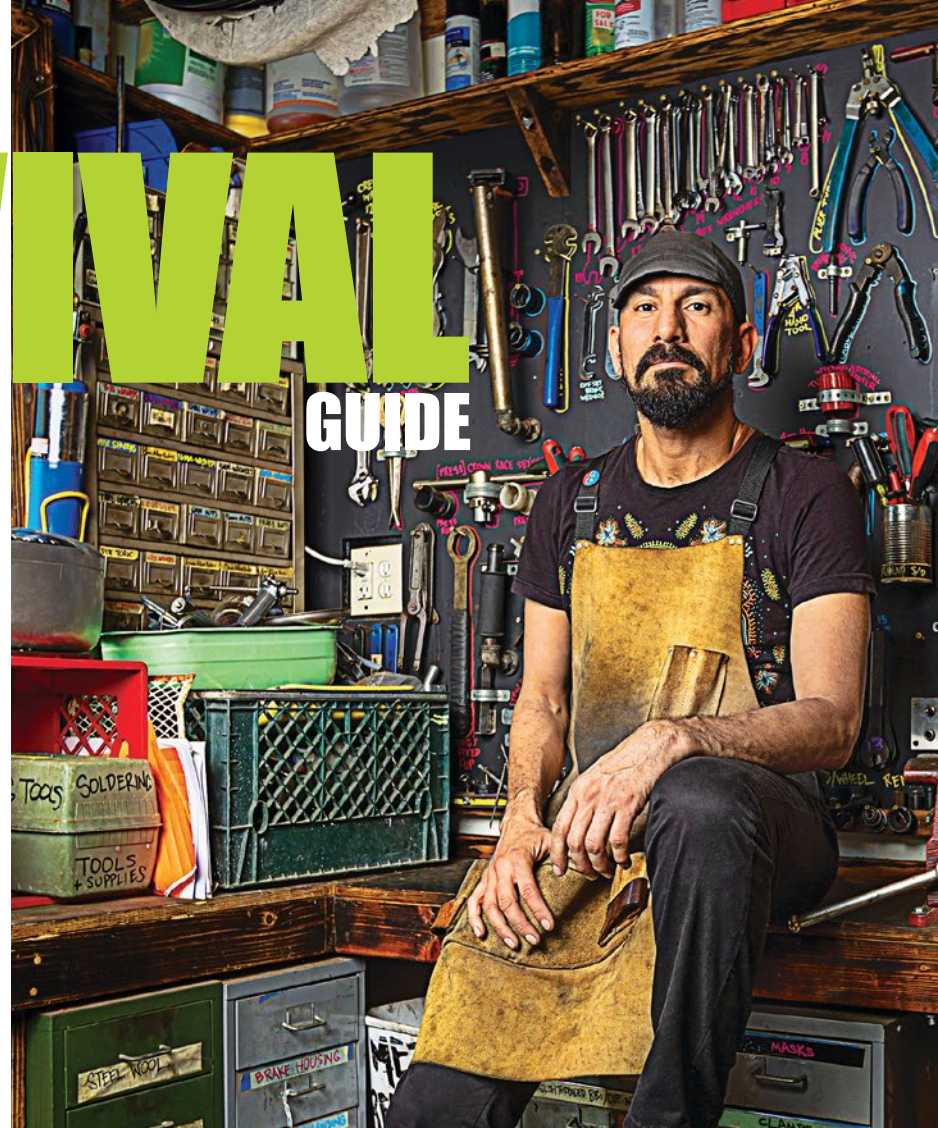


# AMERICAN SURVIVAL GUIDE

[www.asgmag.com](http://www.asgmag.com)

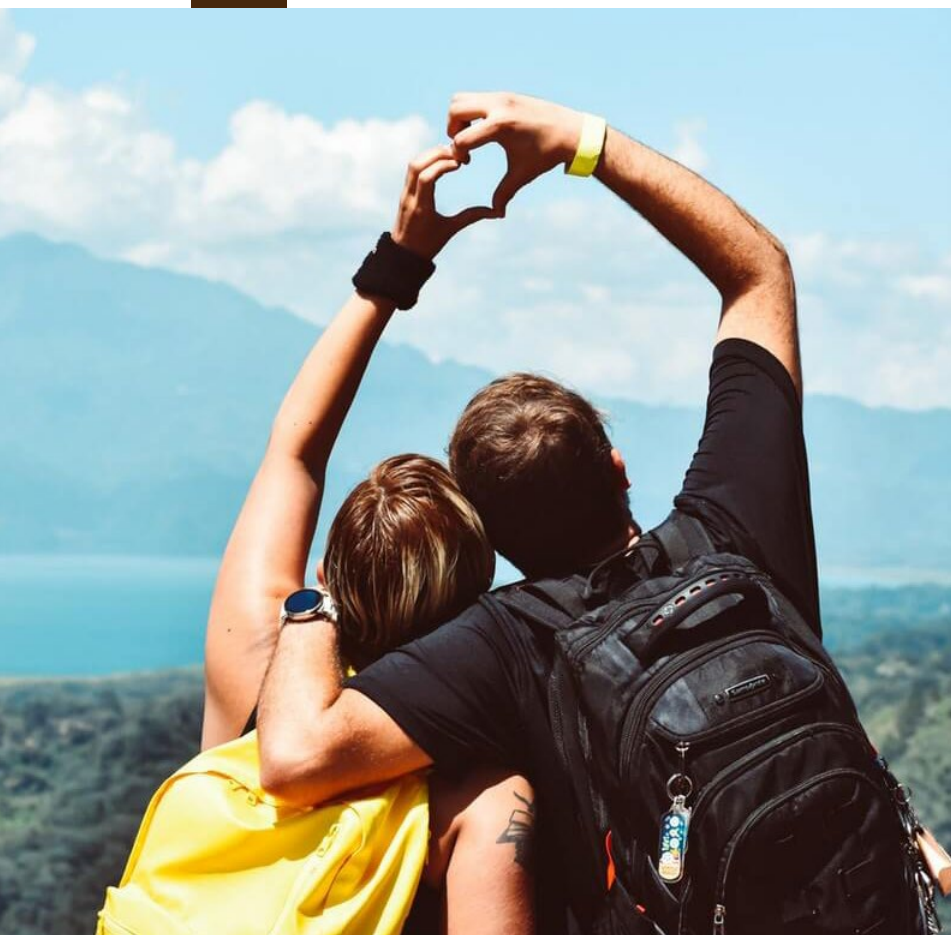


Media **KIT**  
2021



**ENGAGED**  
MEDIA, LLC





# American Survival Guide

**Audiences** have long been proud of their self-reliance knowledge and skills. Prior to 2020, some people outside the niche regarded preppers and survivalists as eccentric and paranoid. They didn't care because they were more concerned about their family's safety and security than how they were perceived. They have relied to the magazine since 1985 because they know better than most of us that it's best to be prepared.

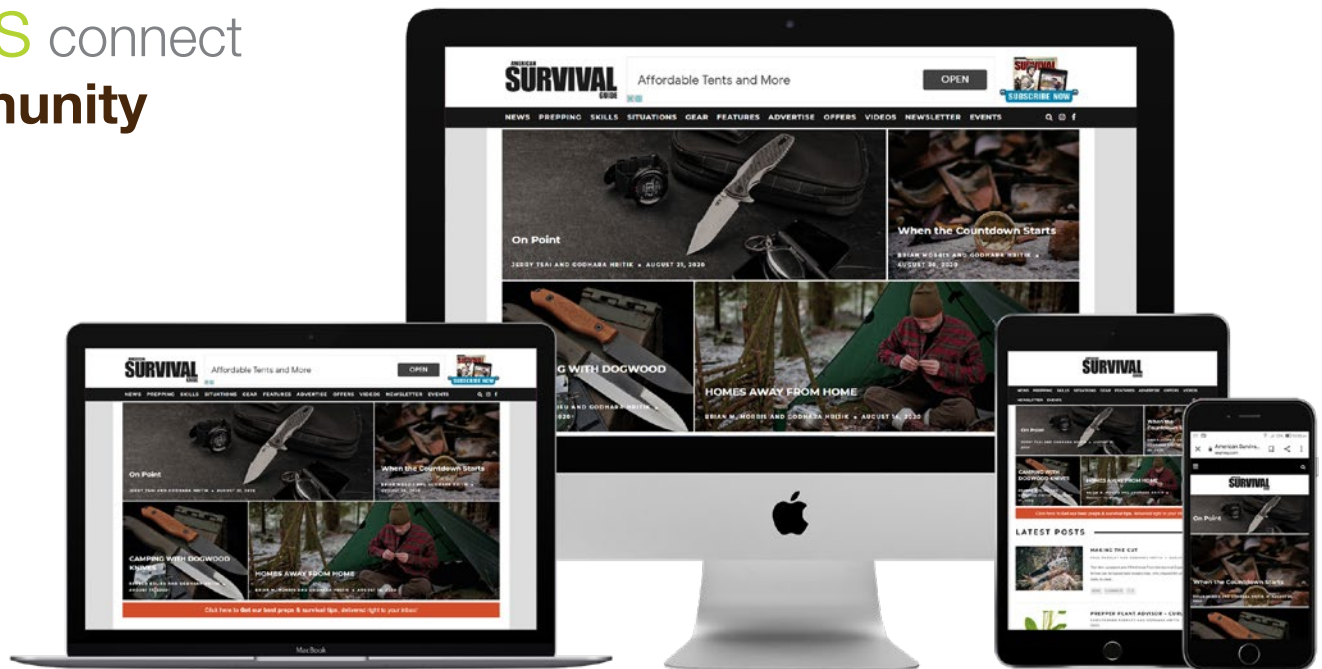
Then 2020 hit like a hurricane—a global pandemic, economic insecurities, civil unrest, and—hell—even murder hornets. Suddenly, preppers don't seem paranoid, even to those who usually wear rose-colored glasses. Newbie survivalists are flocking to the ASG community to learn what they recently realized they need to know and to connect with other survivalists.



When **audiences** connect with the **ASG Community** they get:

**Robust, Thoughtful Social Media Updates** that reflect on what's happening NOW and advice for what ASG users can do to prepare and stay safe as the situation unfolds. ASG saw the pandemic coming before most American media did, and has been covering the problem since then.

ASG social media audiences don't just get the big survival stories, they get advice targeted to the season, natural and manmade conditions and types of disasters. Spend time with ASG on social media one summer day, for example, and you learn how to avoid copperheads in your compost pile and how to ward away



Lyme disease-causing ticks. You'll also learn that you don't need to spend much time being afraid of sharks, especially if you take a few simple precautions.

On ASG social media, you come to know that survival is FUN. We're all on lockdown and feeling cooped up, so there's no greater joy than going to ASG and learning old school skills like starting a fire without matches, raising vegetables or nurturing a beehive. Home and family are where it's at, and many of us have decided to launch our own mini homesteads. ASG is the place to learn all about that.



### **Entertaining Connections to the Survivalists they Know and Love.**

This past year, we launched ASGTV, which features respected survivalists from around the country. Their stories of survival are inspiring.

### **Personal Connections with Other “Regular” People**

who care about prepping and self-reliance just as much as they do.

### **Exposure to REAL Experts**

they may not know as well. Brutal fact: You can’t learn everything you need to know about survival from the Discovery Channel... Sorry! For practical, detailed advice on how to really survive when there are no TV cameras around, you come to ASG and our expanding cadre of subject matter experts.

**No Nonsense Reviews** of the best gear and equipment



available. ASG’s fans know they can trust the results of real field tests we perform and refer to our recommendations when considering a new purchase.

**A Robust and Growing Digital Library of more than 900 Articles and Videos** written by experts who teach survival skills. Want to know something—anything—about how to survive a threat? Click the search tool on

ASG and you will find survival content you can trust.

With the largest online archive of survival and prepping knowledge available, ASG’s visitors have access to advice and information on scores of topics, more than 1,000 product presentations and reviews and interviews with many of today’s most experienced and respected instructors.



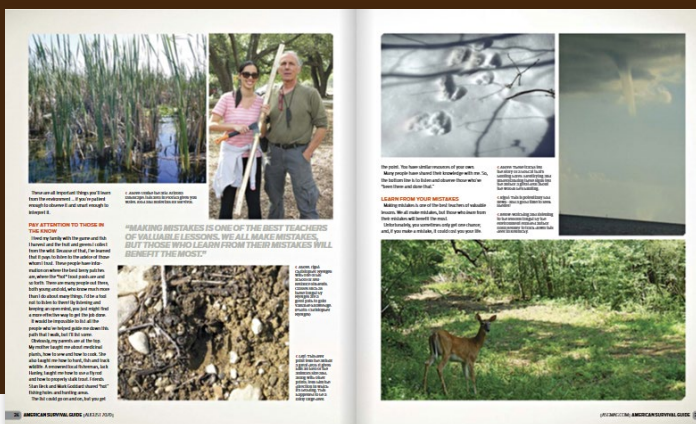
**Live Coverage of Industry Events.** SHOT show is only open to members of the industries that exhibit there so ASG provides the inside scoop about new gear and technology developments that can improve our community's preparations and peace of mind. BLADE show is open to the public but it's much more convenient and cost-effective to follow ASG's coverage of this exciting event.

During the COVID-19 pandemic and beyond, events like these will see reduced attendance and it will be difficult for many enthusiasts to attend. No worries. ASG is committed to bringing all the excitement right to your desktop or mobile device. We have interviews with experts, reviews of brand new products and other coverage of events that makes you feel like you're there IRL.





**A Wonderful Magazine.** With a steady flow of carefully curated feature articles, gear reviews and guides, how-to pieces and columns, our readers stay engaged and anticipate the arrival of each issue. Whether they prefer our print or digital versions, every month, readers receive timely and practical information and advice on a wide variety of topics, ensuring there is always something for everyone in every beautiful, large-format edition. A recent field test of an awesome off-road vehicle made a very compelling cover that resonated with our readers.





# Our Brand Manager

**Mike McCourt** isn't one of those fake survivalists with lots of hair gel and a fat TV contract. He's a level-headed, practical guy with more than 40 years of wide-ranging experience. He's spent a lifetime getting to know the needs of the people he serves and the situations they must be prepared for and evaluating the gear they can depend on. He's dedicated to weeding out the fluff and providing ASG's fans with what they expect from America's oldest and most dependable prepping and survival publication.

## Fun facts about Mike

- Built a primitive cabin at 17 and a modern three-bedroom home 10 years later.
- Is an avid DIYer whose motto is "If it is to be, it is up to me."
- Has extensive experience in a variety of roles at global outdoor and tactical gear companies.
- Worked with a cross section of military and law enforcement professionals, tactical trainers, outdoorsmen and others around the world to design and develop critical use gear in a wide range of product categories.
- Participated in and studied various types of police training.
- Has attended SHOT show 30 times, Blade show 26 times and dozens of other industry shows, expos and events in the USA, Europe and Asia.





# American Survival Guide

## Follower Access Points

**ASG Magazine** - America's oldest and most comprehensive and respected content provider to the prepper and survivalist community. Detailed feature, how-to and product review articles on a wide variety of topics are published every month in print and digital formats. Readers know that survival gear is essential but they depend on ASG to help them select the right tools, pass on the skills and develop the confidence to use them when their lives could be on the line.



**ASGMag.com** - The survival community's most comprehensive and respected source of information, resources and advice for all levels of interest in the self-reliant way of life.

**ASG Social Media Outlets** - Our blend of seasonal and topical posts keeps our followers engaged and on the look-out for information and advice that can make their efforts more efficient, effective and economical.



# ASG's Weekly Fundamentals Newsletter

Curated for subscribers who appreciate the convenience of getting ASG's most relevant and impactful content delivered to their mailbox.

## ASGTV

Launched earlier this year, ASGTV provides viewers with a different and more intimate way to learn from community icons and popular personalities. To be able to hear the passion in their voices and feel the mastery of the subject matter being discussed allows ASG's fans to have a closer relationship with our subject matter experts.



### AMERICAN SURVIVAL GUIDE



#### There's More to EJ Snyder Than Naked and Afraid

EJ Snyder has weathered many challenges. He's an Army combat veteran who served for 25 years, he's appeared on Naked and Afraid and he grew up in New Jersey where his survivalist seeds were sown.... [READ MORE >>](#)



#### Summer isn't Endless, and Neither is this **Sale.**

Save 50% Off Your Favorite Annual Digital Subscriptions  
Act NOW Because This Offer Expires on **July 30**

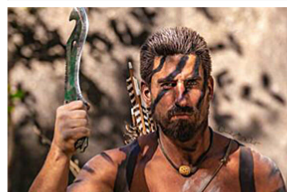


Use coupon code ALLFIF20 at checkout.



#### Nicole Apelian's Lifetime of Learning

Scientist, educator, survivalist, herbalist, safari guide and caring mother, Nicole endured 57 days in season 2 of Alone, during which she ate 26 species of food. She has many lessons to share... [READ MORE >>](#)



#### Matt Wright: Surviving the New Normal

Recalling an episode of Naked and Afraid when Matt wanted to thrive, "Going after that wild boar—stripped of everything—was a bucket-list dream I wish I had worn clothes for," he quips... [READ MORE >>](#)

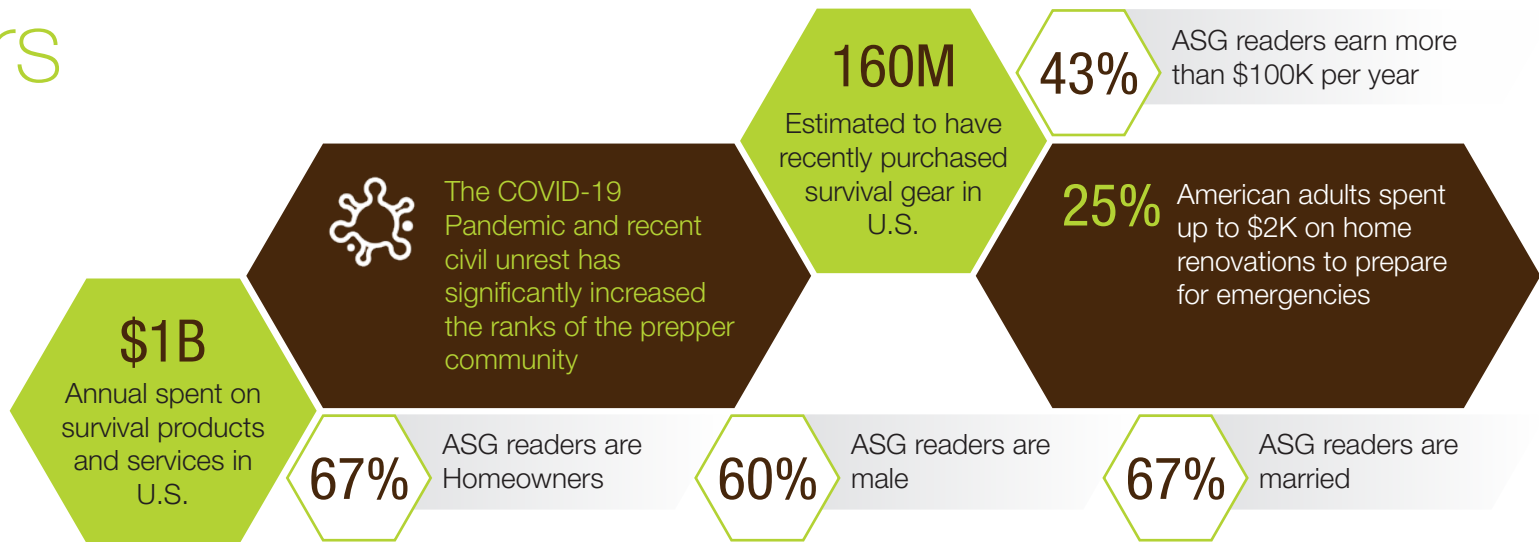


#### Mykel Hawke's 3-Part Interview

It took three articles to learn everything we wanted to know about Mykel Hawke. See what we uncovered about his youth, military service and his determination to help other survivalists... [READ MORE >>](#)



# American Survival Guide Readers



## Technographics

Target users by device, such as desktop, laptop, tablet or mobile device



## Demographics

Target users by gender, income, age and other methods



## Event Targeting

Employ 'geo-fence' technology to target customers who have attended specific events at a particular location, such as a convention center, within a given range of dates



## Browsing Behavior

Target users based on past browsing behaviors, such as websites visited



## Intent-Based Search

Identify users based on their search history



## Geo-Fence

Target users who have visited a specific geographical location



## Geo-Targeting

Target by geography, including DMA, state, zip code or county



## Contextual Content

Target users based on contextual content, including keywords, on the page they are viewing

## ASG Digital Audience Acquisition Solutions



# 2021 Editorial Calendar

## MARCH

Reap and store food from a home garden | 11.5-inch AR15 pistol home build | Long term storage foods | My 5 favorite fishing knives

## APRIL

E-Cells Super Monarch Bicycle | Gear Guide: Water filters and purifiers | How to pick the right tent hammock | Living in a canvas wall tent

## PREPPER'S JOURNAL 1

Seasonal prepping advice and gear | Water | Food | Shelter | Security | Comms | Health | Transportation | Nav | Fire | Energy

## JUNE

New ESEE knives | Prepper Plant Advisor | Kyle Lamb, Viking Tactics, on leadership | Choose the right protective eyewear | Reloading

## JULY

Footwear Gear Guide | Pepper ball gun review | Using fish antibiotics | Build your own bug-out bicycle | Replace your lawn with productive plants

## AUGUST

Cory Nykoluk, gear designer | Clearing rooms with firearms | Ruger Security-9 Compact | Small vehicle BOVs | Women's prepping & survival

## SEPTEMBER

Re-purposed hunting rifles | 12 wild foods easy to ID | Children's survival and prepping | 25 most important items and preps

## OCTOBER

Mike Vellekamp- Key attributes of EDC knives | Savage Valkyrie with Tract Optics | Good hygiene in the outdoors | Home Defense Alternatives

## PREPPER'S JOURNAL 2

Seasonal prepping advice and gear | Water | Food | Shelter | Security | Comms | Health | Transportation | Nav | Fire | Energy

## DECEMBER

Steve Tarani- Using your mind to stay safe | Taser personal security solutions | Keys to urban survival | Holiday Gift Guide

## JANUARY '22

How to select the right size footwear | Bug-out bag basic loadout | Last-minute gift ideas | Carve camp tools from wood

## FEBRUARY '22

Selecting the right tactical tomahawk | 25 most important winter items and preps | Tips for starting Spring right | Stay healthy in the cold

# Distribution

Our retail partners include major retailers such as Safeway, Albertsons, Vons, Wal-Mart, Kroger, and PX Military stores, as well as key regional and other outlets. Engaged Media's circulation business model is designed to aggressively and strategically acquire the most influential and esteemed readership in all key niche markets.

## Print Schedule

Issue	Ad Close	Materials Due	On Sale Date
March	11/25/20	12/03/20	01/19/21
April	12/30/20	01/07/21	02/23/21
Prepper's Journal 1	01/27/21	02/04/21	03/23/21
June	02/24/21	03/04/21	04/20/21
July	03/31/21	04/08/21	05/25/21
August	04/28/21	05/06/21	06/22/21
September	05/26/21	06/03/21	07/20/21
October	06/30/21	07/08/21	08/24/21
Prepper's Journal 2	07/28/21	08/05/21	09/21/21
December	08/25/21	09/02/21	10/19/21
January '22	09/29/21	10/07/21	11/23/21
February '22	10/27/21	11/04/21	12/21/21

\*Editorial subject to change.

\*Dates are subject to change.



## 2021 Print Advertising Rates

Size	1x (\$)	6x (\$)	12x (\$)
Full Page	4,072	3,461	3,258
2/3 Page	3,300	2,805	2,640
Half 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

## 2021 Digital Advertising Rates

Placement	Spec/Cost
300x250 Ad Unit on Website	61,358 Monthly Page View
Boosted Facebook Campaign	36,374 Followers
Promoted Instagram Post	2,257 Followers
Newsletter Ad Unit	11,217 Subscribers
Mobile App Ad Unit	115,982 App Downloads
Total Package Price	<b>\$1,250</b>
Dedicated Eblast with Package	13,498 Subscribers
Savings Package with Eblast	<b>\$1,500</b>
Savings Package with WebID	<b>\$1,800</b>

### Video Clip

5-min video product/  
manufacturer review on ASG  
YouTube channel, shared on  
other social channels

**\$2,000**  
includes production charge





# Print Ad Sizes and Specifications

## Mechanical Requirements

Printing: Web Offset

Binding: Perfect Bound

Magazine Trim Size: 9.125" x 10.875"

## 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, 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.*

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

### Magazine Trim Size

9.125" x 10.875" deep

### Full-Page Bleed (all 4 sides)

9.375" x 11.125" deep

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

For query, please contact:

**Gabe Frimmel** - Advertising Sales Director

Ph: 800-332-3330 Ext.1930, Email: [gfrimmel@engaged.media](mailto:gfrimmel@engaged.media)