

2020

NAVAL HISTORY MEDIA PLANNER



U.S. NAVAL INSTITUTE

www.usni.org

Robert I. Benney
NY

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.



Unrivaled Reach to the Military Community



500,000

USNI.org
avg. monthly
page views



1.2 million

USNI News
avg. monthly
page views



450,000

Facebook likes



51,300

Twitter followers



19,000

Instagram followers



10,000

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

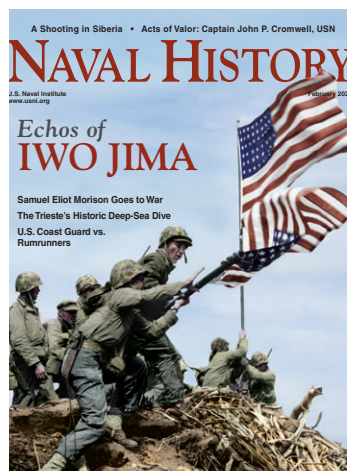
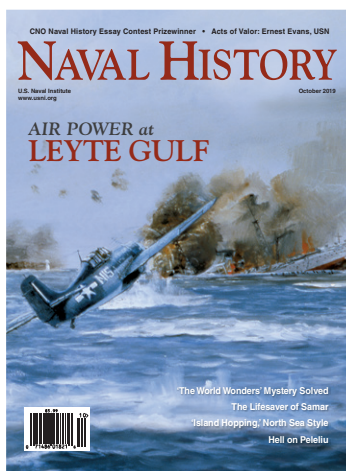
Many are collectors who:

- 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: both for \$2,500/month.

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EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE
JANUARY/FEBRUARY—IWO JIM REMEMBRANCE The Battle of Iwo Jima and the unforgettable photograph and sculpture of the flag raising atop Mount Suribachi are of enduring significance to the Marine Corps and the American public.	November 5, 2019	November 19, 2019
MARCH/APRIL—CLIMAX OF THE PACIFIC WAR Meant to be a warm-up for the invasion of Japan, the Battle of Okinawa was massive in scale, featuring U.S. Army and Marine infantry fighting a grueling ground campaign, waves of kamikazes targeting U.S. warships, and the superbattleship Yamato meeting her demise.	January 7, 2020	January 21, 2020
MAY/JUNE—TOM HANKS' GREYHOUND A U.S. Navy destroyer on convoy duty during World War II's Battle of the Atlantic is the setting for an exciting and thoughtful new movie based on a novel by C. S. Forester.	March 4, 2020	March 18, 2020
JULY/AUGUST—NAVAL LESSONS FROM WORLD WAR II In many ways, World War II was a learning experience for the U.S. Navy, with prewar theories being put to the test and the service gaining lessons learned through the crucible of combat.	May 6, 2020	May 20, 2020
SEPTEMBER/OCTOBER—EUROPE'S IRONCLADS While the word ironclad evokes visions of the Monitor and Virginia (Merrimac) on this side of the pond, Britain and France led the way in developing modern armored warships.	July 5, 2020	July 22, 2020
NOVEMBER/DECEMBER—VALIANT STAND ON WAKE For 15 days after Pearl Harbor was attacked, the U.S. garrison on Wake Island was able to hold off an overwhelming Japanese invasion force, in large part because of the efforts of Marine aviators flying 12 Wildcat fighters.	September 6, 2020	September 16, 2020

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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

Page Trim (In inches)	8.125" x 10.75"
Page Live Area	7.625 x 10.2
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".

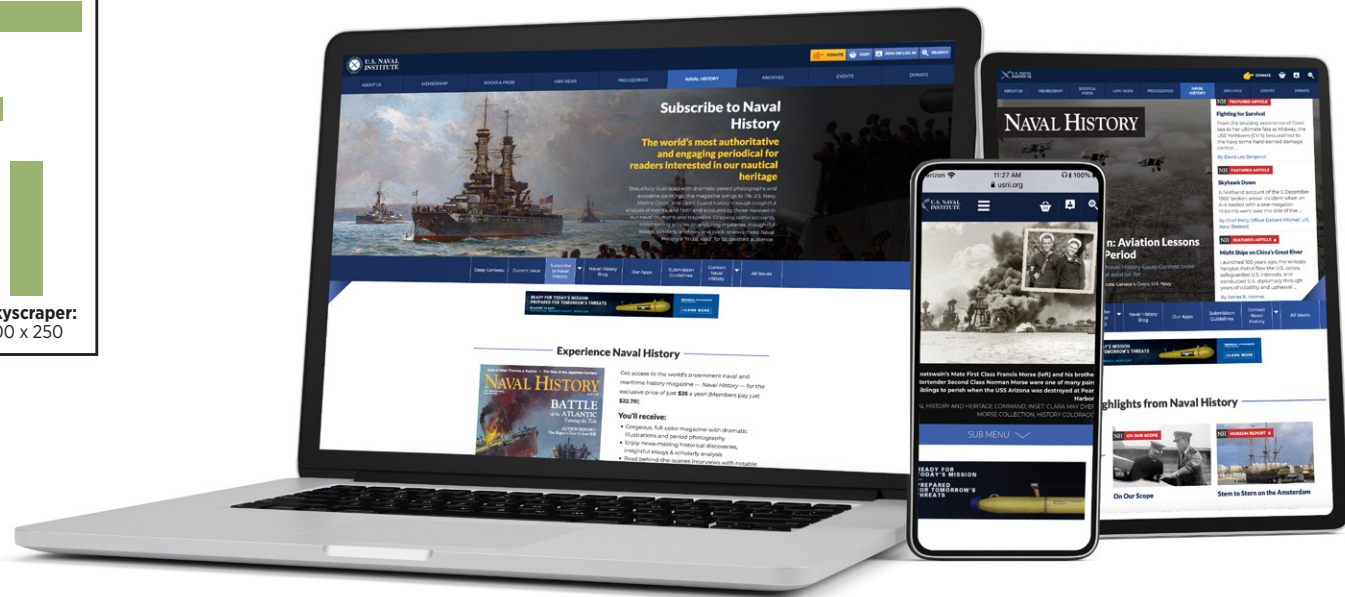
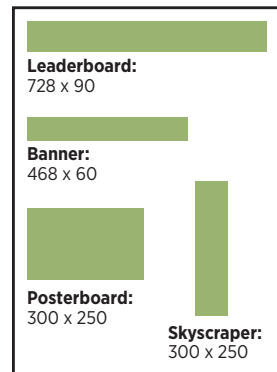
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DIGITAL ADVERTISING

THE ONLINE HOME OF *NAVAL HISTORY*

ONLINE AD PERFORMANCE AND RATES

Ad Type	CPM	Impressions	Size
Leaderboard	\$10	NFT 500,000	728 x 90
Banner	\$5	NFT 400,000	468 x 60
Posterboard	\$5	NFT 400,000	300 x 250
Skyscraper	\$5	NFT 400,000	160 x 600



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