



# 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.



LIVING HISTORY • 1



## 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.



## MEET THE *LIVING HISTORY* READER?

Our members represent the core of history elite. They anticipate our message and live for the next opportunity to roll up their sleeves and try out the new products and techniques we serve-up every week.

### ***Living History* Readers:**

Male: 82%

Median Age: 54

Median HHI: \$95,400

College Educated: 80%

Homeowners: 78%

Employed: 60%

Professional/Managerial: 54%

SOURCE: Publisher's Estimate derived from 2007 Doublebase, 2007 Subscribers Study, MRI Market Solutions

### **We are reaching Digitally Savvy Influencers**

- People ask me for advice or recommendations on all things history-related 72%
- When it comes to history, I am willing to spend on items that will improve my knowledge 79%
- Learned a new historic fact that I thought was useful in *Living History* 73%
- Gathered more information on a historic person, place or event mentioned in *Living History* 49%
- I'm willing to pay more for a quality/brand name 64%
- Once our products have been forwarded, it becomes a viral habit.
- 89% occasionally – regularly forward our digital e-news products to friends and family

SOURCE: 2009 Digital Influencers Survey, E-newsletter respondents



# 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

If you are unable to see the message below, [click here to view](#)

THE STAGE IS SET 468X600 TENNESSEE

[SUBSCRIBE](#)

**HISTORY** | LIVING HISTORY DEDICATED  
THE HISTORY CHANNEL CLUB

150X150 image

SHARE THIS LIVING HISTORY!

SHARE

FORWARD MEMBER BENEFITS JOIN THE CLUB LINK THIS

August 4, 2008

**Rocky Top Tennessee**

When you think Tennessee, you think music. They go hand-in-hand like cola and Jack Daniels. Take a glance at a state map and see for yourself. City after city will have you conjuring up melodies of the "Memphis Blues," the "Chattanooga Choo-Choo," the "Cumberland Gap," and let's not forget good ol' "Rocky Top," home sweet home to me.

From west to east, the state's contribution to American music is the story of three cities. In Memphis, rock 'n' roll rooters can check out the legendary *Jungle Room at Graceland*, the home of Elvis Presley, or visit *Sun Studios*, the recording studios that gave birth to both the "The King" and "The Man in Black." For the blues buff, head down to the *Beale Street Historic District* to see where Louis Armstrong, Muddy Waters, B.B. King, and others bled the Memphis Blues. In Nashville—"Music City, U.S.A."—sit back and enjoy a taste of Tennessee slick pop-country in the 4,400-seat *Grand Ole Opry House*. And in *Bristol*, the official "Birthplace of Country Music," discover the story behind the early days of country music in the place where The Carter Family took root.

The stage is set for you. See for yourself in Tennessee, visit [tmyvacations.com](#).

send to a friend!

120X600

REQUEST FREE MEMBER GUIDE

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[WEST TENNESSEE](#)  
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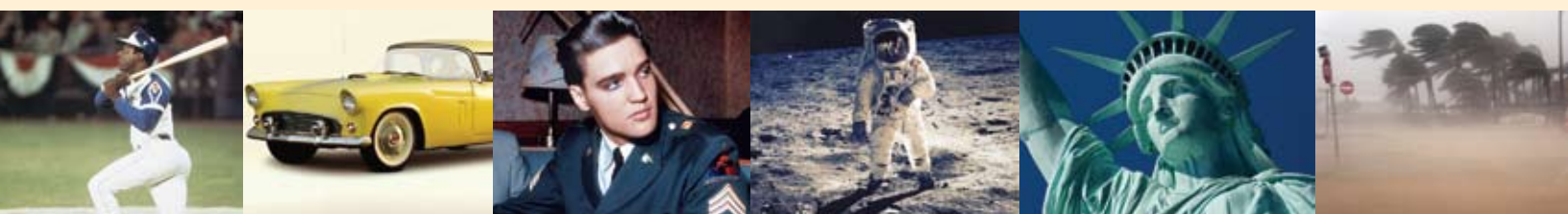
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SEND TO A FRIEND | UNSUBSCRIBE | CHANGE EMAIL ADDRESS | ADVERTISE  
CONTACT US | EDITORIAL POLICY | PRIVACY POLICY | CLUB VISA  
© 2008 THE HISTORY CHANNEL CLUB

Be sure to add [club\\_news@thehistorychannelclub.messages2.com](mailto:club_news@thehistorychannelclub.messages2.com) to your address book or safe email list so our email get to your inbox. Please do not reply to this message, as the "reply to" function does not allow us to receive your email.

THE HISTORY CHANNEL CLUB | 13301 Whitewater Drive | Minneapolis, MN 55345



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: Full Banner, Skyscraper, Medium Rectangle and Micro-Bar.

**Living History Full Banner (468x60)** placement, position your advertising to be one of the first things our subscribers see by utilizing the Full Banner atop the editorial focus. This long standing Internet Advertising Bureau (I.A.B.) format delivers impact when placed across the main e-newsletter editorial and image.

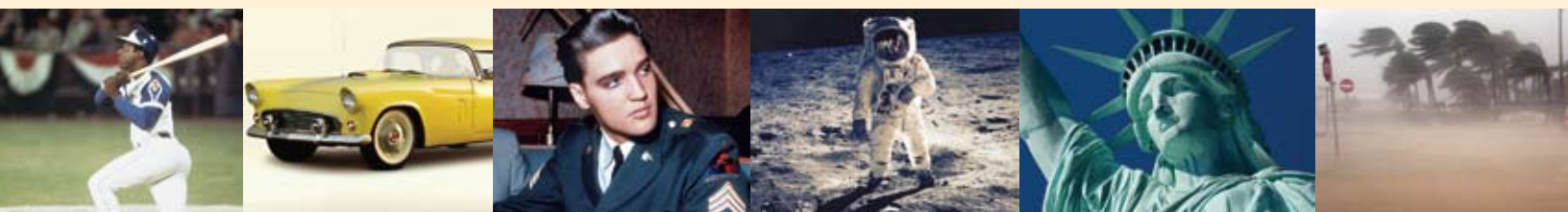
**Living History Skyscraper (120x600)** placement, adjacent editorial content this I.A.B. standard unit delivers substantial creative size for an advertising message.

**Living History Medium Rectangle (300x250)** placement, display your creative within the largest available e-newsletter advertising unit. This I.A.B. standard format delivers impact post the editorial focus while members are deep in the passion mindset.

**Living History Micro-Bar (88x31)** placement, directly associate your brand with e-newsletter content by sponsoring the Article Tools Micro-Bar. Include your logo within the social networking and personal filing module included in every e-newsletter.

Mechanical specifications available upon request

The screenshot displays an e-newsletter interface for 'Living History'. At the top, a 468x60 banner advertises a '60% OFF Clearance Sale!'. Below this is the main header with the 'HISTORY' logo and 'LIVING HISTORY' text. The main content area features an article titled 'Paddy's Lament' with a date of August 4, 2008. To the right of the article is a vertical 120x600 skyscraper ad for 'Tenement' featuring historical photos. Below the article is a 300x250 medium rectangle ad for 'MEN TOUCH OF GRAY' hair product. At the bottom of the page is an 88x31 micro-bar with navigation links like 'SEND TO A FRIEND', 'CONTACT US', and 'CHANGE EMAIL ADDRESS'. The footer contains contact information for 'THE HISTORY CHANNEL CLUB'.



# 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.

## Standard I.A.B. Opportunities

Leaderboard (728X90)

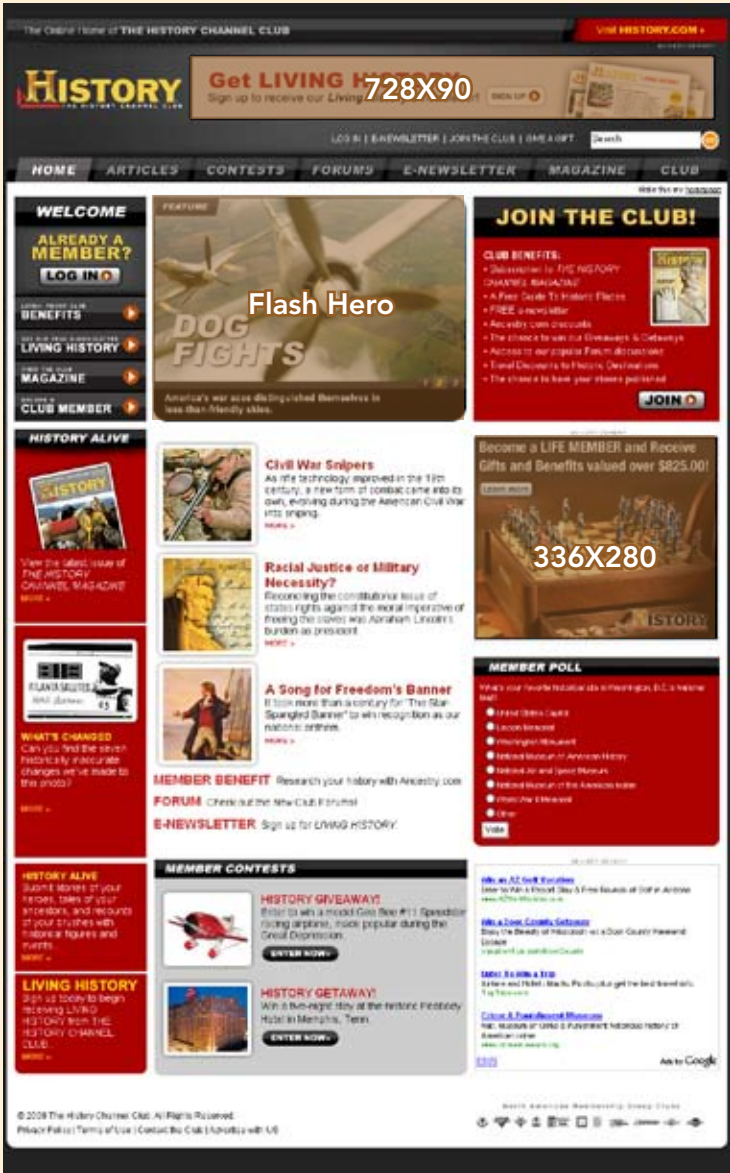
Large Rectangle (336X280)

Full Banner (468X60)

Flash Hero

Lead Generation

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*

Full Banner (468x60)

Skyscraper (120x600)

Medium Rectangle (300x250)

Article Tools Micro-Bar - Logo Only (88x31)

Takeover (4 display units)

## Website Display Units - Home Page

Flash Hero

Leaderboard (728x90)

Large Rectangle (above the fold) (336x280)

## Website Display Units - Run of Site

Large Rectangle (above the fold) (336x280)

Leaderboard (728x90)

Large Rectangle (below the fold) (336x280)

Full Banner (468x60)

Text links

## Lead Generation Programs

Custom Lead Generation (CLG)

Standard Lead Generation (SLG)

## Editorial

Content can be customized upon request. For a detailed overview of each month's editorial focus, please contact your digital sales representative.

