

Survivalist Magazine offers advertisers direct access to the ever growing market of survivalist/preparedness enthusiasts.

Each issue of Survivalist showcases the tools and techniques that will give readers the best chance for survival no matter what might happen!

Where other resources fail, SM succeeds in bringing readers the tools that are necessary to be self-reliant and self-sufficient in a multitude of "real-life" scenarios that readers may find themselves in.

SM is designed to be an encyclopedic resource that readers can refer to long after the "off-sale" date. Showcase your products in the premier magazine of the "Prepper" community. Connect and develop trust with our readers by advertising today.

Our Marketing Programs Include:

Display Advertising
Website Advertising
Graphic Design
White Papers
Email Marketing
Webinars
and More!

Advertising Reservations:

CDI Publications, Inc.
(866) 437-6570 or
(714) 436-1234
Email:
ads@republicmagazine.com

Issue #7: Alternative Energies

Deadline Mar 16th / Ships Apr 6th

Portable Power, Is Biodiesel Really Viable?, Small Scale Solar Panels, Heating Your Home/Water with Compost, Batteries - Your Lifeline to the Outside World, Generators - Which Types are Best in a Survival Situation, How to Build a Wind Turbine, Zero-Point Energy - Does it Really Exist?, What Has Tesla Taught Us?, Rocket Stoves, Tri-Fuel Engines, What does it Take to go Completely Off the Grid?, What is "Passive" Solar Power and How can it Work for You?, Producer Gas - The Most Over-looked alternative Energy Source, Solar Ovens - How to Cook Your Food with the Sun, Steam Power and Other Technologies We've Forgotten About, Converting Your Car to Run on Wood and more...

Issue #8: Surviving the New World Order

Deadline May 4th / Ships May 25th

DIY Hidden Storage, Agenda 21 - The U.N. Plan for Global Government in the 21st Century, Surviving Yourself - Privacy & Preperation, Breaking the Matrix of the New World Order, The Constitutional Sheriff - In Defense of the 2nd Amendment, Camp FEMA: The New American, Power Lock Review, The Realities of TEOTWAWKI, Surviving the NWO - Planning Your Fade-Back, The Science of Self-Defense, Is the Militia Relevant Today?, Choosing a Scope - What's Right for You?, Land of the Free?(NDAA), How to Treat Burns Naturally, and more...

Issue #9: Urban Survival

Deadline July 6th / Ships July 20th

Urban Survival Weapons and Tactics, Your Bug-Out Vehicle, How to Choose a Rural Retreat, Becoming a "Grey Man" - How to Hide in Plain Sight, Escape and Evasion Techniques, Surviving Extreme Heat and Cold When the Grid Goes Down, Food Preparation - How Not to Attract the Starving Hoard, Staying Healthy - What Happens When Sanitation Services Stop, Should I "Bug-Out" or Shelter "In Place"?, Container Gardening - Growing Food in the Space You Have, Apartment Prepping - Finding Room for Storage When Space is Limited, Fortifying Your Home and Defending Against Invasion, Methods of Procuring Water in an Urban Setting, and more...

Issue #	Description	Deadline	Ships
Issue #10:	Pioneer Living	09/07/12	09/21/12
Issue #11:	Self Defense	10/19/12	11/02/12
Issue #12:	Bushcraft/Wilderness	11/16/12	12/07/12
Issue #13:	Disasters/Extinction Level Events	01/18/13	02/08/12

Survivalist

SURVIVE WITHOUT FEAR

Display Advertising Online Advertising

Rate Card #2.3 - Jan 2012
Survivalist is published Bi-Monthly

Size	Open	3x	6x	12x
Full Page	1500	1425	1355	1295
2/3 Page	1125	1070	1015	965
1/2 Page	900	855	815	775
1/3 Page	645	615	585	550
1/4 Page	525	495	475	450
1/6 Page	405	385	365	345
1/8 Page	330	315	295	280
1/12 Page	270	255	245	230
Cover IV			1950	
Cover II			1800	
Cover III			1650	

Size	Orientation	(W x H)
Full Page	Bleed	8-5/8 x 11-1/8
Full Page	Border	7-1/4 x 10
2/3 Page	Vertical	4-5/8 x 10
1/2 Page	Vertical	4-5/8 x 7
1/2 Page	Horizontal	7-1/4 x 4-7/8
1/3 Page	Vertical	2-1/2 x 10
1/3 Page	Horizontal	4-5/8 x 4-7/8
1/4 Page	Vertical	3-1/2 x 4-7/8
1/6 Page	Vertical	2-1/4 x 4-7/8
1/6 Page	Horizontal	4-5/8 x 2-1/4
1/8 Page	Vertical	2-1/4 x 3-1/2
1/8 Page	Horizontal	3-1/2 x 2-1/4
1/12 Page	Square	2-1/4 x 2-1/4

Production Specifications

Trim size: 8-3/8 x 10-7/8, Binding: Saddle-stitched, Color: 4 color process (PMS available), Materials: We require digital files for all ads (.pdf, .eps, .tif, .tiff & .jpg files accepted), .pdf files must embed fonts and hi-res images(300 dpi).

Ads may be emailed, provided on CD-ROM or uploaded to our FTP(Call for instructions). Proofs: Positive print must accompany BW ads and a color match print must accompany color ads. Bleed: No extra charge. PMS colors: Unless otherwise requested and approved will be matched with process colors (CMYK)

General Conditions (See Insertion Order Contract)

Billing

Payments are due prior to production with the exception of new advertisers which must be pre-paid at the time of reservation. A late penalty of 1-1/2% per month will be charged on all unpaid balances after 30 days from date of printing.

Combined Discount: If advertiser qualifies for multiple frequency discount, no other discounts or special rates may be applied.

Advertorial Product Spotlight

One product placement available for each contract advertiser (6x or more). Paid placements start at \$350/ per issue. All placements subject to editorial review. (ask about our guidelines)

Issue #	Close	Materials	Ships
Issue #6	01/27/12	02/03/12	03/15/12
Issue #7	03/16/12	03/21/12	04/06/12
Issue #8	05/04/12	05/08/12	05/25/12
Issue #9	07/06/12	07/10/12	07/20/12
Issue #10	09/07/12	09/11/12	09/21/12
Issue #11	10/19/12	10/23/12	11/02/12
Issue #12	11/16/12	11/20/12	12/07/12
Issue #13	01/18/13	01/22/13	02/08/13
Issue #14	03/15/13	03/19/13	04/07/13

Survivalist.com Website Advertising

728x90 Leaderboard	(\$975/mo)
468x60 Standard Horizontal	(\$550/mo)
120x600 Tower Banner	(\$650/mo)
250x250 Standard Square	(\$375/mo)
125x125 Small Square	(\$195/mo)
Text Links (limit 20 Characters)	(\$95/mo)
Sponsored Webinars Starting at	\$1,250
Email Marketing Starting at \$.15 per address	
White Papers Starting at \$195 Per Document	

Classifieds

\$2 per word. \$25 minimum. Address, phone, website - Add \$5. Bold Headlines are FREE!
Add'l bold words - add \$1 per word.

For Advertising Reservations:
(866) 437-6570 or (714) 436-1234
Email: ads@survivalist.com

SURVIVALIST ADVERTISING INSERTION ORDER

DATE: _____ PO # _____

COMPANY / INDIVIDUAL NAME: _____

ADDRESS: _____

PHONE: _____ FAX: _____

CONTACT: _____ E-MAIL: _____

NO. OF INSERTIONS: _____ ISSUE(S): _____

AD SIZE: _____ SPECS: _____

AD POSITION: _____ RATE: _____

Special Instructions: _____

Survivalist is published by:
CDI Publications Inc.
PO Box 9
Boynton Beach, FL 33425
(866) 437-6570 or (714) 436-1234

Credit Card Information: CC # _____ Expiration: _____

Billing Address: _____

Multiple Frequency Terms: In consideration of the reduced rate at which this ad space is sold by Magazine, the undersigned advertiser agrees to display advertising terms as follows:
1) Advertising must be paid before final production file is sent to the printer. For new advertisers, payment in full is due at time of reservation. If credit terms are extended, advertiser agrees to pay in a timely manner within the terms of the agreement. Any breach of credit terms shall immediately bring the full unpaid balance due and interest charges shall accrue. 2) Should the number of ads placed by advertiser fail to total the number of ads hereby contracted for, all space published under this contract shall be charged at the nearest earned contract rate and advertiser agrees to make full retroactive payment within 30 days. 3) Any advertising deemed offensive or distasteful may be subject to review and removal. Publisher reserves the right, at any time, to terminate any advertiser's contract or withhold advertiser's ad from placement in magazine for any reason. If ad is withheld from placement, Advertiser will not be charged for ad placement. Advertiser agrees to comply with editorial guidelines of advertising as set forth by Publisher. 4) Publisher may, from time to time, modify schedules, distribution methods and locations at the sole discretion of Publisher. 5) This Contract serves as an UNCONDITIONAL GUARANTEE of accounts both jointly and individually by and between Advertiser's undersigned authorized representative, Advertiser's above-mentioned company and Magazine. 6) Advertisers accepts full responsibility for any and all claims arising from the use of Advertiser's products or services and/or any FTC or governmental actions in connection with said advertisements. Advertiser agrees to hold harmless publishing company from any such claims. 7) Advertiser agrees not to chargeback or dispute transactions for advertising made by credit card. 8) If any portion of this agreement is found to be unenforceable, it shall not affect the enforceability of the remainder of this agreement.

Authorized Signature _____ Date _____

Signer's Name _____ Signer's Position _____

Artwork Instructions: Materials to arrive by closing date according to specifications- See Rate Card
Please send art materials via CD-ROM, Email or FTP(FTP instructions will be provided upon request)

Please FAX this signed and completed form to: (714)455-2091