

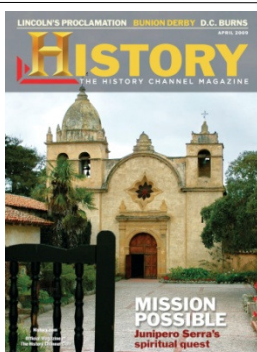
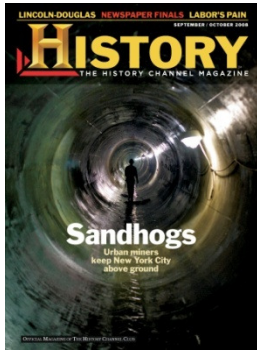
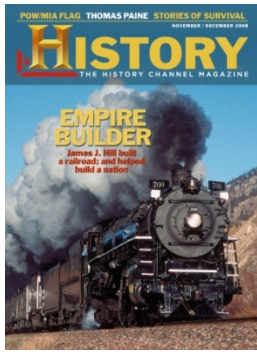


## ▶ 2010 CO-OPS

### SOUTHEAST TOURISM SOCIETY

Issue Date: May/June 2010

The May/June issue of *THE HISTORY CHANNEL MAGAZINE™* will be distributed to 300,000 engaged history enthusiasts and avid travelers and will feature a custom Southeast Tourism Society advertorial section. This section will highlight the rich heritage of the Southeast and include imagery as well as suggested historic destinations. As an STS member, you will have the unique opportunity to take part in this advertorial piece at discounted rates up to 70% off the rate card.



### Demographics

82% Male  
 Median Age: 56  
 67% Married  
 80% Home Owners  
 \$76,391 Median HHI

Creative Unit	Net Rate
1 Page 4CB	\$12,000
2/3 Page 4C	\$10,000
1/2 Page 4C	\$6,000
1/3 Page 4C	\$4,000
1/6 Page 4C	\$2,000

### Added Value:

- Reader service listing (35 words of copy)
- BRC space for lead generation
- Leads will be sent via e-mail  
 400–600 leads generated on average!  
 (Based on 1/6 pg ad)

Timing:	Mar/Apr
Space Commitment	3/1/10
Materials Due	3/15/10
Mail Date	4/22/10

### To Advertise, Contact:

Jeanne Spence  
*THE HISTORY CHANNEL MAGAZINE™*  
 jspence@namginc.com  
 404.769.6885 | Tel  
 404.795.0795 | Fax

### Cultural/Heritage Travelers...

- have an economic impact of \$192.3 BILLION!
- take 25% more trips than leisure travelers
- spend 61% more than leisure travelers
- 78% of all leisure travelers participate in cultural and/or heritage activities (118.3 million adults)
- 24% of leisure travelers will take cultural/heritage trip next year (36 million adults)
- **41% cite *THE HISTORY CHANNEL MAGAZINE™* as the #2 source for most read history information**

	Cultural/Heritage Travelers <sup>1</sup>	<i>THE HISTORY CHANNEL MAGAZINE™</i> <sup>2</sup>
Ages 25-54	58%	30%
Ages 35-54	41%	26%
Male	51%	82%
Have Bachelor's Degree+	46%	47%
HHI \$50K +	57%	62%

### *THE HISTORY CHANNEL MAGAZINE™* Readers Are Passionate About History and Travel

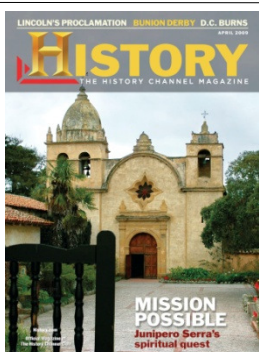
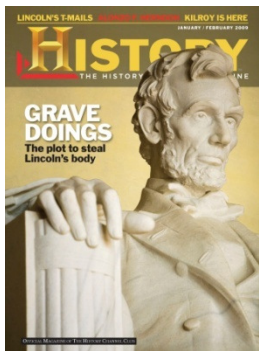
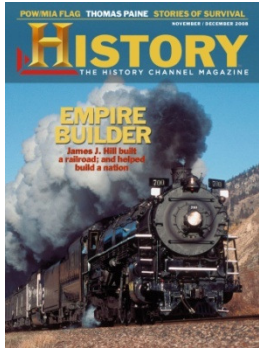
- 72% participated in "civic" activity
- 80% took action as a result of reading *THE HISTORY CHANNEL MAGAZINE™*
- 63% took a trip in the last 12 months
- 66% stayed in hotel/motel/resort\*
- 57% drove an automobile\*
- 56% traveled to historical site/place/event\* such as
  - Monuments 76%
  - Museums/libraries 61%
  - Communities 56%
  - Homes 46%
- 37% traveled to the South East\*
- 28% are influential<sup>3</sup>

### To participate in the section, please do the following:

- Complete insertion order
- Complete reader service listing form
- Send in your materials by the close date



Source: <sup>1</sup>The Cultural and Heritage Traveler, 2009 Edition, Mandala Research, LLC,  
<sup>2</sup>Source: 2007 Subscriber Study, MRI Market Solutions  
<sup>3</sup>Influential is defined by MRI as those who participated in 3 or more civic activities in the last 12 months,  
 \*Base: Those who have taken a trip in the last 12 months



**2010 SOUTHEAST TOURISM SOCIETY CO-OP PROGRAM INSERTION ORDER**

**ADVERTISER:**

Product Featured: \_\_\_\_\_  
 \*Product Web site: \_\_\_\_\_  
 \*Toll Free phone #: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_  
 Bill to Advertiser \_\_\_\_\_

**AGENCY:**

Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_  
 Bill to Agency: \_\_\_\_\_

Issue	Closing Date	Materials Due
May/Jun	3/1/10	3/15/10

Ad Size (check & circle one)	Net Rate	Ad Color
<input type="checkbox"/> Full Page	\$12,000	<input type="checkbox"/> 4C
<input type="checkbox"/> 2/3 Page Vertical	\$10,000	<input type="checkbox"/> 2C
<input type="checkbox"/> 1/2 Page Island/Horizontal	\$6,000	<input type="checkbox"/> B/W
<input type="checkbox"/> 1/3 Page Square/Vertical	\$4,000	
<input type="checkbox"/> 1/6 Page Vertical	\$2,000	
<b>NET INSERTION RATE:</b>		

Includes 35 word reader service listing, space on the BRC for lead generation (please include the attached reader service form with your submission)

**Ad Material Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Type of Materials:**

Pick up ad from:

Issue Month/Year : \_\_\_\_\_ Page: \_\_\_\_\_ Changes: Y/N

New Materials  Key Code

Coupon

Additional Instructions/Headline: \_\_\_\_\_

**All ad materials should be sent to: Ryan Hackbarth, The History Channel Magazine, 12301 Whitewater Drive, Minnetonka, MN 55343, (952) 988-7101, rhackbarth@namginc.com**

Please sign and fax contract Jeannea Spence at (404) 795-0795  
**IMPORTANT – Please call to confirm receipt**

**Advertiser/Agency Authorization**

Signature: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 Title: \_\_\_\_\_

**Publisher's Acceptance:**

Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

Subject to terms and conditions stated on current rate card.

