



Target Audience



- ❧ *Civil War Enthusiasts* – highly influential devotees.
- ❧ *Baby Boomers* – three times more likely to have an interest in history, traveling and Civil War news content.
- ❧ *News Buffs* - unique “news-like” delivery will be appealing.
- ❧ *Youth* – school age students, from high school to college.
- ❧ *Heritage Travelers* – seek a rich historical experience.

Civil War Enthusiasts Profile:

Male	53%
% College Graduates	54%
Average age	50.6
Married	63%
Median household income	\$65,053
Homeowners	78%
Visit historic places, sites	78%

The story of the American Civil War crosses nearly all cultural segments – from old to young, liberal to conservative, northerners to southerners – with a concentration of being “educated, informed, and affluent.”