

2021 MEDIA PLANNER



U.S. NAVAL INSTITUTE

www.usni.org

A Tradition of Impact and Outcomes

FOR A CENTURY AND A HALF, the Naval Institute has created impact and outcomes that have underpinned the success of the Navy, Marine Corps, and Coast Guard.

It's a serious mission, and end users, decision makers, and influencers know that when they need their ideas to make a difference, they need the Naval Institute.

As a result of its unique forum, the Naval Institute's content platforms combine heritage, immediacy, relevance, and state-of-the-art tools to provide advertisers with the best way to reach their key audience.

For more information on advertising, contact Ward Carroll at 410-295-1066 or wcarroll@usni.org; usni.org/advertise-us.



Unrivaled Reach to the Military Community



950,000
USNI.org
avg. monthly
pageviews



1.75 million
USNI News
avg. monthly
pageviews



465,000
Facebook likes



67,600
Twitter followers



21,500
Instagram followers



15,000
Monthly
podcast listeners

CIRCULATION

Paid Mailed Circulation	48,393	88.6%
Single Copies	198	.4%
Event & Complimentary	2,014	3.7%
Ships & Commands	2,798	5.1%
Registered Online Copies	1,218	2.3%
TOTAL:	54,621	

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%

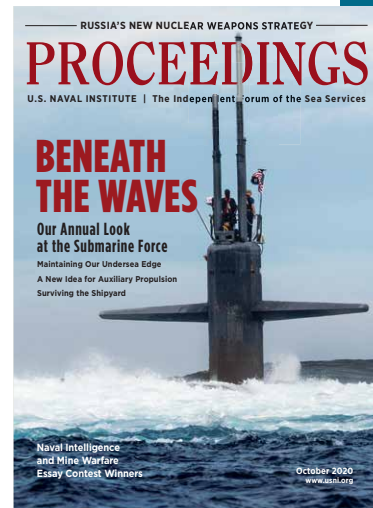
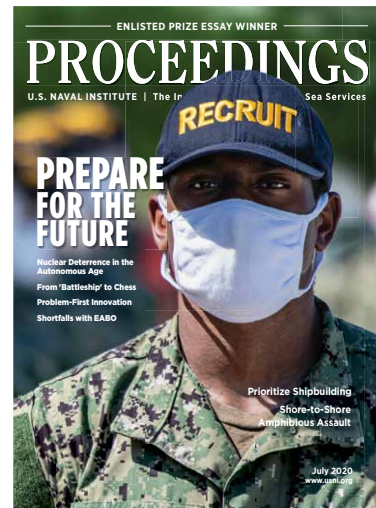
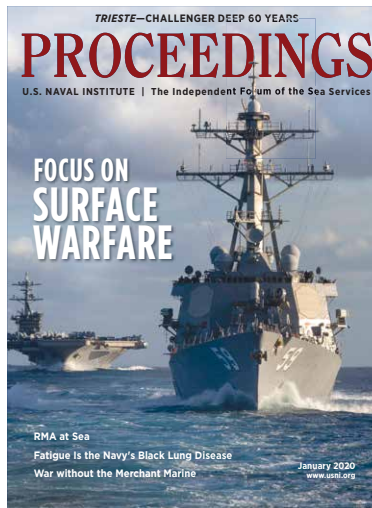
AFFILIATIONS

Navy	78%
Marines Corps	8%
Coast Guard	8%
Army	2%
Air Force	2%
Merchant Marine	2%

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Proceedings Magazine

Since 1874, *Proceedings* has been the independent forum of the Sea Services, the place where the most pressing, relevant issues facing the Navy, Marine Corps, and Coast Guard are presented and solved. Because of this, *Proceedings* has unrivaled impact on decision-makers, end-users, and influencers—the readers you want to reach.



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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*

EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE	BONUS DISTRIBUTION*
JANUARY: Surface Warfare	11/26/20	12/7/20	Surface Navy Expo
FEBRUARY: Information Warfare	12/28/20	1/8/21	USNI/AFCEA WEST, Marine West, AUVSI Unmanned Systems Defense
MARCH: International Navies	1/25/21	2/5/21	SOFIC AUVSI Xponential, Marine South
APRIL: Expeditionary Warfare	2/26/21	3/5/21	Sea Air Space
MAY: Annual Naval Review Issue	3/26/21	4/5/21	ASNE Technology and Ship Systems, Paris Air Show
JUNE: Unmanned Vehicles	4/28/21	5/7/21	Surface Navy West, Paris Air Show
JULY	5/27/21	6/7/21	
AUGUST: Coast Guard	6/28/21	7/8/21	
SEPTEMBER: Naval Aviation	7/30/21	8/6/21	DSEI, Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization
OCTOBER: Submarine Warfare / ASW / Mine Warfare	8/27/21	9/6/21	AUSA, Naval Submarine League
NOVEMBER: Marine Corps	9/27/21	10/8/21	AUVSI Unmanned Systems Program Review, I/ITSEC
DECEMBER	10/29/21	11/5/21	

*Events may be virtual based on national health protocols..

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PROCEEDINGS MAGAZINE

PROCEEDINGS

4-COLOR	1x	6x	12x
COVER 2	X	\$11,036	\$10,484
COVER 3	X	\$9,932	\$9,435
COVER 4	X	\$11,250	\$10,687
2 Page Spread	\$15,252	\$14,764	\$14,027
1/2 Page Spread	\$10,318	\$9,918	\$9,552
Full Page	\$9,455	\$8,870	\$8,666
2/3 Page	\$6,895	\$6,590	\$6,298
1/2 Page Island	\$5,860	\$5,611	\$5,370
1/2 Page Horizontal	\$6,035	\$5,779	\$5,531
1/3 Page	\$3,810	\$3,658	\$3,506
1/4 Page	\$3,051	\$2,940	\$2,823
1/6 Page	\$2,519	\$2,429	\$2,340

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

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

DIRECT RESPONSE: DEDUCT 50% FROM ABOVE RATES

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

Page Trim (In inches)	7.875" x 10.75"
Page Live Area	7.375 x 10.25
Full Pg Non Bleed	7 x 10
Full Pg Bleed	8.375 x 11.25
*Bleed Spread	16.25 x 11.25
2/3 Vertical	4.375 x 9.375
1/2 Horizontal	6.625 x 4.75
1/2 Horizontal Bleed	8.375 x 5.75
1/2 Vertical	3.265 x 9.45
1/2 Vertical Bleed	4.25 x 11.25
1/2 Island	4.375 x 7
1/2 Island Bleed	5.15 x 7.95
1/3 Vertical	2.125 x 9.45
1/3 Square	4.375 x 4.3755
1/4 Horizontal	6.625 x 2.375
1/6 Vertical	2.125 x 4.375
1/6 Horizontal	4.375 x 2.125

*Gutter allowance on spreads is 1/4".

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USNI News



USNI News has become the journal of record for the Department of the Navy.

—U.S. NAVY COMMANDER
SERVING IN THE PENTAGON

Since our start in 2012, USNI News is now the largest newsroom in the U.S. covering operations, acquisitions and the culture of the Navy, Marine Corps and Coast Guard. Our award-winning team gives readers from Capitol Hill to the Pentagon to the waterfront fact-based reporting that are must reads for analysts from Washington, D.C., to Wall Street.

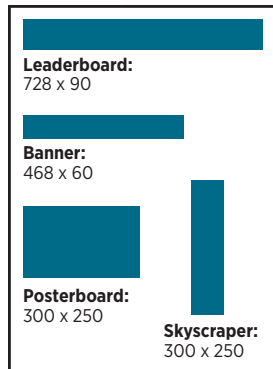
The Congressional Research Service, the independent research service of the House and the Senate, cited USNI News in their naval reports to lawmakers more than twice those of Defense News and ten times more than Navy Times or Defense One.

DIGITAL ADVERTISING

DIGITAL CAMPAIGNS INCLUDE USNI NEWS AND USNI.ORG

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



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ADMIRAL JAMES STAVRIDIS



LIEUTENANT COMMANDER GRAHAM SCARBRO

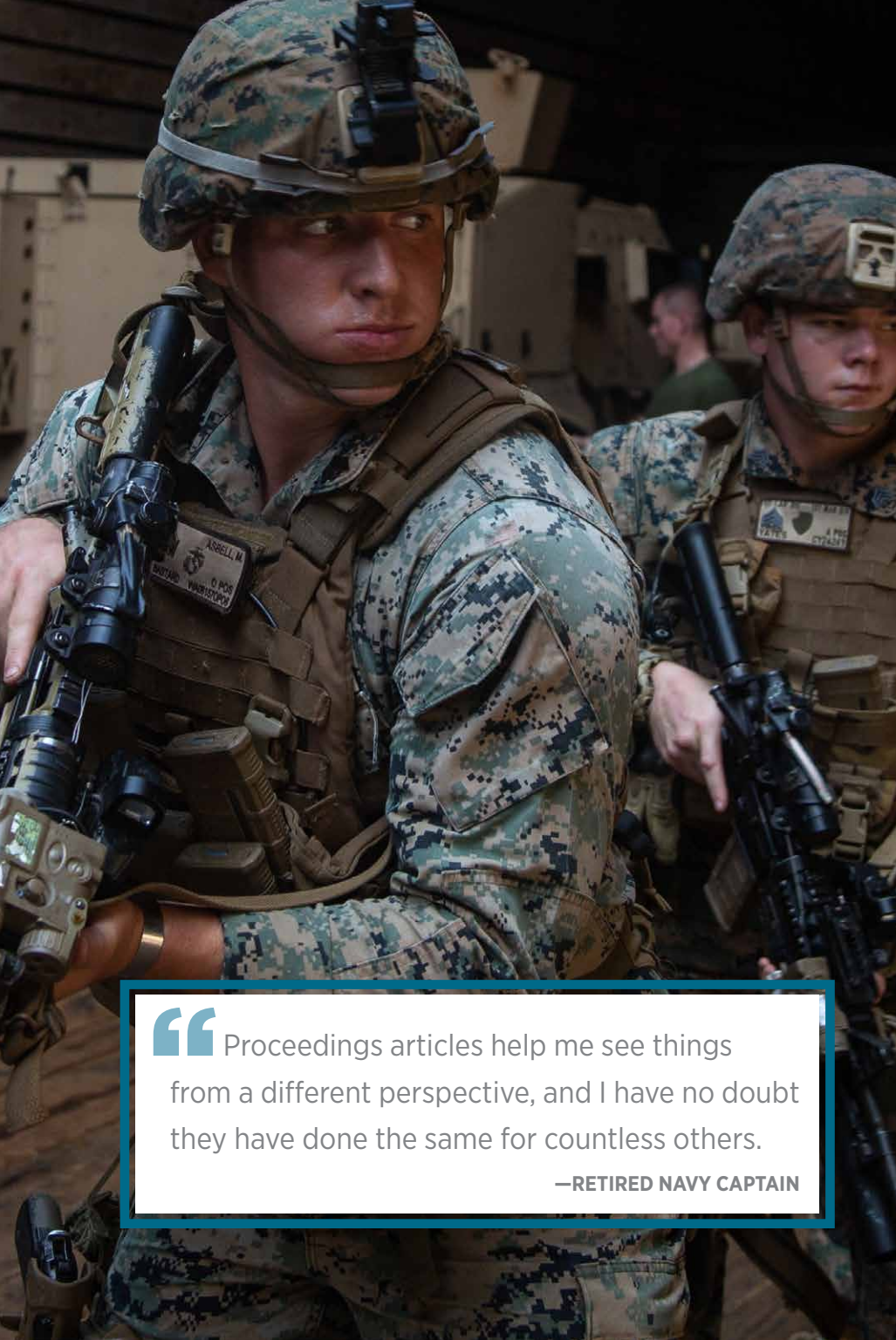
Proceedings Podcast

“The *Proceedings* Podcast makes me more aware about the issues today’s Navy faces in a format I can digest on the move.

—AN NROTC MIDSHIPMAN

Proceedings Podcast—The fastest growing military program in the fastest growing medium. Each month, the Proceedings Podcast tees-up in-depth and insightful conversations with authors, historians, leaders, and decision-makers to more 12,000 listeners across all major podcast channels. Sponsorship of the podcast includes 20-second spots at the beginning and end of each episode—an effective way to reach the right audience with a focused message.

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Additional Impact Products

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: both for \$2,500/month.

“Proceedings articles help me see things from a different perspective, and I have no doubt they have done the same for countless others.

—RETIRED NAVY CAPTAIN

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