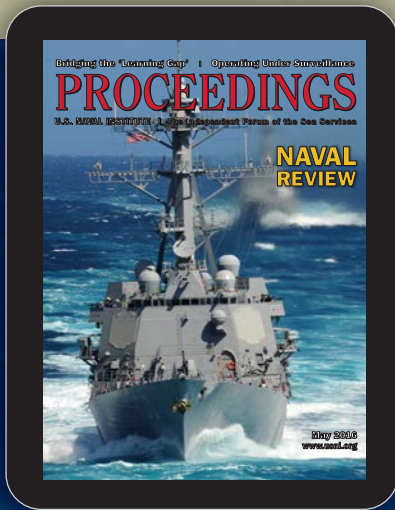


U.S. NAVAL INSTITUTE MEDIA PLANNER

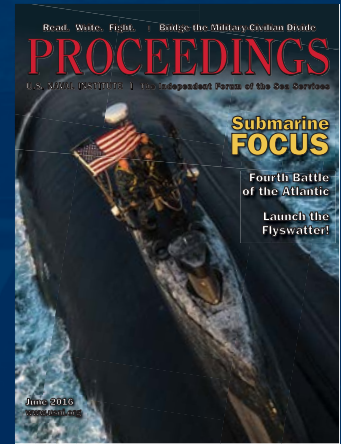
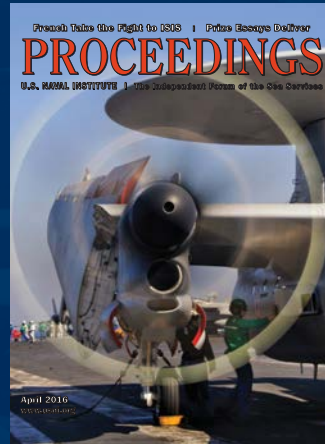
2017



PROCEEDINGS

The Independent
Forum of the
Sea Services

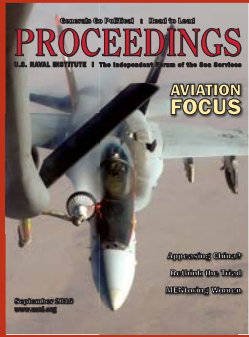
*Published monthly by the
U.S. Naval Institute*



Open Your Global Gateway to the Interactive World of the U.S. Naval Institute

- U.S. Naval Institute (usni.org)
- USNI News
- blog.usni.org
- *Naval History & Proceedings* Apps





By any standard, *PROCEEDINGS* dominates the reading

of our nation's military leaders. Top policy makers consider the information, arguments, and advice from its pages as they make decisions that shape national defense. They will determine the priorities and policies driving the expenditure of \$583 billion in 2016. They read and write the pages of *PROCEEDINGS*. Our nation's leaders have relied on this flagship publication of the U.S. Naval Institute for 142 years. It is where they go first, and they rely on ideas and insights from its pages to guide their decisions on projects, purchases, and vendors.

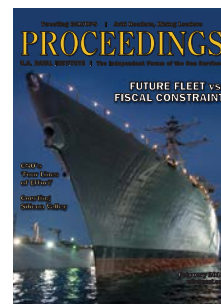


THEY WILL SPEND \$583 BILLION ON THE NATION'S DEFENSE IN 2017. TALK TO THEM WHERE THEY LIVE, IN *PROCEEDINGS*.

PROCEEDINGS stands alone in Importance, Influence, and Impact. Nothing else comes close.

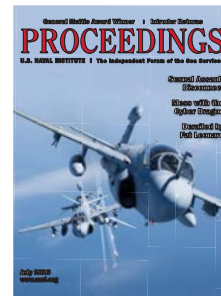
In the current reader satisfaction survey, *PROCEEDINGS* ranks first with military readers in the categories of "Must Read," "Most Credible," "Most Relevant," and "Most Important" among all military magazines. Readers also believe it "Encourages Important Policy Debates." Ninety-four percent read three out of four issues or more (none of our competitors scored more than 23%). Readers also cite editorial quality (98%), range of content (95%), and balance of viewpoints (93%) as qualities that drive their high levels of satisfaction.

For media buyers who need to reach those in control of military budgets and have their message taken seriously, *PROCEEDINGS* is the only choice.



Which publication is "Most Important"?

PROCEEDINGS
94%



Which publication is your "Most Credible Source"?

PROCEEDINGS
96%

Virtually every major news organization quoted or linked to *PROCEEDINGS* as its authoritative source in 2016.

The *PROCEEDINGS* audience engages.

- 97% carefully read or scan majority of content
- 88 % spend up to two or more hours with each issue
- 94% read three-out-of-four issues or more

The *PROCEEDINGS* audience is not duplicated.

- 79% DO NOT belong to the Navy League or read *Sea Power*
- 95% DO NOT belong to the Marine Corps Association or read the *Marine Corps Gazette*
- 79% DO NOT regularly read the *Navy Times* or *Marine Corps Times*

CIRCULATION

PAID MAILED CIRCULATION	50,033	88.8%
SINGLE COPIES	229	.40%
EVENT & COMPLIMENTARY	2,164	3.8%
SHIPS & COMMANDS	2,843	5.0%
REGISTERED ONLINE COPIES	1,115	2.0%
TOTAL:	56,374	

READERSHIP

ACTIVE DUTY	31%
RESERVE	4%
DEFENSE INDUSTRY	29%
DEFENSE INDUSTRY (CIVILIAN)	7%
PENTAGON	5%
CAPITOL HILL	3%
HOMELAND SECURITY	2%
UNIVERSITIES	2%
RETIRED	17%

AFFILIATIONS

NAVY	78%
MARINES	8%
COAST GUARD	8%
ARMY	2%
AIR FORCE	2%
MERCHANT MARINE	2%

*2016 Reader Satisfaction Survey

Look who *WRITES* for *PROCEEDINGS*.

They're interested in your company and projects. They are *PROCEEDINGS*, and they are listening:

DEPUTY SECRETARY OF DEFENSE
Robert Work

COMMANDER, U.S. PACIFIC FLEET
Admiral Scott H. Swift

CHIEF OF NAVAL OPERATIONS
Admiral John Richardson

FORMER COMMANDANT OF THE MARINE CORPS
General James F. Amos

FORMER U.S. EUROPEAN COMMAND NATO SUPREME ALLIED COMMANDER, EUROPE
Admiral James G. Stavridis

FORMER COMMANDANT OF THE U.S. COAST GUARD
Admiral Robert J. Papp Jr.

CONGRESSMAN, 4TH DISTRICT OF VIRGINIA
Congressman J. Randy Forbes

Look who *QUOTES & LINKS* to *PROCEEDINGS* as their *AUTHORITATIVE SOURCE* on matters of naval policy:

ONLINE:

Drudge Report
Politico
Huffington Post
Small Wars Journal
Wired

RADIO:

Hugh Hewitt
Jim Bohannon
NPR
Voice of America
Rush Limbaugh

TV:

George Stephanopoulos – This Week
CNN
Fox
Meet the Press
Fox Business Channel
ABC News
CBS News
MSNBC
al Jazeera

THINK TANKS:

Lexington Institute
Center for New American Security
Heritage Foundation
CATO Institute
AEI

COLLEGES:

Tufts University
Johns Hopkins University
Naval War College
University of Virginia
Army War College

NEWSPAPERS:

Washington Post
New York Times
BBC World News
New York Post
Military Times Newspapers
Pravda
Boston Globe
LA Times
The Wall Street Journal
Washington Times
Congressional Quarterly
Times of London

MAGAZINES:

The Atlantic
The Economist
Foreign Policy
US News & World Report
Time
Newsweek

GOVERNMENT:

CHINFO
Pentagon Channel
Congressional Hearings
White House

U.S. Naval Institute Digital Advertising



Access the Global Gateway of the **Interactive World** of the U.S. Naval Institute

news.usni.org

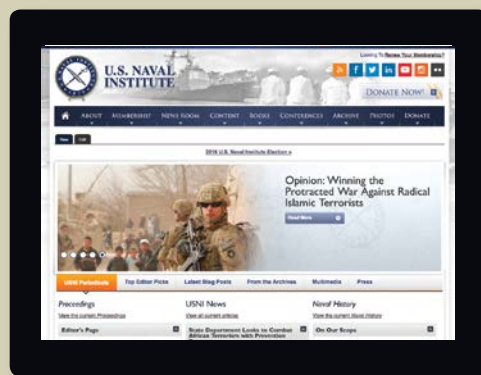
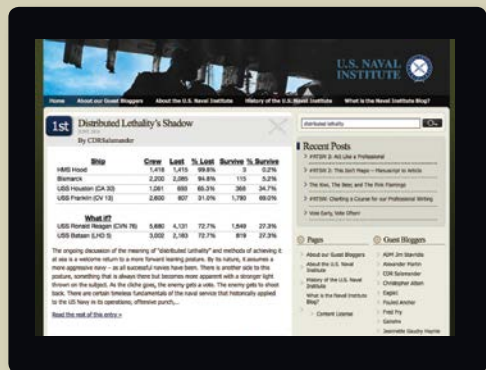
USNI's daily online news source features four to five new original stories each day, with full-time on-line editors and contributors to stay ahead of the pack. Since its launch in early 2013, USNI News has become the best online source for Sea Services content. Its meteoric growth has reached over 900,000 page views each month, and an additional 30,000 subscribers have chosen to have our news digest delivered to their in-boxes every day. Your target audience reads USNI News every morning!

Powerful, Fast New Apps

The emphasis is on mobile. New in 2016 is an updated app for our *Proceedings* and *Naval History* readers with improved navigation and speed. Download full issues and they remain available even when the Internet is out of range, then refresh once you reconnect.

usni.org

INTERACTIVE is the theme for the world's leading online "GO TO" authoritative source on naval matters. Recognized as the Internet's premier Drupal-based nonprofit website usni.org, surpasses industry giants with its sophistication and functionality. Visitors are surrounded by the day's top events and the nation's most important defense issues and can immediately share their views or probe deeply into the U.S. Naval Institute archive system—magazines back to 1874, the world's largest photo archive of its kind, oral histories, and books—for more insight. It is an interactive experience and daily destination for users.



blog.usni.org

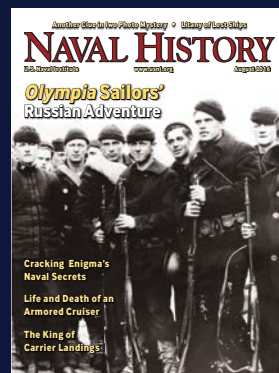
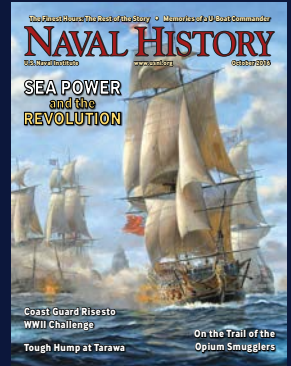
WINNER of "Best Naval Mil.Blog" for three years running, the USNI Blog leads the interactive online debates on the nation's most pressing naval issues. Fueled by a diverse group of guest bloggers and passionate followers who comment and keep the discussion alive, the focus is on event-driven news and policy.

NAVAL HISTORY

NAVAL HISTORY magazine is the gold standard for coverage of our Sea Service past—from riveting eyewitness battle accounts to in-depth analysis by leading historians to

detailed profiles of ships and aircraft. It's all beautifully illustrated with period photographs, fine art, and precise diagrams and maps. NAVAL HISTORY's esteemed

list of contributors includes two serving Chiefs of Naval Operations—clear proof that our nation's naval leadership puts an emphasis on the importance of its heritage and today's policy makers believe in learning the lessons of



history. Defense contractors who share a history with the Navy, Marines, and Coast Guard know that advertising in NAVAL HISTORY associates them respectfully with naval leadership and

is a sincere way to say “Thank You” to their Sea Service partners.

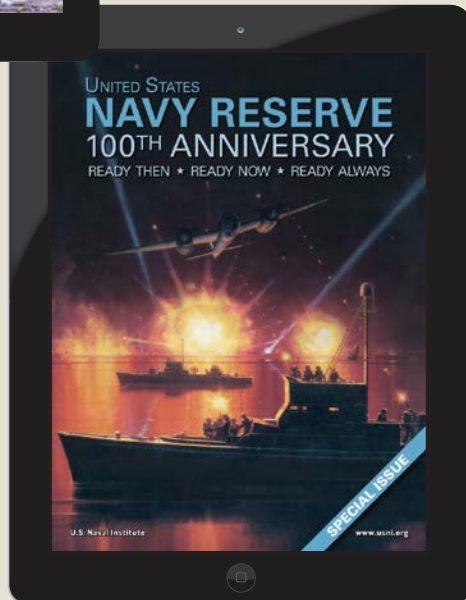
“Naval History is a treasure chest ... of our military and seagoing heritage.”

— Tom Brokaw
Former anchor, NBC Nightly News

Naval History & Most Popular Topics iPad Edition



Now with instant global reach and impact via Apple's App Store, your message is exposed to a self selected world-wide audience of *Naval History* readers.



Quick Facts – Why Advertise with the U.S. Naval Institute?

The U.S. Naval Institute leads in supporting the Sea Services. It provides an independent, highly respected voice with impact at senior levels.

Consider the benefits of:

- Inbound links from every major global news organization citing *PROCEEDINGS*
- Long visits and high page views
- Well established and active community including 70 percent of flag officers in the Sea Services worldwide

USNI News Highlights

A Growing International Presence

223 Countries - A Leader in ALL Military Markets in the U.S. & Abroad

REACH

Monthly Page Views 1,056,602

Monthly Sessions 744,781

AUDIENCE

Male 88%

Female 12%

55 or Younger 60%

56 or Older 40%

MEDIA ENGAGEMENT

Access - Desktop/Laptop/Tablet 75%

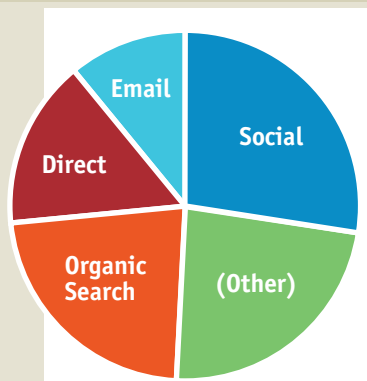
Access - Smart Phone 25%

SOCIAL MEDIA

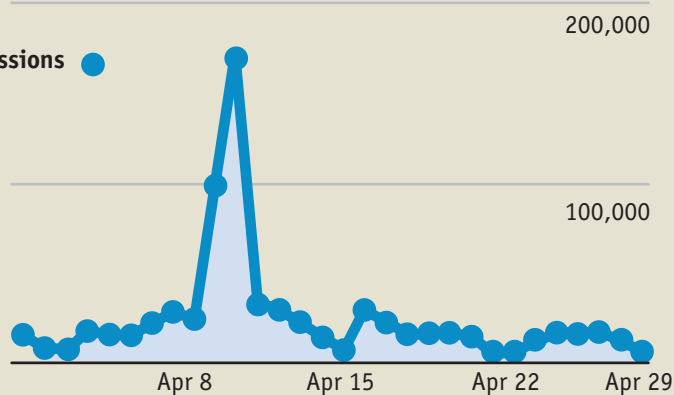
Facebook 419,450 Likes

Twitter 17,787 Followers

Top Channels



Sessions



Country	Sessions
1. United States	602,582
2. Canada	13,571
3. Japan	12,676
4. United Kingdom	12,300
5. Philippines	9,178
6. Australia	8,374
7. Taiwan	4,778
8. India	4,630
9. Germany	4,399
10. Singapore	4,154

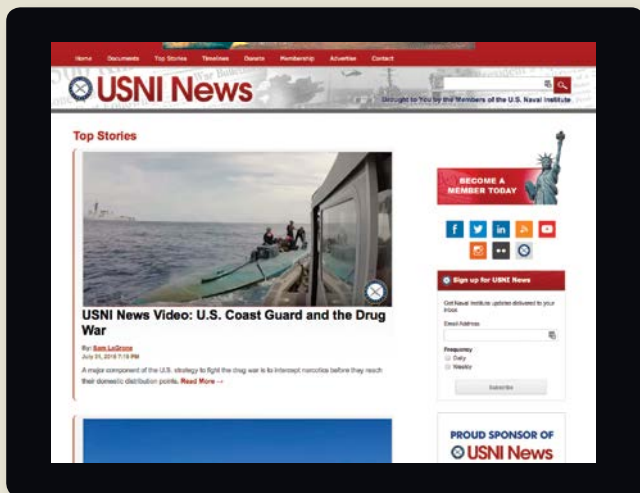
City	Sessions
1. Washington	26,406
2. (not set)	23,537
3. New York	18,666
4. Los Angeles	13,536
5. San Diego	12,326
6. Norfolk	11,587
7. Houston	10,254
8. Chicago	8,736
9. Virginia Beach	8,451
10. Atlanta	7,951

Mobile Devices **384,456**
% of Total 51.62%
(744,781)

1. Apple iPhone	24.83%
2. Apple iPad	11.64%
3. Apple iPhone 6	6.05%
4. Apple iPhone 5s	3.08%
5. Apple iPhone 6s	3.06%

Device	744,781 % of Total 100%	744,781 % of Total 100%
1. Desktop	360,325	48.38%
2. Mobile	312,080	41.90%
3. Tablet	72,376	9.72%

USNI News Ad Sizes & Rates



Built in **responsive design** for an optimal viewing experience across a wide range of devices from mobile phones to tablets and desktop monitors.



Leaderboard: 728 x 90 pixels

\$3,250 Monthly, flat rate basis
\$3.07 Current CPM

Banner: 468 x 60 pixels

\$2,250 Monthly, flat rate basis
\$2.13 Current CPM

Posterboard: 300 x 250 pixels

\$2,400 Monthly, flat rate basis
\$2.27 Current CPM

USNI's daily online update features original news that keeps pace with today's 24-hour information cycle and fresh and succinct analysis of today's most pressing national security matters. Since its launch in early 2013, USNI News has become the online source of record for Sea Services decision makers. Its meteoric growth has reached over 900,000 page views each month, and our daily e-mail digest of USNI News stories boasts an over 30 percent open rate! Your target audience reads USNI News every morning!

ADVERTISING RATES: EFFECTIVE 1/1/2017

4-COLOR	PROCEEDINGS				NAVAL HISTORY			COMBINATION		
	1x	3x	6x	12x	1x	3x	6x	1x	3x	6 & 12x
2 PAGE SPREAD	\$15,252	\$15,071	\$14,764	\$14,027	\$7,040	\$6,929	\$6,826	\$19,283	\$18,938	\$18,600
1/2 PAGE SPREAD	\$10,318	\$10,104	\$9,918	\$9,552	\$5,301	\$5,232	\$5,169	\$13,942	\$13,734	\$13,521
FULL PAGE	\$9,455	\$9,234	\$8,870	\$8,666	\$4,162	\$4,093	\$4,031	\$11,664	\$11,457	\$11,243
2/3 PAGE	\$6,895	\$6,739	\$6,590	\$6,298	\$2,664	\$2,616	\$2,567	\$8,137	\$7,965	\$7,799
1/2 PAGE ISLAND	\$5,860	\$5,728	\$5,611	\$5,370	\$2,347	\$2,305	\$2,264	\$7,171	\$7,026	\$6,888
1/2 PAGE HORIZONTAL	\$6,035	\$5,900	\$5,779	\$5,531	\$2,209	\$2,174	\$2,140	\$6,584	\$6,460	\$6,329
1/3 PAGE	\$3,810	\$3,733	\$3,658	\$3,506	\$1,808	\$1,781	\$1,770	\$4,907	\$4,817	\$4,790
1/4 PAGE	\$3,051	\$2,988	\$2,940	\$2,823	\$1,615	\$1,594	\$1,574	\$4,072	\$4,003	\$3,948
1/6 PAGE	\$2,519	\$2,471	\$2,429	\$2,340	\$1,380	\$1,367	\$1,353	\$3,444	\$3,396	\$3,347
1/9 PAGE	\$1,656	\$1,629	\$1,608	\$1,567	\$1,077	\$1,070	\$1,063	\$2,464	\$2,429	\$2,409
1/12 PAGE	\$1,311	\$1,298	\$1,284	\$1,256	\$925	\$918	\$911	\$2,057	\$2,043	\$2,022

All ads are billed at color rate. Black and white ads are 4/c builds.

COVERS (REQUIRES 6x OR 12x SCHEDULE)

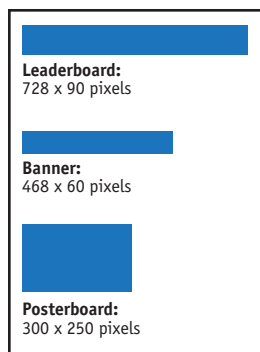
COVER 2		\$11,036	\$10,484		\$4,824		\$13,424
COVER 3		\$9,932	\$9,435		\$4,525		\$13,244
COVER 4		\$11,250	\$10,687		\$4,860		\$13,659

COLOR MATCHED (ANY FREQUENCY): \$1,005

DIRECT RESPONSE: DEDUCT 50% FROM ABOVE RATES.

CLASSIFIED: NOT OFFERED.

ONLINE AD PERFORMANCE AND RATES



Premium Placement	MONTHLY FLAT RATE LEADERBOARD	CPM	MONTHLY FLAT RATE BANNER	CPM	MONTHLY FLAT RATE POSTERBOARD	CPM
USNI News	\$3,250	\$ 3.54	\$2,250	\$ 2.46	\$2,400	\$ 2.62
USNI.ORG	Call		Call		\$2,225	\$13.66
NEWSLETTERS	N/A		\$2,995		\$2,495	

All ad space sold on monthly flat rate basis only.
Contact representative for sponsorship opportunities.

POLICY NOTES

AD CONTENT is the responsibility of advertisers and their agencies who warrant that they own all rights to any material appearing in the ad. The publisher reserves the right to reject copy or ads that it deems are objectionable for any reason.

AGENCY COMMISSION is paid to recognized agencies at a rate of 15% on bills paid within 30 days from invoice date.

SPACE COMMITMENTS may be canceled upon written notice received seven days or more in advance of the published issue closing date. Advertising placed at contract rates may be subject

to year-end adjustments resulting in a supplemental billing if frequency and size conditions fall short of the promised commitment.

BILLING may be requested to agencies at the net rate only on the condition that if it remains unpaid after 90 days, the advertiser will assume responsibility for the payment. If collection or legal action should be required, any related expense will be the responsibility of the advertiser.

INSERTION ORDER: 2017

Date: _____ Advertiser: _____

BILLING INFORMATION (WHERE BILL SHOULD BE SENT)

Company: _____ Phone: _____
 Contact Name: _____ Fax: _____
 Address: _____ E-Mail: _____
 City _____ State: _____ Zip: _____

SELECT:



PROCEEDINGS



NAVAL HISTORY



ONLINE

FREQUENCY RATE, INSERTION MONTHS AND AD SIZE:

PROCEEDINGS: 1x 3x 6x 12x
 January; ad size: _____
 February; ad size: _____
 March; ad size: _____
 April; ad size: _____
 May; ad size: _____
 June; ad size: _____
 July; ad size: _____
 August; ad size: _____
 September; ad size: _____
 October; ad size: _____
 November; ad size: _____
 December; ad size: _____

AVAILABLE SIZES: See separate Advertising Rates page for details.

Naval History: 1x 3x 6x
 February; ad size: _____
 April; ad size: _____
 June; ad size: _____
 August; ad size: _____
 October; ad size: _____
 December; ad size: _____

MATERIALS

Pick up from: _____
 (magazine) (mm/yy) (page #)
 Art Enclosed Art to be sent later Art to be emailed

ONLINE ADS

	START DATE	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
POSTERBOARD		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BANNER		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LEADERBOARD		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LINK		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

URL ADDRESS: _____

CHARGES:

Insertion rates and color costs may be found in the media kit or online at www.usni.org

Insertion Costs:\$ _____
 Less Agency Discount:\$ _____
 (For recognized agencies only) TOTAL DUE \$ _____

FORM OF PAYMENT

Check
 Purchase Order # _____
 MasterCard VISA American Express
 Card Number _____
 Name on Card _____
 Expiration Date _____ / _____
 (month) (year)
 Signature _____

BILLING AUTHORIZATION

 (signature) (date)

 (printed name)

Mail or Fax Insertion Order to the address below attention:

Advertising Manager, David Sheehan

291 Wood Road
 Annapolis, MD 21402

p: 410.295.1041

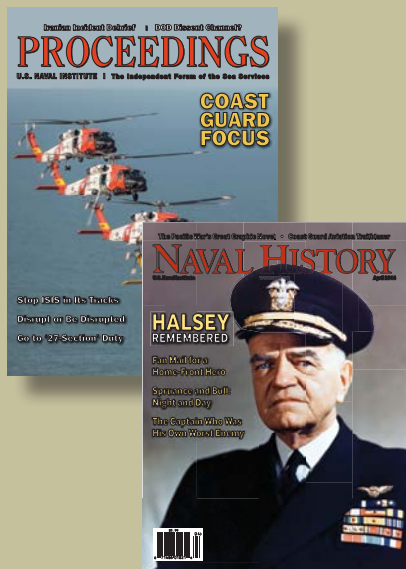
f: 410.295.1049

e: production@usni.org

www.usni.org



Advertising Specs



Serious media plans start with *PROCEEDINGS* because the most important decision makers on policy and defense spending consider it THEIR MAGAZINE. *PROCEEDINGS* is the “Must Read,” a necessity for the high-ranking officials who will spend \$583 billion on the nation’s defense in 2017. It’s an easy decision for media buyers to make *PROCEEDINGS* the cornerstone of every media plan.

U.S. Naval Institute ADVERTISING

291 Wood Road
Annapolis, MD 21402
p: 410.295.1041
f: 410.295.1049
e: production@usni.org
www.usni.org

MAGAZINE SPECS	PROCEEDINGS	NAVAL HISTORY
PAGE TRIM (IN INCHES)	7.875" x 10.75"	8.125" x 10.75"
PAGE LIVE AREA	7.375 x 10.25	7.625 x 10.25
FULL PG NON BLEED	7 x 10	7 x 10
FULL PG BLEED	8.375 x 11.25	8.625 x 11.25
*BLEED SPREAD	16.25 x 11.25	16.75 x 11.25
2/3	4.375 x 9.375	4.5 x 9.5
1/2 HORIZONTAL	6.625 x 4.75	7 x 4.625
1/2 HORIZONTAL BLEED	8.375 x 5.75	N/A
1/2 VERTICAL	3.265 x 9.45	N/A
1/2 VERTICAL BLEED	4.25 x 11.25	N/A
1/2 ISLAND	4.375 x 7	4.5 x 7.125
1/2 ISLAND BLEED	5.15 x 7.95	N/A
1/3 VERTICAL	2.125 x 9.45	2.125 x 9.5
1/3 SQUARE	4.375 x 4.375	4.5 x 4.5
1/4 HORIZONTAL	6.625 x 2.375	7 x 2.25
1/6 VERTICAL	2.125 x 4.375	2.125 x 4.5
1/6 HORIZONTAL	4.375 x 2.125	4.5 x 2.125
1/9 VERTICAL	2.125 x 2.875	2.125 x 2.875
1/12	2.125 x 2.125	2.125 x 2.125
1/24	2.125 x 1	2.125 x 1

*Gutter allowance on spreads is 1/4".

ONLINE CREATIVE SPECIFICATIONS

AD TYPE	AD SIZE	MAXIMUM FILE SIZES:	GIF/JPG	FLASH
LEADERBOARD	728 x 90		30K	35K
BANNER	468 x 60		30K	35K
POSTERBOARD	300 x 250		30K	35K

- File size limits must include the image size and any associated script or code needed to deliver the ad (e.g. a 15K ad with associated code of 7K will be counted as 22K).
- Ad material deadlines: GIF/JPG/Flash: 2 business days prior to campaign start date.

REPRODUCTION MATERIAL REQUIRED

- PDF files are preferred (optimized for press, with OPI deactivated).
- InDesign CC (or earlier) files are accepted; package the document with images and fonts.
- Photoshop (TIFF or JPG at 300 dpi or more)
- Illustrator (EPS: all fonts converted to outlines) files are accepted.
- All color must be CMYK (all Spot colors will be converted to CMYK)
- Images must be a minimum of 300 dpi (TIFF, EPS, JPG); line art 1200 dpi
- All fonts must be Open Type or Mac compatible
- No film will be accepted.
- B/W ads only: Camera-ready art is acceptable
- Emailed ads must include name of advertiser, publication, and issue in the subject line.
- A contact proof must accompany color advertising
- All material sent will be destroyed after 12 months, unless otherwise advised
- Production costs are charged on a time basis
- No corrections or cancellations accepted after closing date
- 133 line screen is recommended for best possible 4-color reproduction
- 120 line screen is recommended for best possible black and white reproduction

	PROCEEDINGS	NAVAL HISTORY
Printing	Web Offset	Web Offset
Binding	Perfect	Saddle Stitch
Cover Paper	100 lb Coated	100 lb Coated UV
Text Paper	40 lb Coated	45 lb Coated

PROCEEDINGS EDITORIAL CALENDAR: 2017

ISSUE THEME	EDITORIAL HIGHLIGHTS	ADVERTISING RESERVATIONS	ADVERTISING MATERIALS	BONUS DISTRIBUTION
JANUARY: Surface Warfare	<ul style="list-style-type: none"> • Distributed Lethality • Zumwalt-class Innovations • Deploying the LCSs 	November 25, 2016	December 3, 2016	Surface Navy Expo, Marine West
FEBRUARY: Shipbuilding	<ul style="list-style-type: none"> • Fixing the Acquisition Process • Controlling Costs • How Much Amphibious Lift? 	December 30, 2015	January 6, 2017	USNI/AFCEA WEST, ASNE Day
MARCH: International Navies	<ul style="list-style-type: none"> • World CNOs Weigh In • World Combat Fleets Review • Winners of International Navies Essay Contest 	January 27, 2017	February 4, 2017	Sea Air Space
APRIL: Personnel Issues	<ul style="list-style-type: none"> • Taking Care of Those Who Serve • Closing Civil-Military Gap • Address Next Retention Challenge 	February 26, 2017	March 4, 2017	Marine South
MAY: Annual Naval Review Issue	<ul style="list-style-type: none"> • Navy, Marine Corps, Coast Guard, and merchant marine review • USN flag list • Winner of Emerging & Disruptive Technology Essay Contest • U.S. battle force changes 	March 28, 2017	April 4, 2017	AUVSI Xponential, SOFIC
 JUNE: Submarine Warfare / ASW / Mine Warfare	<ul style="list-style-type: none"> • Resurgence of New Submarine Threat • Ohio Replacement Program • Submarines and the Offset Strategy 	April 28, 2017	May 5, 2017	Paris Air Show
JULY: Cyber	<ul style="list-style-type: none"> • Winner of Cyber Essay Contest • Task Force Cyber Awakening • High-tech Capabilities=High-tech Threats 	May 27, 2017	June 6, 2017	
AUGUST: Coast Guard Review	<ul style="list-style-type: none"> • Current Coast Guard Missions & Challenges • USCG flag list • Coast Guard Acquisition Requirement • Winner of Coast Guard Essay Contest 	June 27, 2017	July 7, 2017	Surface Navy West
SEPTEMBER: Naval Aviation	<ul style="list-style-type: none"> • Bringing on the Joint Strike Fighter in Navy & Marine Corps • Unmanned Aircraft Development • Integration of Helicopters and UAVs 	July 28, 2017	August 4, 2017	DSEI, Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization
OCTOBER: Intelligence	<ul style="list-style-type: none"> • Winner of Intelligence Essay Contest • Revolution in Satellites 	August 29, 2017	September 2, 2017	AUSA, Naval Submarine League, AUVSI Unmanned Systems Defense
NOVEMBER: Marine Corps Issue	<ul style="list-style-type: none"> • Integrating the F-35 • USMC general officer list • Exploiting UAVs Across Air-Ground Team • Marine Corps Special Ops 	September 29, 2017	October 6, 2017	AUVSI Unmanned Systems Program Review
DECEMBER: Tomorrow's Navy	<ul style="list-style-type: none"> • Identifying Right Unmanned and Autonomous Systems • Creating an Environment for Innovation • Winner of Innovation & Risk Essay Contest 	October 28, 2017	November 4, 2017	I/ITSEC

NAVAL HISTORY EDITORIAL CALENDAR: 2017

ISSUE THEME	EDITORIAL HIGHLIGHTS	ADVERTISING RESERVATIONS	ADVERTISING MATERIALS	BONUS DISTRIBUTION
FEBRUARY: The Navy's Northernmost Missions	Beginning in 1944, U.S. Navy PV-1 bombers began flying some of the most harrowing long-range missions of World War II—night photo-reconnaissance flights from the Aleutians' Attu Island to the Japanese-occupied Kurile Islands. For many of the aviators, engine trouble or damage to their plane resulted in long months of internment in the Soviet Union.	November 5, 2016	November 19, 2016	Surface Navy Expo, Marine West, USNI/AFCEA WEST, ASNE Day
APRIL: America Enters the Great War	A century ago, the United States declared war on Germany and the U.S. Navy sent one of its brightest lights—Rear Admiral William Sims—to London, where he soon faced the daunting task of reversing the first Battle of the Atlantic.	January 6, 2017	January 21, 2017	Sea Air Space, Marine South
JUNE: The Battle of Midway's Winners and Losers	The U.S. Navy was obviously the biggest winner 75 years ago, but who were the American and Japanese commanders whose careers were most helped and hurt by events and actions at Midway?	March 4, 2017	March 18, 2017	AUVSI Xponential, SOFIC, Paris Air Show
AUGUST: The Leathernecks' Proving Ground	During the first U.S. offensive of the war, U.S. Marines first came to grips with the realities of waging war in the inhospitable jungle and against an enemy who fought to the death.	May 6, 2017	May 20, 2017	Surface Navy West
OCTOBER: The Two Battles of Leyte Gulf	The U.S. Navy earned a great victory at Leyte Gulf in October 1944, despite the controversial decisions made by 3rd Fleet commander William Halsey. The admiral vociferously defended his actions there for the rest of his life, and historians still debate them.	July 7, 2017	July 22, 2017	DSEI, Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization, AUSA, Naval Submarine League, AUVSI Unmanned Systems Defense
DECEMBER: The U.S. Navy's Only Mutiny	One hundred and seventy-five years ago, one of the most controversial episodes in Navy history took place when the commander of the brig Somers hung three men—including the son of the Secretary of War—for conspiracy to mutiny.	September 8, 2017	September 16, 2017	AUVSI Unmanned Systems Program Review, I/ITSEC

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