

American Heritage Magazine

www.AmericanHeritage.com

Be a part of the "Escape to the Southeast" special section while enjoying added value savings: We are offering "Buy One Get One FREE" Advertorial Pages in which you receive a bonus size upgrade when purchasing a 1/2 or 1/3 page 4C ad space. Or you may enjoy the savings with the traditional STS Co-op page. See details below.

40% STS MEMBER DISCOUNT for Spring and Fall 2010 issues

SPACE: January 15, 2010 **MATERIAL:** January 22, 2010 **ON SALE:** March 2, 2010

SPACE: July 16, 2010 **MATERIAL:** July 23, 2010 **ON SALE:** August 31, 2010

RATES (net)

Full Page 4C Advertorial \$5,400

2/3 Page 4C Advertorial \$4,050

1/6 of 4C Co-op Page \$2,250

Two Options

Option 1) Advertorial: A Half Page 4C ad at the STS partner rate of 40% off (\$6,120 net) becomes a Full Page. You may run either a full page ad or create your own Advertorial of a half page ad with a half page article. Or purchase a 1/3 Page 4C ad at the STS partner rate of 40% off (\$4,593 net) and receive a bonus upgrade to a 2/3 page to run an ad or Advertorial of your own creation. This special "Buy One Get One FREE" offer is limited to 1/2 and 1/3 page ad purchases.

Option 2) Co-op Page: American Heritage offers STS partners the "Escape to the Southeast" traditional model of six 1/6 page 4C advertisers in a unified page layout for maximum impact. 1/6 page 4C ads are \$2550 net, a 40% price reduction.

American Heritage wants to be your media partner and to ensure that your advertising dollars work as hard as we will for optimum return on your advertising message.

ADDED VALUE

American Heritage offers free 3 months Reader Service with every advertising purchase. Leads are pulled twice per month for participating advertisers and sent via email or regular mail if labels are requested. READER SERVICE CARD Reader service listing with up to 20 words of copy.

American Heritage readers love experiential cultural and heritage travel and tourism and want information for trip planning. 3 months free Reader Service is valued at \$6,000.

CIRCULATION 165,000

DEMOGRAPHICS Male/Female: 68/32; Median age: 55.

Affluent: Average household income of \$105,100.

Educated: 64% have a college degree or higher; 36% have a Masters/Doctorate.

Active Travelers: Average 6 U.S. trips per year; 3 trips with visits to historic sites

CONTACT

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