

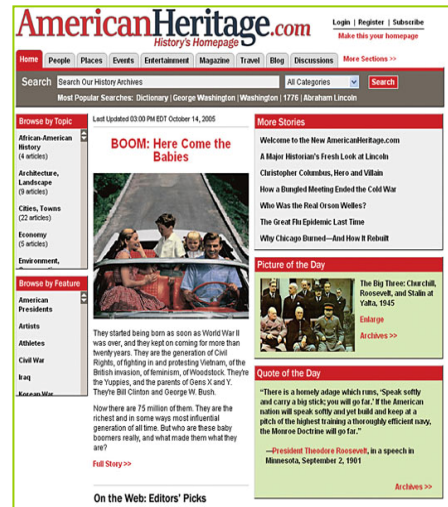
# Mission

*American Heritage* is the preeminent magazine of the American experience. For more than half a century, it has been the nation's memory, telling our shared story with verve, humor, compassion and, above all, authority.

As we move into the 21st century, we are continually broadening our reach to an immense and influential audience: the baby boomers, who have put their stamp on every significant national development in the last six decades, and now are increasingly interested in learning about what they have achieved.

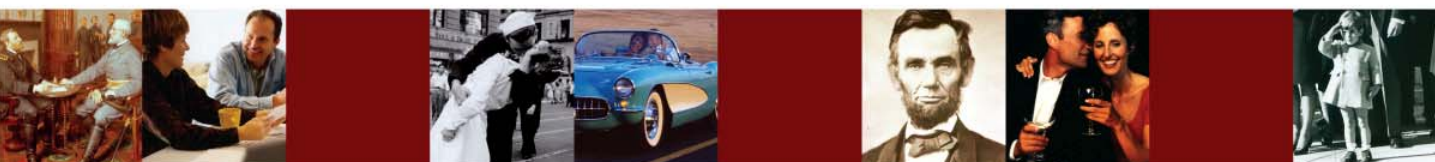
*American Heritage* tells them.

And now, the brand-new AmericanHeritage.com is the definitive site for history on the Web, the perfect complement to our editorial, offering the immediacy of the Internet along with the perspective for which American Heritage is renowned.



“This is better than fiction.”

– Richard Snow, American Heritage Editor



# Departments

Each department in *American Heritage* focuses on a particular aspect of American life and builds a continuing connection between the reader and a specific writer. These departments include:

**The Business of America**, by John Steele Gordon, looks at all aspects of American business – personalities, institutions and trends – in the light of history, with a keen eye to the relevance of the past to the present.

**In the News**, by Kevin Baker, relates a current news event (government reform, healthcare, etc.) to the history of the country. It gives perspective on current events by showing how a similar problem or situation in the past was worked out by people much like us.

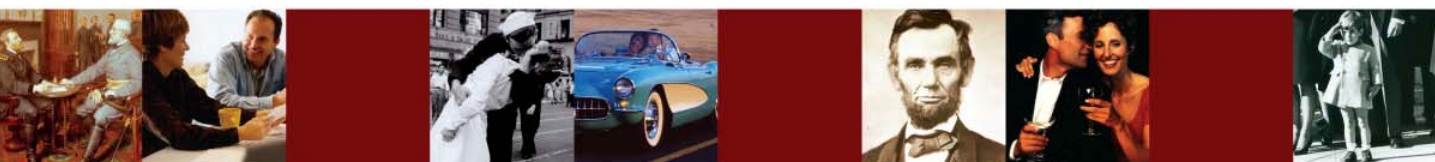
**History Happened Here** plays to our readers' strong interest in travel. From Las Vegas to Curaçao, from the Woodstock of the sixties to the Colonial Williamsburg travelers don't know, we visit places frequented by tourists and enhance the experience of being there by revealing the often surprising story of how they came to be.

**My Brush With History** affords a continuing conversation with our readers, recounting incidents in their lives that have brought them close to historically significant events and personalities. The column illustrates the truth that all of us – not just the eminent – are witnesses to the story of our nation.

**Time Machine** looks at what was happening during the issue month at various points in the past (for example, 25, 100, 200 years ago). Sometimes, these key events were grand matters of national affairs, but just as often they concerned sports, celebrity crime, the arts, everyday life – the whole endless range of human experience.

**History Now**, a front-of-the-book section, is a lively miscellany of short features, book reviews, art exhibitions, Websites – anything and everything of interest to our readers – as well as Hugh Rawson's column "Why Do We Say That?" (on the origins of familiar words and phrases) and "Screenings," our critic Allen Barra's assessment of new movies and DVDs.

**Reader's Album** spotlights reader-contributed historical photographs accompanied by interesting personal anecdotes.



# Letters to the Editor

“*American Heritage* is a personal favorite. It is at once entertaining and thoughtful...look forward to every issue.”

– **Tom Brokaw**,  
NBC Journalist

“Everything a magazine of popular history should be.”

– **Arthur Schlesinger, Jr.**,  
Historian and  
Pulitzer Prize Winner

More than 500 letters received for each issue . Here’s a sampling of the thought leaders who have written us:

- Sandra Day O’Connor**, former Supreme Court Justice
- Mario Cuomo**, former Governor, New York
- Colin Powell**, former Secretary of State
- Howard Dean, M.D.**, former Governor, Vermont
- George E. Pataki**, Governor, New York
- Alan Greenspan**, former Chairman, Federal Reserve Board
- James R. Jones**, former Chairman of the Board, American Stock Exchange
- Oliver Stone**, Filmmaker
- J.M. Marriott Jr.** Chairman of the Board, Marriott Corporation
- Ted Hartley**, Chairman and CEO, RKO Pictures
- Edward C. Johnson III**, Chairman and CEO, Fidelity Investments



# Reader Involvement

*American Heritage* readers are active and eager participants:

- Content for the features “My Brush With History” (received more than 200 submissions in 2004) and “Reader’s Album” are completely supplied by our passionate audience.
- In 2004, 52 participants paid \$7,400 to attend the D-Day Commemorative Tour with *American Heritage*



# Special Opportunities

## [AmericanHeritage.com](http://AmericanHeritage.com)

The definitive Web site for history, with immediate responses to major news stories, new books and movies, reader reactions and an archive of articles going back 50 years.

## [Special Issues of American Heritage](#)

**Baby Boomers Issue:** Editorial will focus on 1964: the most magical year of all.

**Annual Travel Issue:** An exploration of offbeat, historic, culturally rich destinations.

## [Custom Magazines: Targeted editorial conveys your message](#)

Let us create a custom mini-magazine for your company or brand, with incisive articles from our editors, powerful photography and targeted distribution. Past Projects include:

- “Playing Through” Golf Supplement: A 24-page supplement sponsored by Buick, showcasing the rise of golf in America
- City/State Heritage Magazines: Texas, Kentucky, North Carolina, San Antonio, Louisiana, Illinois

## [Forbes Presidential Papers: Borrow a coveted collection](#)

The Forbes Presidential Papers exhibit is available to loan to our advertisers.

- Opportunity to generate increased tourism revenue

## [American Heritage Historical Tours: Business-building travel programs](#)

*American Heritage* and travel marketers co-sponsor tours of historically significant places.

- Promotional ads run concurrent with advertising for maximum impact
- Guided tours include informative lectures by our editor Richard Snow
- A Past Program: Richard Snow led a group in Normandy sponsored by Delta Airlines

## [Forbes Exclusive Properties: Unique turn-key events in distinctive settings](#)

*American Heritage* and marketer will work together to create and host an event for key clients or prospects that showcases their brand and message.

- The Forbes Galleries – New York & Silicon Valley
- Forbes Old Battersea House – London
- Forbes Trinchera Ranch – Colorado
- Forbes Estate at Timberfield
- Forbes Chateau de Balleroy
- The Highlander – Forbes family yacht



# Research Update

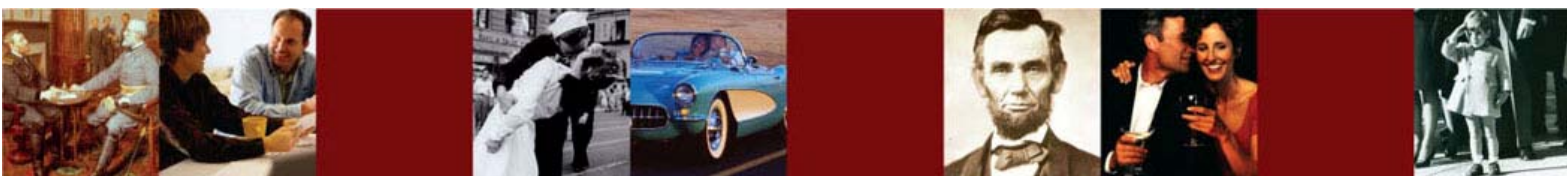
## Reader Profile

**Total Readership: 1.5 Million**

**Male/Female: 65% / 35%    Median Age: 51 years**

	<b>% Composition</b>	<b>Index</b>
<b>Affluent</b>		
HHI \$100,000+	36%	187
Median HHI	\$79,395	
Home Valued \$500,000+	24%	304
Median Home Value	\$370,324	
HH Owns Any Luxury Car	17%	185
Own Any Securities or Investments	44%	189
Own \$150k+ Investments	13%	319
Use Financial Planning/Money Management Counsel	15%	224
<b>Highly Educated</b>		
Any College	90%	171
College-B.A./Post Grad Degree	76%	300
Post Grad Degree	40%	478
<b>Business Elite</b>		
Top Management	21%	235
Professional/Managerial	46%	203
Involved in Business Purchase Decisions	37%	180
<b>Active Travelers</b>		
Any Foreign Trip Past 3 Years	53%	221
3+ Foreign Trips Past 3 Years	21%	335
3+ Domestic Trips Past Year	47%	227
Member Frequent Flyer Club	46%	277
<b>Socially Active</b>		
Dine Out	66%	137
Go to Bars/Nightclubs	27%	143
Go to Live Theater	33%	251
Go to Museums	37%	294
Used Internet Past 30 days	81%	128
<b>Opinion Leaders</b>		
Involved in Any Public Activities	97%	123
3+ Public Activities (ex. voting/recycling)	50%	312
“Influentials”	33%	370

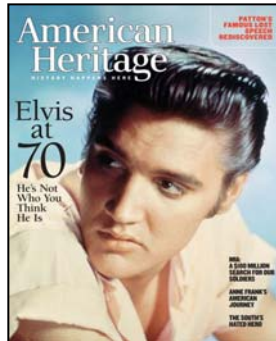
Source: Publisher's estimate derived from MRI Fall 2005



# 2007 Closing Dates

(subject to change)

<u>2007 Issue Date</u>	<u>Cover Story</u>	<u>Space</u>	<u>Material</u>	<u>On Sale Date</u>
February/March	Top 10 Moments in Business History	12/15/06	1/5/07	1/26/07
April/May	Annual Travel Issue	2/16/07	2/23/07	3/23/07
June/July	TBD	4/13/07	4/27/07	5/18/07
August/September	TBD	7/13/07	7/27/07	8/17/07
October	Annual Baby Boomer Issue	8/10/07	8/24/07	9/14/07
November/December	Holiday Issue	10/12/07	10/26/07	11/16/07



For rate information, please contact Frank W. Rosa at 212.620.2231 or [frosa@forbes.com](mailto:frosa@forbes.com).



# 2007 Advertising Rates (GROSS)

RATE BASE: 350,000

<u>Four Color*</u>	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>9 times</u>	<u>12 times</u>
Full Page	\$34,178	\$32,760	\$31,395	\$30,030	\$28,665
Two-Thirds Page	\$25,635	\$24,622	\$23,520	\$22,470	\$21,499
Half Page	\$20,507	\$19,293	\$18,847	\$18,060	\$17,220
One-Third Page	\$15,383	\$14,000	\$13,600	\$13,345	\$12,915
One-Sixth Page	\$8,547	\$8,216	\$7,875	\$7,245	\$7,140
<u>Black &amp; White</u>	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>9 times</u>	<u>12 times</u>
Full Page	\$23,152	\$22,890	\$21,945	\$21,000	\$20,160
Two-Thirds Page	\$17,850	\$17,220	\$16,432	\$15,750	\$15,015
Half Page	\$14,280	\$13,781	\$13,230	\$12,679	\$12,075
One-Third Page	\$10,710	\$10,264	\$9,870	\$9,482	\$9,030
One-Sixth Page	\$5,880	\$5,723	\$5,513	\$5,292	\$5,040

\*15% charge for bleed.

## COVERS

2 <sup>nd</sup> Cover Spread	\$82,005	<ul style="list-style-type: none"> <li>• Supplied inserts (2-sided) and BRCs: \$22,050 gross per 2-sided insert. Additional Charge of \$3,050 net for binding and postage costs.</li> <li>• Copy splits (A/B &amp; Geographical) plate change charges (net): Page: \$2,200; Spread: \$3,000</li> </ul>
3 <sup>rd</sup> Cover	\$37,590	
4 <sup>th</sup> Cover	\$44,415	

