

2021

NAVAL HISTORY  
MEDIA PLANNER



**U.S. NAVAL INSTITUTE**

[www.usni.org](http://www.usni.org)

# Keeping the History Alive for Current Generations

*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. Advertising in *Naval History* allows companies to show readers they have a comprehensive understanding of and respect for the seas services.

For more information on advertising or to book your ad, contact Ward Carroll at 410-295-1066 or [wcarroll@usni.org](mailto:wcarroll@usni.org).



# Unrivaled Reach to the Military Community



**950,000**

USNI.org  
avg. monthly  
page views



**1.75 million**

USNI News  
avg. monthly  
page views



**465,000**

Facebook likes



**67,600**

Twitter followers



**21,500**

Instagram followers



**15,000**

Monthly  
podcast listeners

## **NAVAL HISTORY READERS:**

### ■ **Affluent**

Many have six-figure household incomes  
Nearly half own boats  
Many own more than one home

### ■ **Educated**

Most are avid readers  
Many plan vacations around their interest in history and visit museums

### ■ **Consumers**

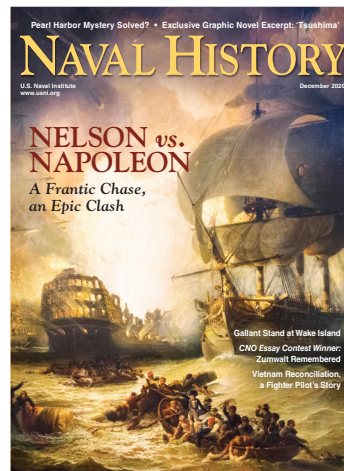
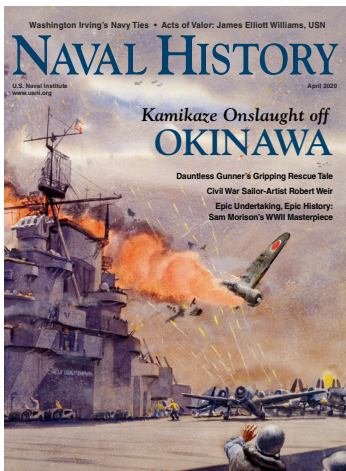
Many are collectors who:

- Stream and buy historical video products
- Purchase memorabilia
- Are interested in naval art and literature

# Naval History Magazine

**The world's most authoritative and engaging periodical for readers interested in our nautical heritage**

Beautifully illustrated with dramatic period photographs and evocative paintings, the magazine brings to life U.S. Navy, Marine Corps, and Coast Guard history through insightful analysis of events, and firsthand accounts by those involved in our naval triumphs and tragedies. Gripping battle accounts, enlightening articles on enduring mysteries, thoughtful essays, scholarly analyses, and book reviews make Naval History a “must read” for its devoted audience.



The *NAVAL HISTORY* 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

“ Naval History magazine offers not only the best of recent scholarship and literature on the Sea Services, it does so in a beautifully presented and accessible format. ”

Craig Symonds, author of *World War II at Sea: A Global History*

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# Reach more Readers

**Package deal discounts**—save up to 20% by combining print and digital options.

**Sponsored content**—\$10,000 per page, digital version a value-add that allows clients to create greater detail around messaging aimed at Naval Institute readership.

**Newsletters**—Naval Institute, 67K send, 8x/month, avg. 24% open rate.  
USNI News, 38K send, 6x/week, avg. 21% open rate: each for \$2,500/month.

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# EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE
<b>JANUARY/FEBRUARY—DESERT STORM AT 30</b> In commemoration of its 30th anniversary, an operational overview, with a Navy focus, of Operation Desert Storm—the war to push back Iraq’s invasion of Kuwait. An international effort led by the United States, it was a high-stakes undertaking and the first major post–Cold War conflict.	November 5, 2020	November 19, 2020
<b>MARCH/APRIL—BAY OF PIGS INVASION 60TH ANNIVERSARY</b> In April 1961, a joint U.S. Navy/Air Force/CIA operation to land a Cuban exile force and retake Cuba from the Communists met spectacular failure—paving the way for the Cuban Missile Crisis the following year, which would bring the world to the brink of nuclear Armageddon.	January 7, 2021	January 21, 2021
<b>MAY/JUNE—THE CIVIL WAR AT SEA</b> With the May 1861 Battle of Gloucester Point, the war’s first naval battle, the naval story of the Civil War began; the war at sea would be a crucial determinant in the outcome of America’s defining conflict. We present an overview of the naval Civil War’s salient aspects.	March 4, 2021	March 18, 2021
<b>JULY/AUGUST—THE U.S. MARINES IN THE BANANA WARS</b> From 1898 to 1934, the U.S. Marine Corps engaged in a series of conflicts in the Caribbean and Central America. For the Corps, it was a formative period, one in which small-wars doctrine was developed and future heroes were forged.	May 6, 2021	May 20, 2021
<b>SEPTEMBER/OCTOBER—THE ROYAL NAVY, THE REVOLUTION, AND THE RISE OF AN EMPIRE</b> Prospects were looking bleak for King George III in the wake of Yorktown; but beginning in 1782, the Royal Navy executed a stunning turnaround for Britannia on the global stage. From the Caribbean to Gibraltar, from Dogger Bank to southeast India, Royal Navy forces were turning the tide and setting the stage for greater imperial expansion.	July 5, 2021	July 22, 2021
<b>NOVEMBER/DECEMBER—PEARL HARBOR 80TH ANNIVERSARY</b> On the 80th anniversary of the “date which will live in infamy,” some fresh perspectives and insights on the Japanese raid on Pearl Harbor that brought the United States into World War II.	September 6, 2021	September 16, 2021

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# NAVAL HISTORY MAGAZINE

## NAVAL HISTORY

4-COLOR	1x	3x	6x
2 Page Spread	\$3,540	\$3,430	\$3,325
1/2 Page Spread	\$2,650	\$2,597	\$2,518
Full Page	\$1,950	\$1,911	\$1,853
2/3 Page	\$1,450	\$1,421	\$1,378
1/2 Page Island	\$1,250	\$1,225	\$1,188
1/2 Page Horizontal	\$1,150	\$1,127	\$1,093
1/3 Page	\$900	\$882	\$855
1/4 Page	\$700	\$686	\$665
1/6 Page	\$500	\$485	\$470
1/9 Page	\$400	\$390	\$375
1/12 Page	\$300	\$290	\$275

### COVERS (Requires 6x or 12x schedule)

COVER 2	\$2,650
COVER 3	\$2,250
COVER 4	\$2,800

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

### 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 (PDF, TIFF, or JPG; 300 dpi minimum) .
- 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 (PDF, TIFF, EPS, JPG); line art 1200 dpi.
- Emailed ads must include name of advertiser, publication, and issue in the subject line.
- A contact proof must accompany color advertising.
- All fonts must be Open Type or Mac compatible.
- 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 & white reproduction.

### Magazine Specs

<b>Page Trim</b> (In inches)	<b>8.125" x 10.75"</b>
<b>Page Live Area</b>	<b>7.625 x 10.2</b>
Full Pg Non Bleed	7 x 10
Full Pg Bleed	8.625 x 11.25
*Bleed Spread	16.25 x 11.25
2/3 Vertical	4.5 x 9.5
1/2 Horizontal	7 x 4.625
1/2 Horizontal Bleed	n/a
1/2 Vertical	n/a
1/2 Vertical Bleed	n/a
1/2 Island	4.5 x 7.125
1/3 Vertical	2.125 x 9.5
1/3 Square	4.5 x 4.5
1/4 Horizontal	7 x 2.25
1/6 Vertical	2.125 x 4.5
1/6 Horizontal	4.5 x 2.125

\*Gutter allowance on spreads is 1/4".

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# DIGITAL ADVERTISING

## THE ONLINE HOME OF NAVAL HISTORY

Ads appear on both *usni.org* and *USNI News*

### ONLINE AD PERFORMANCE AND RATES

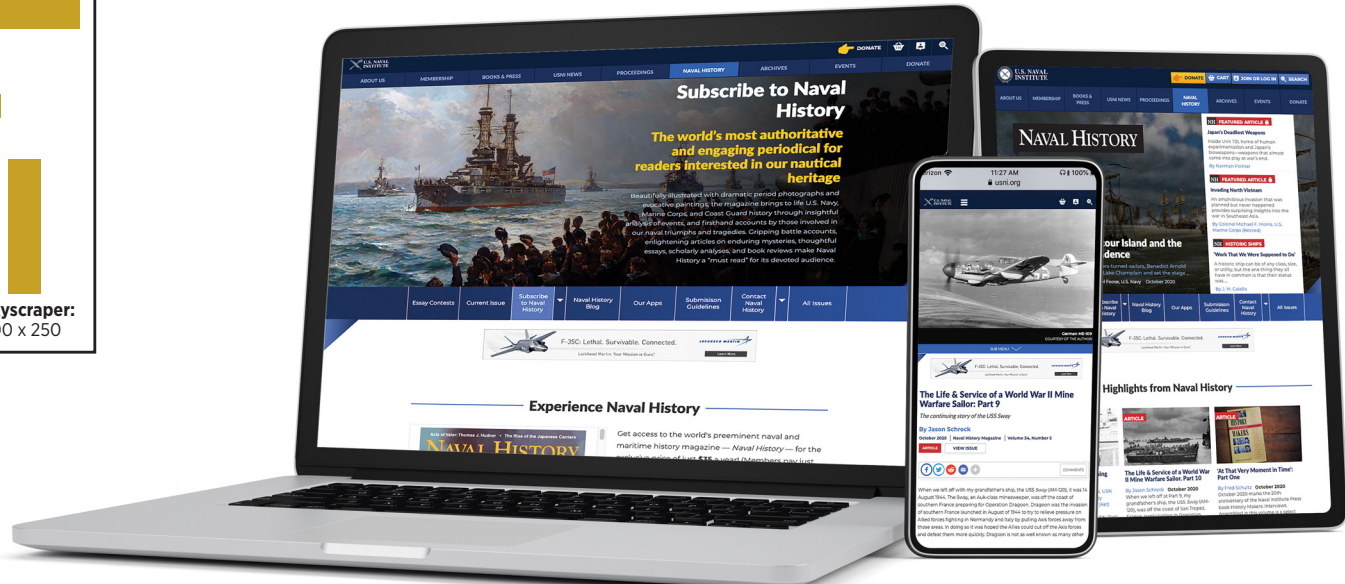
Ad Type	CPM	Impressions	Size
Leaderboard	\$15	NFT 500,000	728 x 90
Banner	\$10	NFT 400,000	468 x 60
Posterboard	\$10	NFT 400,000	300 x 250
Skyscraper	\$10	NFT 400,000	160 x 600

**Leaderboard:**  
728 x 90

**Banner:**  
468 x 60

**Posterboard:**  
300 x 250

**Skyscraper:**  
300 x 250



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[www.usni.org/advertise-us](http://www.usni.org/advertise-us)