

AMERICAN

ASGMAG.COM

SURVIVAL

GUIDE

A person wearing a gas mask and military-style clothing is sitting on a pile of rubble in a destroyed city. The person is holding a handgun in their right hand and has a bloody wound on their left arm. An American flag is visible in the background, and a city skyline is visible in the distance. The overall scene is one of post-apocalyptic survival.

2018

MEDIA KIT

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MEDIA, INC

AMERICAN SURVIVAL GUIDE

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Natural disasters strike daily around the globe — earthquakes, avalanches, and floods, not to mention man-made calamities such as war, terrorist attacks, and power failure cause draught, disease, famine and civil unrest. This isn't an if scenario, but a when.

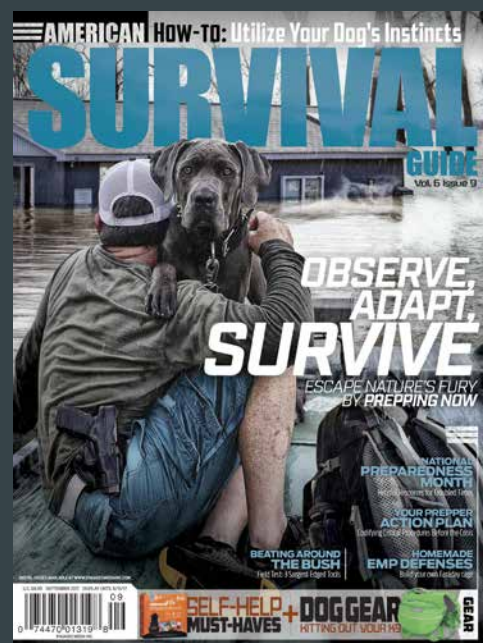
And that's exactly why preparedness is critical... whether it's in the aftermath of a natural disaster, a wilderness trip gone terribly wrong, or an attack completely out of your control. Are you prepared?

American Survival Guide is a 132-page magazine that will give you step-by-step instructions on how to ensure security in your home, provide reliable sources of food and water, prepare first-aid kits and a quality bug-out bags, deal with the emotional rollercoaster that a disaster creates, and discover the essential items needed for day-to-day living.

In American Survival Guide, readers will get everything they need to know when the infrastructure is obliterated and self-reliance means the difference between living and dying.

Look forward to these stories and more in 2018:

- Geothermal heating solutions
- Navigate using the stars
- Primitive Handmade Weapons
- Surviving the White Water Rapids
- Diesel Fuel from Vegetable Oil
- Defensive Driving Techniques
- How to Build Desert Shelters
- Edible Desert Plants
- Lessons from Indigenous People
- Safe Levels of Radiation
- Traversing a Riot Zone



Publishing Information

- From the Outdoor Division of Engaged Media
- 132 color pages packed with products and information
- Monthly Magazine

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2018 EDITORIAL CALENDAR

MARCH: Surviving in the Snow

- Anatomy of an Avalanche
- Geothermal heating solutions
- How to Build a Snow Shelter

APRIL: Bushcraft Survival

- The Story of Bushcraft in America
- Primitive Handmade Weapons
- The Concept of Retreat to Survive
- Caching Weapons

ASG SPECIAL: American Pioneer 1

- Surviving the White Water Rapids
- Water Purification Strategies
- Situational Awareness

ASG SPECIAL: Prepper's Journal 1

- Bugout Mobiles
- Loading Essentials
- Diesel Fuel from vegetable Oil
- Driving Skills

JUNE: Surviving in Your Car

- Defensive Driving Techniques
- Car Emergency Kits and Escape Tools
- The Story Behind NORAD

JULY: Survival in the Desert

- How to Build Desert Shelters
- Finding Water
- Edible Desert Plants
- Reading the Wind

ASG BUYER'S GUIDE

- Medical Kits
- GPS/Compasses
- Night Vision
- Survival Knives
- Hiking Boots

AUGUST: Canning

- Food prep/storage needs
- Keeping weather and pests out of your home
- How to keep axes, hatchets and chainsaws sharp

ASG SPECIAL: Doomsday

- Earthquake, Flood, Fire
- Apocalypse

SEPTEMBER: SERE

(Survive, Escape, Resist, Evade)

- Counter-Sniping
- How to Escape Zip-tie Cuffs
- Waterboarding 101 (how to survive it)

OCTOBER: Wilderness Survival

- Best Dog Breeds for Survival
- Fighting Rabies in the Wilderness
- Lessons from Indigenous People

ASG SPECIAL: American Pioneer 2

- Safe Levels of Radiation
- What To Do When the Power Goes Out
- Traversing a Riot Zone

ASG SPECIAL: Prepper's Journal 2

- Safe Levels of Radiation
- What To Do When the Power Goes Out
- Traversing a Riot Zone

DECEMBER: Urban Survival II

- Long-term Fuel Storage
- 10 Uses for Zip-Ties
- Secrets of FEMA

JANUARY '19: Mountain Survival

- Tracking Humans
- 12 Common Foods Found in North America
- Archery 101
- Surviving at Altitude

ASG SPECIAL: Bugout

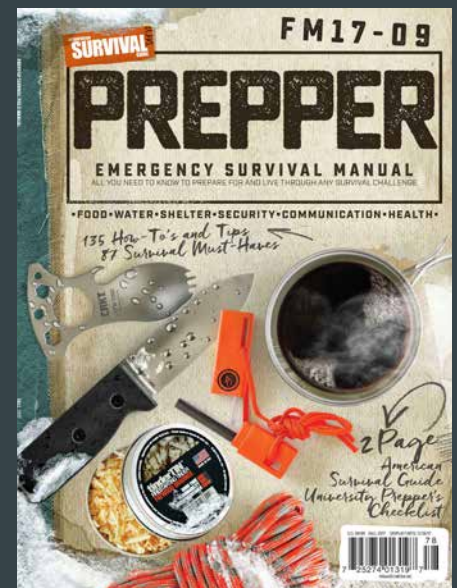
- Hurricanes
- Tornadoes
- Earthquakes
- Floods

FEBRUARY '19: Surveillance

- What to know about home surveillance systems
- Causes of, and protection from, EMPs
- Hints for buying a gun safe

* Editorial subject to change.

Engaged Media Retail Partners



AMERICAN SURVIVAL GUIDE

2018 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Mar '18	11/29/17	12/07/17	01/23/18
Apr '18	12/27/17	01/04/18	02/20/18
American Pioneer 1	01/24/18	02/01/18	03/20/18
Prepper's Journal 1	02/07/18	02/15/18	04/03/18
Jun '18	02/28/18	03/08/18	04/24/18
Jul '18	03/28/18	04/05/18	05/22/18
ASG Buyer's Guide	04/11/18	04/19/18	06/05/18
Aug '18	04/25/18	05/03/18	06/19/18
Doomsday	05/09/18	05/17/18	07/03/18
Sep '18	05/30/18	06/07/18	07/24/18
Oct '18	06/27/18	07/05/18	08/21/18
American Pioneer 2	07/25/18	08/02/18	09/18/18
Prepper's Journal 2	08/08/18	08/16/18	10/02/18
Dec '18	08/29/18	09/06/18	10/23/18
Jan '19	09/26/18	10/04/18	11/20/18
ASG Bugout	10/10/18	10/18/18	12/04/18
Feb '19	10/24/18	11/01/18	12/18/18

**Dates subject to change.*

2018 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	3,541	3,364	3,154
2/3 Page	2,870	2,814	2,587
1/2 Page	2,532	2,476	2,282
1/3 Page	2,282	2,235	2,055
1/2 Page	2,067	1,999	1,824
Cover 2	3,971	3,808	3,584
Cover 3	3,931	3,650	3,584
Cover 4	4,210	4,134	3,809

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AD SIZES AND SPECIFICATIONS

Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

Material Requirements

- Digital Files—PDF 300 DPI
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media Inc. will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alteration and correction request to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 9.125" x 10.875"

Standard Units	Width & Depth
Full page (live area)*	8.375" x 10.125" deep
1/2 page (horizontal) w/bleed	9.375" x 5.5" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	4.125" x 5" deep

*Live Area: Type and other image not intended to bleed must be kept 1/4" from final trim.

Magazine Trim Size:

9.125" x 10.875" deep

Full-Page Bleed (all 4 sides):

9.375" x 11.125" deep

ENGAGED
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