

AMERICAN

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SURVIVAL

GUIDE



2016

Media Kit

Engaged
MEDIA, INC.

AMERICAN SURVIVAL GUIDE

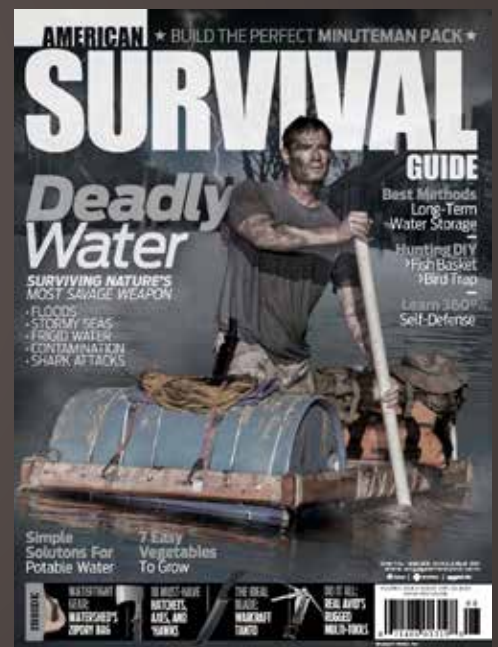
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Natural disasters strike daily around the globe—earthquakes, avalanches, and floods, not to mention man-made calamities such as war, terrorist attacks, and power failure cause draught, disease, famine and civil unrest. This isn't an if scenario, but 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 2016:

- 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 Outdoors Division of Engaged Media
- 132 color pages packed with products and information
- Monthly Magazine

AMERICAN SURVIVAL GUIDE

2016 EDITORIAL CALENDAR

FEBRUARY: Natural Disasters

- Surviving an Earthquake
- Keeping Food Cold Without Power

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: Survival How To Guide

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

MAY: Water

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

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 SPECIAL: Doomsday/Emp

- Earthquake, Flood, Fire
- Apocalypse

AUGUST: SERE
(Survive, Escape, Resist, Evade)

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

ASG BUYER'S GUIDE

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

SEPTEMBER: Wilderness Survival

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

OCTOBER: Blackout! Grid Failure

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

NOVEMBER: Urban Survival II

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

DECEMBER: Mountain Survival

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

JANUARY '17: Surviving

- Natural Disasters
- Growing Food

* Editorial subject to change.

Engaged Media Retail Partners

A grid of logos for various retail partners, including Meijer, Target, Walmart, Safeway, Kroger, and others.



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2016 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Feb '16	11/18/15	11/26/15	01/12/16
Mar '16	12/23/15	12/31/15	02/16/16
Apr '16	01/20/16	01/28/16	03/15/16
Survival - How To Guide	01/27/16	02/04/16	03/22/16
May '16	02/17/16	02/25/16	04/12/16
Jun '16	03/16/16	03/24/16	05/10/16
Jul '16	04/20/16	04/28/16	06/14/16
Doomsday	05/04/16	05/12/16	06/28/16
Aug '16	05/18/16	05/26/16	07/12/16
Buyer's Guide	05/25/16	06/02/16	07/19/16
Sep '16	06/15/16	06/23/16	08/09/16
Oct '16	07/13/16	07/21/16	09/06/16
Nov '16	08/10/16	08/18/16	10/04/16
Dec '16	09/07/16	09/15/16	11/01/16
Jan '17	10/12/16	10/20/16	12/06/16

**Dates subject to change.*

2016 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	3,373	3,204	3,004
2/3 Page	2,734	2,680	2,464
1/2 Page	2,412	2,359	2,174
1/3 Page	2,174	2,129	1,958
1/4 Page	1,969	1,904	1,738
Cover 2	3,782	3,627	3,414
Cover 3	3,744	3,477	3,414
Cover 4	4,010	3,938	3,628

Gabe Frimmel

Advertising Director

Phone: 800-332-3330 ext 1930

Fax: 800-249-7761

Email: GFrimmel@engagedmediainc.com

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. Beckett Media LLC 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: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live area)*	7" x 9.75" deep
2/3 page (vertical)	4.5" x 9.625" deep
1/2 page (horizontal)	6.75" x 4.75" deep
1/2 page (vertical)	4.5" x 7.25" deep
1/3 page (horizontal)	4.5" x 4.75" deep
1/3 page (vertical)	2.125" x 9.625" deep
1/4 page (vertical)	3.25" x 4.75" deep

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

Magazine Trim Size:

7.75" x 10.5" deep

Full-Page Bleed (all 4 sides):

8" x 10.75" deep

Non-Bleed Spread:

14.75" x 9.75" deep

Full-Bleed Spread (all 4 sides):

15.75" x 10.75" deep

(keep live matter centered to 14.75" x 9.75")