard Unit Size:** see chart below
- Bleed Specifications:** No charge for bleed. 1/8" bleed allowance on all four sides. Live matter must be kept 5/16" in from trim (7 3/4" x 10 1/2").
- Acceptable File Format:** PDF/X-1a

Digital Files: Files may be sent on CD-ROM, email (under 5mb, not stuffed or zipped) or FTP site (contact us for FTP instructions).

Proofs: We suggest a hard copy proof at 100% size be provided for all digital files. Proofs should be SWOP certified. If a hard copy proof is not supplied, NAMG cannot guarantee color or content reproduction.

Color Rotation: (CMYK) Cyan, Magenta, Yellow, Black. Line-Screen: 150.

Four-Color: Maximum total color density should not exceed 310% and only one color should be solid. The preferred density of any one color is 80%, maximum density is 95%.

Black & White: Halftones (density of tone)—The shadow (darkest area) should be 95%. The highlight (lightest area) should be 3–5%. Spectral highlights (e.g. light reflected on a shiny surface) should be 0%.

10. Send Materials/Questions to:

Erin Nielsen, Production Coordinator
The History Channel Magazine®
12301 Whitewater Drive, Minnetonka, MN 55343
Phone: 952.352.7589 Fax: 952.988.7486
enielsen@namginc.com

11. Additional Charges

Any additional work or changes on ad material will be billed at prevailing rates. Ad materials held for 13 months and destroyed unless otherwise specified.

	<u>Unit</u>	<u>Live (safety)</u>	<u>Bleed</u>	<u>Trim</u>
	Spread	14 5/8 x 10	16 x 10 3/4	15 1/2 x 10 1/2
	Full Page	7 x 10	8 x 10 3/4	7 3/4 x 10 1/2
	2/3 Vertical	4 5/8 x 9 1/2	5 1/4 x 10 3/4	5 x 10 1/2
	1/2 Island	4 5/8 x 7	—	—
	1/2 Spread	14 5/8 x 4 5/8	16 x 5 1/4	15 1/2 x 5 1/8
	1/2 Horizontal	7 x 4 5/8	8 x 5 3/8	7 3/4 x 5 1/8
	1/3 Vertical	2 1/8 x 9 1/2	2 7/8 x 10 3/4	2 5/8 x 10 1/2
	1/3 Square	4 5/8 x 4 5/8	—	—
	1/6 Vertical	2 1/8 x 4 5/8	—	—
	1/6 Horizontal	4 5/8 x 2 1/4	—	—

Dedicated Email

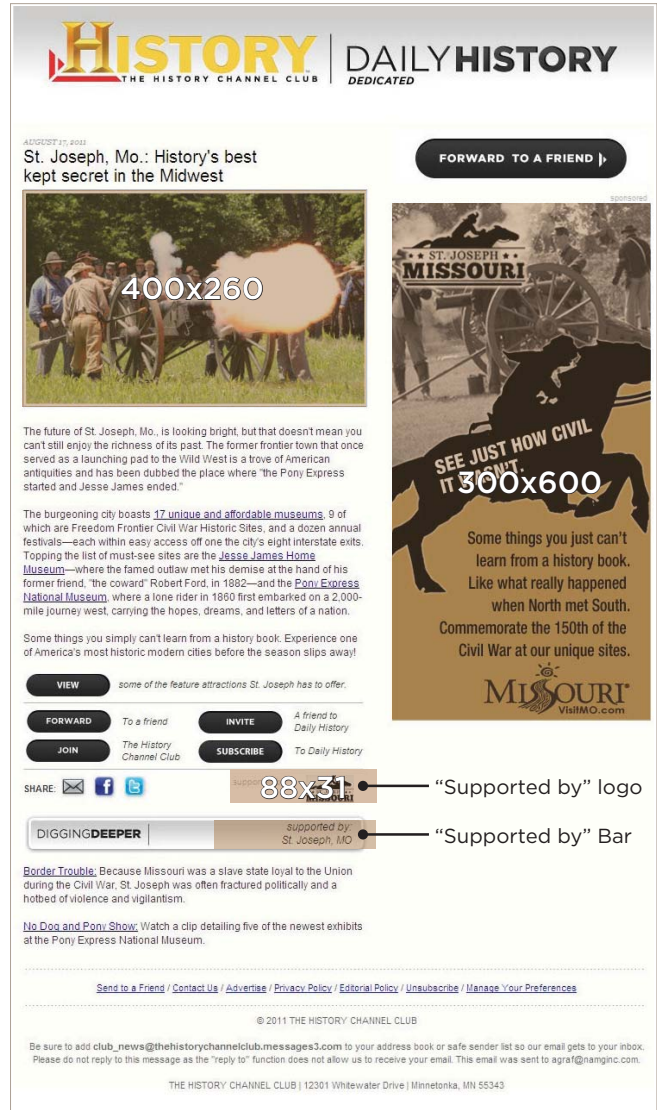
Daily History - The History Channel Club's® Dedicated Email, is a stand alone email advertorial devoted to a single product or service. Harness the power of contextual relevance, delivered in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results, while encouraging a viral send-to-a-friend functionality.

Why It Works

- It's contextually targeted
- Written in The History Channel Club's® tone and style for maximum impact and reader engagement
- 100% share of voice
- Implied endorsement
- Actionable
- Delivers high click-thru rates

Specifications

- Article Image: Choose from one large picture (400 x 260), one small picture (150 x 150), three small photos (150 x 150 each) or one video link (422 x 280)
- Half Page Skyscraper (300 x 600) or Medium Rectangle (300x250) & Partner Listing
- "Supported by" Logo (88x31)
- "Supported by" Bar (20 characters)
- Takeover (4 ad units and custom page frame)*



HISTORY THE HISTORY CHANNEL CLUB | **DAILY HISTORY** DEDICATED

St. Joseph, Mo.: History's best kept secret in the Midwest

400x260

300x600

SEE JUST HOW CIVIL IT IS IN ST. JOSEPH, MISSOURI

Some things you just can't learn from a history book. Like what really happened when North met South. Commemorate the 150th of the Civil War at our unique sites.

MISSOURI VisITMO.com

VIEW some of the feature attractions St. Joseph has to offer.

FORWARD To a friend INVITE A friend to Daily History

JOIN The History Channel Club SUBSCRIBE To Daily History

SHARE: 88x31 "Supported by" logo

DIGGINGDEEPER supported by St. Joseph, MO "Supported by" Bar

Border Trouble. Because Missouri was a slave state loyal to the Union during the Civil War, St. Joseph was often fractured politically and a hotbed of violence and vigilantism.

No Doc and Pony Show. Watch a clip detailing five of the newest exhibits at the Pony Express National Museum.

Send to a Friend / Contact Us / Advertise / Privacy Policy / Editorial Policy / Unsubscribe / Manage Your Preferences

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Be sure to add club_news@thehistorychannelclub.messages3.com to your address book or safe sender list so our email gets to your inbox. Please do not reply to this message as the "reply to" function does not allow us to receive your email. This email was sent to agraf@namginc.com.

THE HISTORY CHANNEL CLUB | 12301 Whitewater Drive | Minnetonka, MN 55343

*Takeover image not shown

E-Newsletter Sponsorship

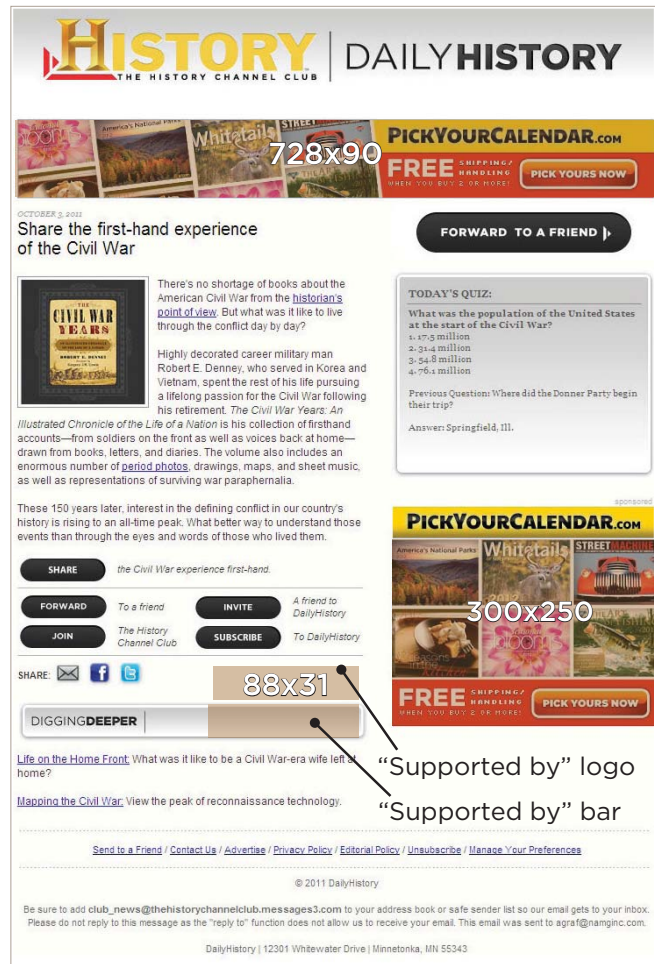
Daily History - The History Channel Club's® E-Newsletter provides advertisers with the opportunity to maximize impact and the powerful ability to engage readers through multiple touch points. Speak to our targeted list of history enthusiasts to build awareness for products or services. Editorial content delivered to engaged subscribers in a consistent voice – creating habitual, weekly interactions with information seeking subscribers.

Why It Works

- Delivers the advertiser's brand to the protected inboxes of a core target audience
- Leverages the trusted relationship of The History Channel Club's® editors with the members
- Provides editorial adjacencies to relevant content

Specifications

- Leaderboard (728x90)
- Half Page Skyscraper (300x600), or Medium Rectangle (300x250) and Partner Listing
- "Supported by" Logo (88x31)
- "Supported by" Bar (20 characters)
- Takeover (4 ad units and custom page frame)*



The screenshot shows an e-newsletter from 'DAILY HISTORY' with the following elements:

- Header:** HISTORY THE HISTORY CHANNEL CLUB | DAILY HISTORY
- Top Ad:** PICKYOURCALENDAR.COM 728x90. Includes 'FREE SHIPPING & HANDLING WHEN YOU BUY 2 OR MORE' and 'PICK YOURS NOW'.
- Content:** Article titled 'Share the first-hand experience of the Civil War' with a book cover image and text about Robert E. Denney.
- Right Sidebar:** 'TODAY'S QUIZ' with a question about the population of the United States at the start of the Civil War and a 'FORWARD TO A FRIEND' button.
- Bottom Ad:** PICKYOURCALENDAR.COM 300x250. Includes 'FREE SHIPPING & HANDLING WHEN YOU BUY 2 OR MORE' and 'PICK YOURS NOW'.
- Annotations:**
 - '88x31' points to a 'DIGGING DEEPER' bar.
 - 'Supported by' logo points to the 'DIGGING DEEPER' bar.
 - 'Supported by' bar points to the 'DIGGING DEEPER' bar.
- Footer:** © 2011 DailyHistory. Includes contact information and a disclaimer: 'Be sure to add club_news@thehistorychannelclub.messages3.com to your address book or safe sender list so our email gets to your inbox. Please do not reply to this message as the "reply to" function does not allow us to receive your email. This email was sent to agraf@namginc.com.'

*Takeover image not shown

TheHistoryChannelClub.com

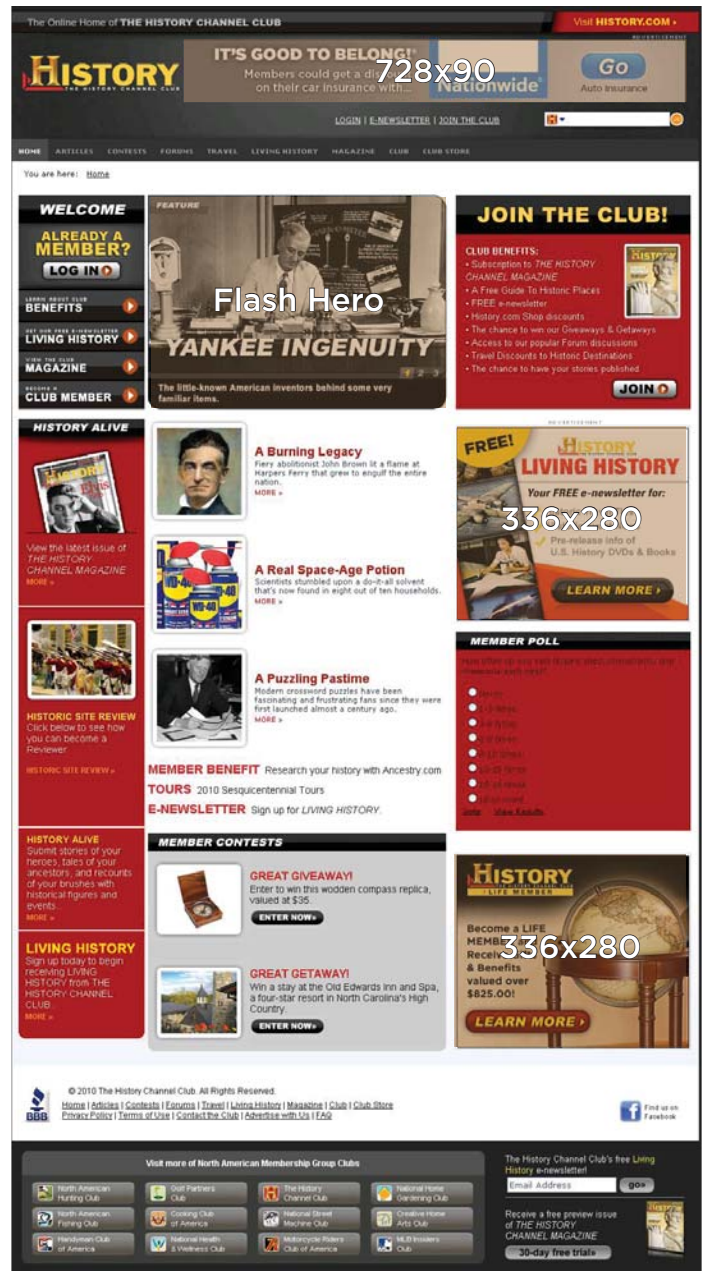
TheHistoryChannelClub.com website is the online destination for our club's history enthusiasts. Filled with exclusive content, member interaction points, and special deals, the site delivers a solid enthusiast touch point.

Why It Works

- Delivers continuity and extended presence
- Flash Heroes provide high-impact brand awareness with units prominently displayed on the homepage. Through the Flash Hero, advertisers are placed in rotation with relevant editorial
- ROS Media provides depth of coverage
- Aligns brands with engaging history content

Online Opportunities

- Leaderboard (728x90)
- Flash Hero (433x276)
- Large Rectangle (336x280) above the fold
- Large Rectangle (336x280) below the fold
- Full Banner (468x60)
- Text Link



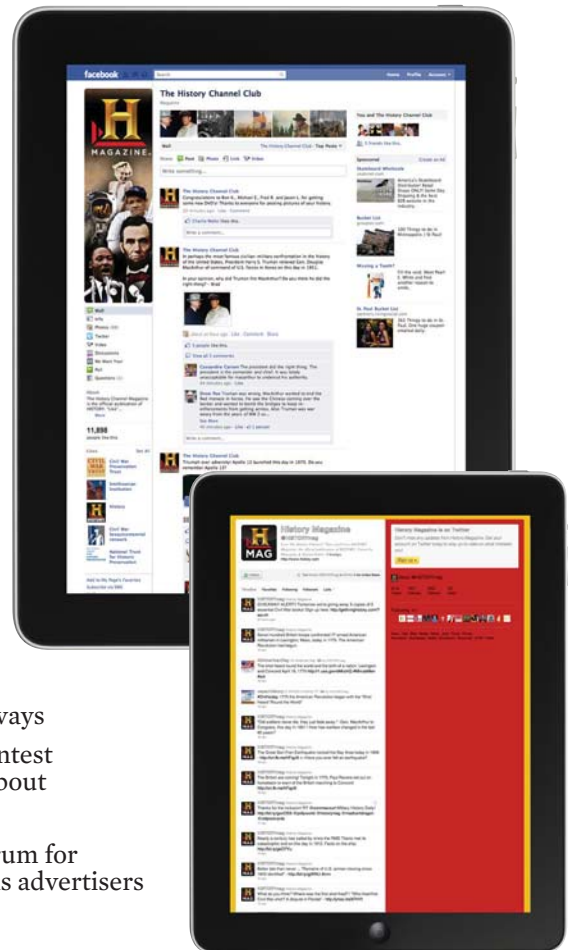
The screenshot displays the homepage of TheHistoryChannelClub.com. At the top, there is a navigation bar with the site's name and a search bar. Below this, a large banner area features a 'Flash Hero' advertisement for 'YANKEE INGENUITY' with a '728x90' label. To the right of the banner is a 'JOIN THE CLUB!' section with a '336x280' label, detailing membership benefits like magazine subscriptions and travel discounts. Below the banner, there are several content blocks: 'HISTORY ALIVE' featuring a 'Flash Hero' for 'A Burning Legacy', 'A Real Space-Age Potion', and 'A Puzzling Pastime'; a 'MEMBER BENEFIT' section for Ancestry.com; 'MEMBER CONTESTS' including a 'GREAT GIVEAWAY!' for a compass replica and a 'GREAT GETAWAY!' for a resort stay; and a 'LIVING HISTORY' section. On the right side, there is a 'FREE! HISTORY LIVING HISTORY' newsletter sign-up with a '336x280' label, a 'MEMBER POLL' section, and another 'Become a LIFE MEMBER' offer with a '336x280' label. The footer contains copyright information, navigation links, and a list of various membership group clubs.

Social Media

The History Channel Club® is expanding its community experience on social media platforms Facebook and Twitter. Through each of these platforms The History Channel Club® is able to further engage and connect with history enthusiasts by providing relevant news updates, exhibit and new media releases/reviews, contest information and giveaways.

Facebook

- The History Channel Club® is one of the largest NAMG clubs on Facebook with more than 38,000 likes and growing daily
- Since the start of 2011, monthly users have grown by nearly 250%
- Provides content links and videos on the following:
 - The History Channel Magazine® features and departments
 - Breaking news
 - New books, DVDs, and media releases
 - Travel tips and advice
 - Museum and exhibit openings
 - Engaging photo contests
- Product Giveaways have yielded high rates of response from members
 - *Living History* E-Newsletters announce giveaways
 - Drive consumers to Facebook page to enter contest where they are asked to share their opinions about historic content
- The History Channel Club's® Facebook page is a forum for history buffs to interact with each other as well as advertisers



Twitter@Historymag

- The History Channel Club® is growing its Twitter following and engages regularly with industry leaders: organizations, foundations, historical societies, tourism boards, bloggers, and avid history aficionados