

**AMERICAN**

ASGMAG.COM

# SURVIVAL

## GUIDE



2020

**MEDIA KIT**

**ENGAGED**<sup>®</sup>  
MEDIA, LLC

# AMERICAN SURVIVAL GUIDE

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 2020:

- 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

# AMERICAN SURVIVAL GUIDE

## 2020 EDITORIAL CALENDAR

### MARCH: Upping Your Self-reliance Game

- CanCooker Cooktop Review
- Useful Plants of the North
- Low-cost Self-reliance Solution

### APRIL: Good Information is a Key to Survival

- 4 Experts Spend \$1,000
- Champion Knife-throwing Tips
- Select and Preserve Your Personal Info

### PREPPER'S JOURNAL 1: Info, Advice and Gear for Spring/Summer Prepping

- Covers Food, Water, Shelter, Security, Comms and Health Topics
- Critical Topics for the Season
- Expert Advice and Gear Picks

### JUNE: Prepare For Hurricanes and Hot Weather On the Horizon

- Select and Load the Right Bug-Out Vehicle
- Key Preps for Hurricane Season
- Prevent and Treat Heat-related Illnesses

### JULY: Preparing to Live Off the Grid

- Build a Solar Power System
- How I Lived in the Forest Without Supplies
- EDC, Bug-Out and Vehicle Survival Kits

### AUGUST: Prepping Power Comes in Different Forms

- Choose the Right Generator
- Build a Bug-Out Bicycle
- Raising Self-reliant Kids

### SEPTEMBER: Protecting Your Health is Job One

- Safe Patient Care and Transport
- Bug-Out Plane Goes Farther, Faster
- Pick and Properly Apply the Right Tourniquet

### OCTOBER: Protecting Your Person and Possessions

- Suturing, Other Options to Close Wounds
- Protect You and Yours From Wildfires
- Maximizing Prepper/Gun Shows

### PREPPER'S JOURNAL 2: Info, Advice and Gear for Fall/Winter Prepping

- Covers Food, Water, Shelter, Security, Comms and Health Topics
- Critical Topics for the Season
- Expert Advice and Gear Picks

### NOVEMBER: Living Off the Land

- Growing, Preserving and Storing Food
- Healthy on the Homestead
- Off-grid Energy Sources

### DECEMBER: Prepping for the Cold

- Cold Weather Health Concerns
- Choosing Cold Weather Clothes
- Winterizing Fuels and Equipment

### JANUARY '20: Make the Most with What You Have

- Self-defense Without Weapons
- Upcycle to Improve Your Preps
- Match the Wood to the Fire

\* Editorial subject to change.



## DISTRIBUTION

Our retail partners as shown on right. Major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Krogers, and PX Military Stores. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.

### Engaged Media Retail Partners



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## 2020 CLOSING/ON SALE DATES

Issue Name	Ad Close	Materials Due	On Sale Date
Mar '20	11/27/19	12/05/19	01/21/20
Apr '20	01/01/20	01/09/20	02/25/20
Prepper's Journal 1	01/29/20	02/06/20	03/24/20
Jun '20	02/26/20	03/05/20	04/21/20
Jul '20	04/01/20	04/09/20	05/26/20
Aug '20	04/29/20	05/07/20	06/23/20
Sep '20	05/27/20	06/04/20	07/21/20
Oct '20	07/01/20	07/09/20	08/25/20
Prepper's Journal 2	07/29/20	08/06/20	09/22/20
Nov '20	08/26/20	09/03/20	10/20/20
Dec '20	09/30/20	10/08/20	11/24/20
Jan '21	10/28/20	11/05/20	12/22/20

*\*Dates subject to change.*

## 2020 RATE CARD

	1x (\$)	6x (\$)	12x (\$)
Full Page	4,072	3,461	3,258
2/3 Page	3,300	2,805	2,640
1/2 Page	2,912	2,475	2,330
1/3 Page	2,624	2,230	2,099
1/4 Page	2,377	2,020	1,902
Cover 2	4,471	4,308	4,084
Cover 3	4,431	4,150	4,084
Cover 4	4,960	4,884	4,559

### Gabe Frimmel

Advertising Sales Director

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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