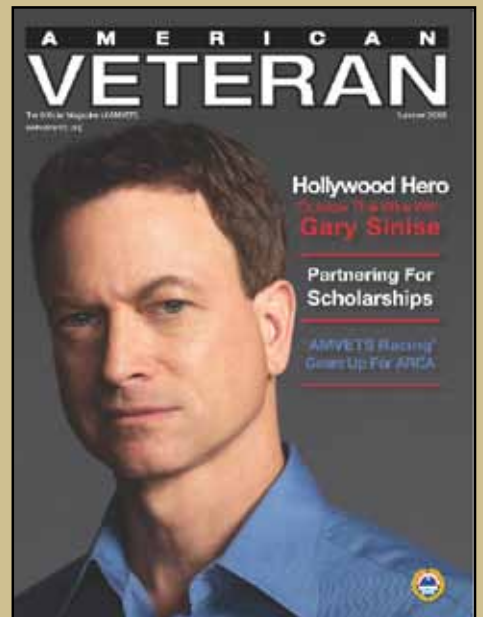
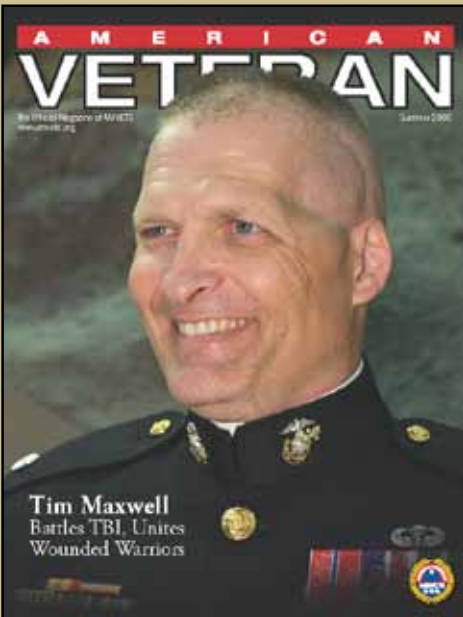
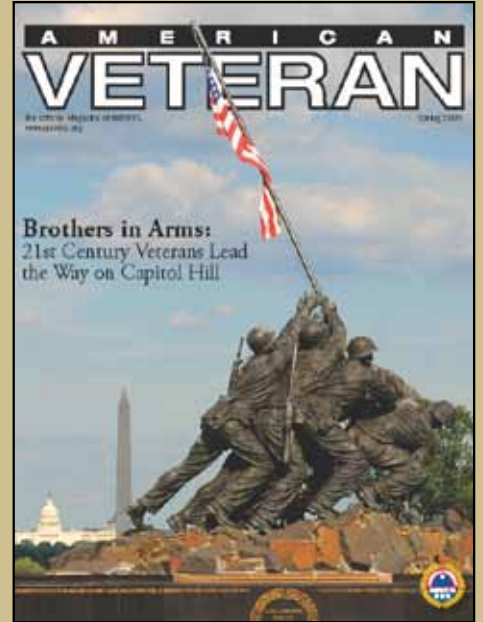
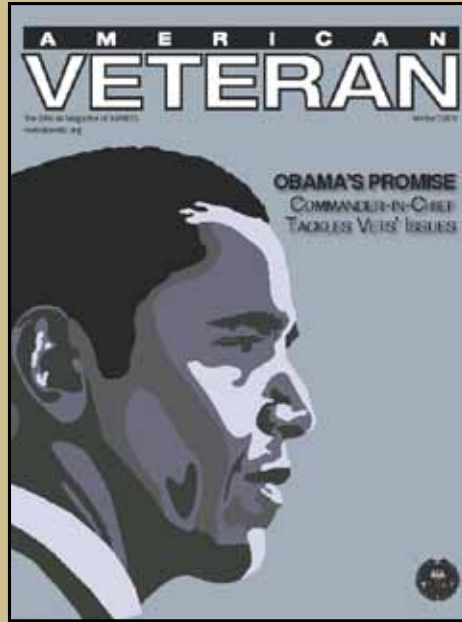


A M E R I C A N VETERAN

The Official Magazine of AMVETS

www.amvets.org

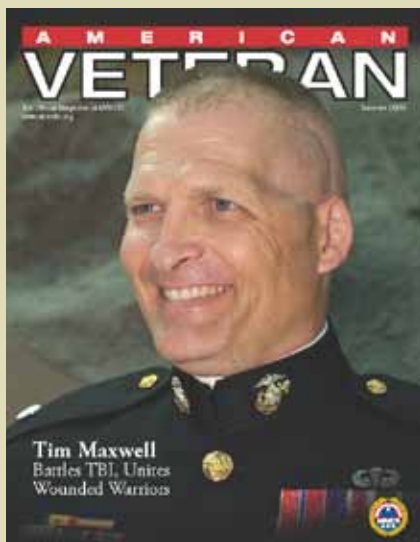


SERVING VETERANS OF ALL MILITARY SERVICES AND THEIR FAMILIES

2010 MEDIA KIT

A M E R I C A N VETERAN

The Official Magazine of AMVETS



With more than 1,300 posts in the U.S. and overseas, 180,000 veterans members and 40,000 Ladies Auxiliary members, AMVETS has been serving veterans and their community needs since World War II. As the only major veterans' service organization headquartered in the Washington, D.C., area, AMVETS follows all veterans' legislation on Capitol Hill and plays a key role in its enactment.

Volunteers contribute thousands of hours to provide direct services to veterans in Department of Veterans Affairs medical centers. Through national service officers accredited by the VA, AMVETS provides free expert advice and claims assistance to veterans, their dependents and survivors.

AMVETS coordinates and administers programs such as Americanism for children in kindergarten through the 12th grade, Drug and Alcohol Abuse, Youth Leadership, ROTC scholarships, Homeless Veterans, and Veterans Voluntary Services. AMVETS volunteers participate in a wide range of other community service programs - among them scouting, substance abuse awareness programs, blood and organ donor programs and Special Olympics.

AMERICAN VETERAN magazine is read by more than 187,000 AMVETS members when it appears each quarter. The magazine keeps its readers updated on veterans affairs at the Veterans Administration, Pentagon and on Capitol Hill, current exploits of the active duty military in Iraq and Afghanistan, coverage of previous wars, happenings at AMVETS posts, and with the AMVETS Ladies Auxiliary, Sons of AMVETS, and AMVETS Riders.

Advertising in AMERICAN VETERAN magazine will bring our readers and their families to post exchanges, retail outlets, or it can sell directly. Its readers are owners and buyers of insurance, motor vehicles, computer and electronic equipment, books, DVDs, CDs and other media, and they are frequent travelers.

- A 2008 Readership Study revealed that AMERICAN VETERAN readers are also interested in Consumer Lifestyle news subjects such as Health, Travel & Recreation, Finance & Investments and Physical Fitness, which will be considered as the magazine broadens its coverage.

DEMOGRAPHICS & STATISTICS

Gender Distribution

- 77.9% Male
- 22.1% Female

Average Age

- 58 years old

Average Income

- \$51,800

Educational Level

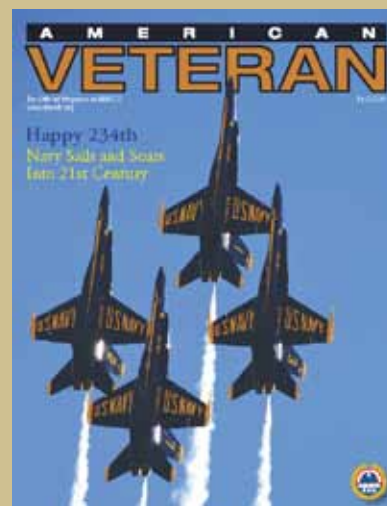
- 51.5% college educated; of those, 11% hold a master's degree or higher

QUARTERLY CIRCULATION

- AMVETS Members 181,370
- Capitol Hill 540
- VA Hospitals 977
- Others 4,271

TOTAL CIRCULATION:

187,158



ACTIVE CONSUMERS

Media Purchased in Past 12 Months

- 52.0% DVDs
- 49.3% CDs
- 33.8% Books
- 25.7% Computer Software
- 8.8% Video Games
- 8.1% Computer Games
- 7.4% Satellite Radio

ACTIVE TRAVELERS

Travel within the Past 12 Months

- 64.7% Stayed in a Hotel
- 41.1% Traveled by Air
- 33.8% Made Travel Arrangements Online
- 19.9% Rented a Car/Truck
- 18.4% Used a Travel Agent
- 11.0% Took a Cruise
- 5.9% Travelled by Train

DEDICATED READERS

More than 70 percent read 3 out of 4 issues. What's more, they spend almost an hour with each issue. By comparison, few AMERICAN VETERAN readers even receive other veterans publications, such as American Legion (41.9%), VFW Magazine (39%), or DAV (25.7%).

2010 ADVERTISING RATES*

BLACK & WHITE 1-TIME 2-TIME 4-TIME

Full page	\$2,425	\$2,295	\$2,175
2/3 page	1,995	1,895	1,795
½ page	1,460	1,390	1,325
1/3 page	1,170	1,105	1,050
1/6 page	920	840	795
Column inch	185	175	165
2-page spread	4,515	4,310	4,145

Black + 1 color add \$450

FOUR COLOR 1-TIME 2-TIME 4-TIME

Full page	\$3,825	\$3,700	\$3,580
2/3 page	3,395	3,300	3,195
½ page	2,865	2,790	2,730
1/3 page	2,570	2,505	2,450
1/6 page	2,125	2,404	2,000
2-page spread	5,915	5,770	5,550
Covers 2 and 3	4,750	4,585	4,420
Back Cover	4,905	4,740	4,560

MECHANICAL REQUIREMENTS

Ad Dimensions	Width	x	Height
Two-Page Spread	16"	x	10-1/2"
Full Page	8"	x	10-1/2"
2/3 page	5-1/8"	x	10-6/8"
½ page–horizontal	8"	x	4-1/4"
½ page-vertical	5-1/4"	x	10-1/2"
1/3 page-square	4-1/2"	x	3-7/16"
1/6 page-horizontal	4-1/2"	x	2-1/8"
1/6 page-vertical	2-1/8"	x	1"

BLEEDS

Trim size is 8" x 10-1/2"; ads designed for a full bleed must measure at least 8-1/4" x 10-3/4" with live area kept at least ¼" from trim edge. No extra charge for bleed.

A M E R I C A N VETERAN

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2010

ORDER AND CLOSING DATES

Issue - **Winter**

Space Reservation - **December 11, 2009**

Material Closing - **December 18, 2009**

Issue - **Spring**

Space Reservation - **March 12, 2010**

Material Closing - **March 19, 2010**

Issue - **Summer**

Space Reservation - **June 11, 2010**

Material Closing - **June 18, 2010**

Issue - **Fall**

Space Reservation - **September 10, 2010**

Material Closing - **September 17, 2010**

INQUIRES, ORDERS AND MATERIALS

All insertion orders and materials should be sent and all inquiries concerning advertising rates, deadlines, extensions or mechanical requirement should be directed to:

AMERICAN VETERAN
Advertising Representative

James Byles

4647 Forbes Blvd

Lanham, MD 20706-4380

Te: 202-244-4131 Cell: 202-361-6247

Fax: 202-318-7653

James@bylesandassociates.com

INSERTS

Inserts supplied by advertisers (shipped prepaid) ready for binding will be charged at black and white rates plus additional production charges incurred. Postcard inserts must be backed by full-page advertisement. Specifications, costs and delivery information are available on request.

MATERIAL REQUIREMENTS

High-resolution PDF files are acceptable with embedded fonts, with compressed or zipped files.

If you choose to supply CD-ROM or email Please use inDesign software to package your file and include a laser proof of the ad. Provide all screen and PostScript fonts with files. Send all graphic files as high-resolution TIFF or EPS formats in CMYK only, without compression. Full-page ads must measure to final trim size with bleeds extending ¼" beyond the trim area.

Materials not conforming to these requirements will be altered and the cost of such alterations charged to the advertiser at cost plus 10 percent.

COPY AND CONTRACT REGULATIONS

Contract space is to be used within one year of the first insertion date. All advertising copy is subject to approval of the publisher, who reserves the right to reject advertising that does not meet its standards.

The publisher will not be bound by any condition appearing on insertion orders or copy instructions that conflicts with the provisions of this rate card.

Acceptance of advertising in American Veteran is not to be construed as an endorsement of the products or services advertised by either the publisher or its agents.

The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered. The publisher assumes no liability for errors in the typesetting of copy changes or key numbers and will not be held liable for any loss of income or profits or any consequential damages as a result of such errors.

CANCELLATION POLICY

Cancellations will not be accepted after the closing date of the issue for which space is contracted. Cancellations and changes must be confirmed by the publisher before considered final.