



LIVING HISTORY

MEDIA KIT

WHO WE ARE

History Channel Club is an established lifestyle media brand that connects with today's core, influential history enthusiast. Known for delivering cutting edge industry innovations and techniques, History Channel Club has developed a loyal and passionate audience.

For years we have built a solid foundation of trust with this "in-the-know" crowd. As a result we have been invited into their daily lives. History Channel Club acts as a filter, sifting through emerging trends and delivering only the most relevant and actionable content.

We speak to them in the way they speak to each other. A welcome comfortable tone that respects their level of expertise and years of experience. The depth of this relationship delivers a powerful and profitable connection for advertisers. We welcome your brand to become part of our conversation.



THE POWER OF OUR MESSAGE

"Thank you, History Channel Club! Your feature of our book World War II: The Definitive Visual History in the Living History E-Newsletter was extremely powerful. There was a MASSIVE jump in traffic and page requests on our website, making this book the number 3 most requested title for an extended period of time. Thank you for helping us to create a successful campaign!"

Melinda Fichter
Senior Publicist
DK Publishing

"Many thanks History Channel Club for showcasing our program in your Living History e-newsletter. Unique visitors and page views were up 200% over the course of 3 days. This was a great tool to boost traffic and gather qualified leads."

P. BEN ELDER
Cherokee Tourism

"Thanks again for featuring the film Pappy Boyington Field: A Campaign to Honor a Hero in your e-newsletter. We recorded our highest traffic rates to date after being included. The viral effect of the feature was exceptional leading to many highly interested and qualified people to market to. We have booked many pre orders for the DVD. Thank You History Channel Club."

Kevin Gonzalez
Producer/director
"Pappy Boyington Field"

"On the day the e-newsletter was distributed there was a 300% spike in traffic to the website. This was very much appreciated. Keep up the great work!"

Patti Spaniak
Press representative
Pennsylvania Veterans Museum

"Our partnership with History Channel Club has been a great experience. The timely matter in which the Dedicated e-mail was written and delivered was fantastic. The results we received were more than we had anticipated and overall we were very happy with the Living History Dedicated e-mail product"

Amy Dawkins
Advertising and Promotions
U.S. Space & Rocket Center



HOW WE CONNECT

We filter out the waste and deliver the latest in product innovation and industry “know-how” to our core group of opinion leaders. Our media brands offer the ability to surround their everyday lives. This multi-faceted strength paired with the intimacy of our relationship, deliver a powerful brand connection.

Our e-news products are tapped into the first medium that can contextually and psychographically target. They have the ability to connect with opinion leaders at the precise moment they are making a purchasing decision. Our voice, like a trusted friend, delivers relevancy and current information to a core enthusiast who is “leaned forward” waiting to receive it. We offer new discovery and actionable content.



DEDICATED E-MAIL

Harness the power of contextual relevance, served up in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results.

Benefits

- 100% Share of voice
- Implied endorsement
- Contextually targeted
- Encourages viral send-to-a-friend functionality
- Immediate and timeless, when archived
- Actionable

Mechanical specifications available upon request



Club E-Newsletter

E-NEWSLETTER SPONSORSHIP

Exclusive sponsorship of *Living History* e-newsletters allow advertising partners the opportunity to maximize impact and the powerful ability to engage readers through multiple touch points. Advertising placements include: Leaderboard, Skyscraper, Medium Rectangle and Logo.

Living History Leaderboard (728x90), position your advertising to be one of the first things our subscribers see by utilizing the Leaderboard atop the editorial focus. This long standing format delivers impact when placed across the main e-newsletter editorial and image.

Living History Half-Page Skyscraper (300x600), adjacent editorial content this unit delivers substantial creative size for an advertising message.

Living History Medium Rectangle (300x250), display your creative within this prominent e-newsletter advertising unit. This format delivers impact next to the editorial focus while members are deep in the passion mindset.

Living History Logo (88x31) or 'Supported by' bar, directly associate your brand with e-newsletter content. Include your logo within the social networking and personal filing module included in every e-newsletter.

Partner Listing Text (60X60)
Integrate your brand with editorial content in a way that combines your message with the editorial focus.

Mechanical specifications available upon request



THE HISTORYCHANNELCLUB.COM

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

Digital Opportunities

Leaderboard (728X90)

Large Rectangle (336X280)

Full Banner (468X60)

Flash Hero

Text Links

Mechanical specifications available upon request



DIGITAL OPPORTUNITIES

Dedicated E-Mail

Harness the power of contextual relevance, served up in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results.

E-Newsletter Units

Weekly Club E-Newsletter

Leaderboard (728x90)

Skyscraper (300x600)

Medium Rectangle (300x250)

Logo (88x31)

'Supported by' bar

Partner Listing

Takeover (4 display units)

Website Display Units - Homepage

Flash Hero

Leaderboard (728x90)

Large Rectangle (above the fold) (336x280)

Website Display Units - Run of Site

Leaderboard (728x90)

Large Rectangle (336x280)

Full Banner (468x60)

Text links

