

Showcase. Interpret. Preserve.

**MI**

MILITARY IMAGES

# Media Kit

Who We Are

Our Audience

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Praise

# Who We Are

Showcase. Interpret. Preserve.

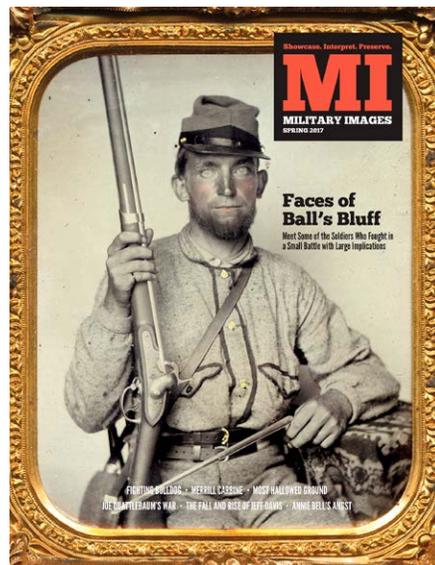
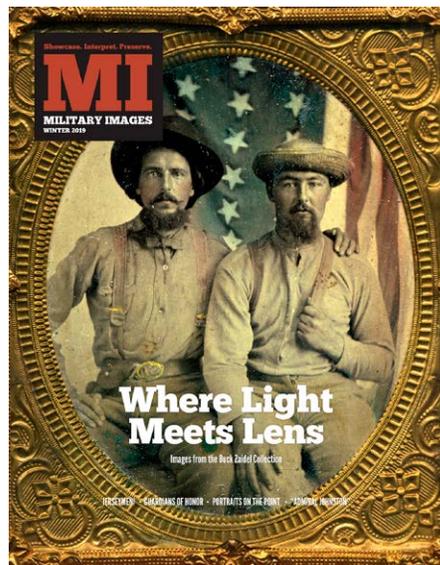
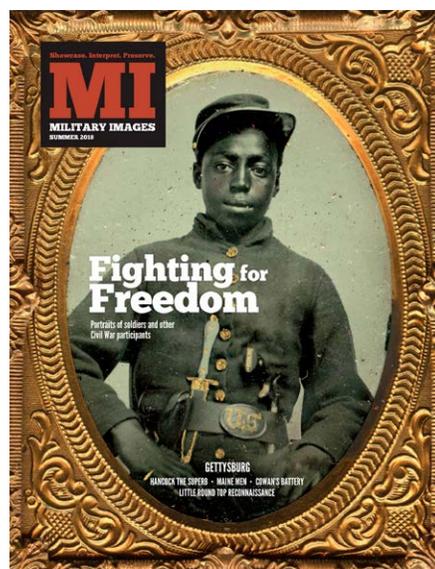
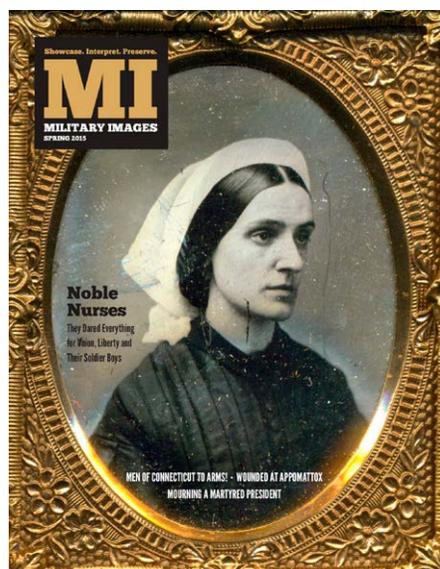
# MI

MILITARY IMAGES

# M

*Military Images* is America's only magazine solely dedicated to the study of photographs of Civil War soldiers. Established in 1979, our ongoing mission seeks to showcase, interpret and preserve these rare images. The portraits were originally personal, intimate objects never intended for public consumption. Beginning with the centennial of the Civil War, these relics have moved from attics and basements into private and public collections. Today these surviving images are treasured artifacts that tell the story of the United States during our greatest struggle for survival as a nation. Members of *MI* have access to a mix of analysis, case studies, examinations of material culture and personal stories to gain a unique perspective on human aspects of the war.

For more than 40 years, the cover of our magazine has featured rare and unpublished photographs of the Civil War generation. These examples reveal the enduring power of these timeless images.



# Our Audience

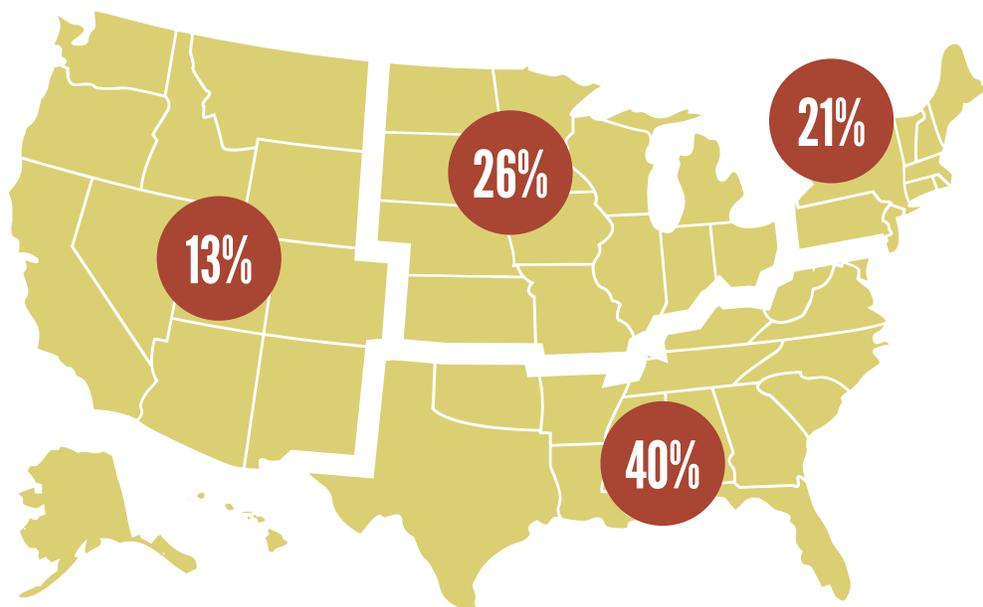


## Who We Reach

Our subscriber base is composed of those with an active interest in American history with a focus on the Civil War. It includes an vibrant community of collectors and dealers in historic military photography and other artifacts, researchers and genealogists, re-enactors and living historians, authors and historians, museums, libraries, historical societies, and other public and private institutions. Included in this last group are more than 40 Civil War-related national historical sites and military parks and museums.

## READERSHIP ACROSS THE USA

Subscribers to the print or print + digital editions of our quarterly magazine, 2019.



## SOCIAL MEDIA ENGAGEMENT

**100,000K**

Follow of our official Facebook page.  
This number is the highest of any niche or general interest Civil War magazine in publication.

**1,400**

Viewers per episode of Military Images Live.  
Our live streaming video show on Facebook airs bi-weekly.

**7**

Number of Civil War Shows we have a presence.

# Our Approach



## An Ecosystem to Share Your Message and Brand

Considering the many ways we access information in our world, we view *Military Images* as part of an ecosystem that includes our tradition magazine in print and digital editions, a web site with access to a full digital archive, a strong social media presence that dominates the market, a streaming Facebook show, Military Images Live, and a presence at Civil War Shows across the country. In short, *MI* goes where the action is—and we take your message and brand with us.



# Advertising Plans



## Reasonably Priced Options

Our goal is to offer advertising options at reasonable prices. We want to create opportunities for businesses with advertising budgets of all sizes to reach potential buyers in a competitive environment. We're equipped with a design team to make your concepts a reality—at no extra cost.

### Four Affordable Plans

What You Get	A	B	C	D
Print ad	<b>QUARTER PAGE</b> 3.6 x 4.7 in., 400 DPI	<b>HALF PAGE</b> 7.5 x 4.7 in. (h) or 3.6 x 9.25 in. (v); 400 DPI	<b>FULL PAGE</b> 7.5 x 9.25 in., 400 DPI	<b>BACK PAGE</b> 7.5 x 9.25 in., 400 DPI
Web site ad	<b>POSTER</b> 300 x 250 px., 72 DPI Inside pages bottom	<b>POSTER</b> 300 x 250 px., 72 DPI Inside pages middle	<b>POSTER</b> 300 x 250 px., 72 DPI Inside pages top	<b>POSTER</b> 300 x 250 px., 72 DPI Home and inside pages top
Facebook post	<b>1 POST PER QUARTER</b>	<b>2 POSTS PER QUARTER</b>	<b>4 POSTS PER QUARTER,</b> Can be customized based on your needs	<b>6 POSTS PER QUARTER,</b> Can be customized based on your needs
Military Images Live sponsorship	N/A	<b>1 SHOW PER QUARTER</b> Your company highlighted at show's opening	<b>3 SHOWS PER QUARTER</b> Your company highlighted at show's opening	<b>4 SHOWS PER QUARTER</b> Your company highlighted at opening and closing
Event presence	N/A	N/A	<b>TABLE CARD</b> Card on our show table includes your company	<b>TABLE CARD</b> Top billing on our show able card
Cost	<b>\$125</b> (1 issue)	<b>\$350</b> (1 issue)	<b>\$750</b> (1 issue)	<b>\$900</b> (1 issue)
	<b>\$62.50</b> (per issue with a 4-issue commitment)	<b>\$175</b> (per issue with a 4-issue commitment)	<b>\$375</b> (per issue with a 4-issue commitment)	<b>\$600</b> (per issue with a 4-issue commitment)

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**“A top-rate publication, ahead of all the others.”**

**JOHN CUMMINGS**

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**“One of the nicest and well-produced magazines on the planet.”**

**GARRET OGATA**

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**“I appreciate y’all keeping these men and women alive through  
your magazine.”**

**PATRICK STEWART**

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**“ One of the best and most informative printings on the people and times  
of the American Civil War I have ever read. Please keep up the great work.”**

**ROBERT BLANKENSHIP**

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**“Truly a work of art. It is easy to see the blood, sweat and tears that went into  
producing it. MI is taking the Civil War community to new heights.”**

**TOM LILJENQUIST**