

2020 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 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
pageviews



1.2 million

USNI News
avg. monthly
pageviews



450,000

Facebook likes



51,300

Twitter followers



19,000

Instagram followers



10,000

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%

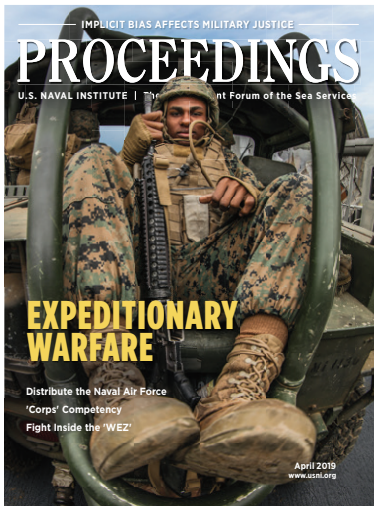
AFFILIATIONS

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*

USNI News



Whether it's an RFP, a statement by SECNAV, or a readiness issue, USNI NEWS breaks the story with an unbiased presentation of the facts. As a result, USNI NEWS has quickly grown into one of the most trusted sources for the latest information coming out of the Pentagon.

“USNI News is the first source I check every morning to make sure I know what's happening in my world.

—U.S. NAVY CAPTAIN
SERVING IN THE PENTAGON



ADMIRAL JAMES STAVRIDIS



VICE ADMIRAL TED CARTER

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 reaches more than 10,000 listeners with guests such as current NAVSEA commander, Vice Admiral Tom Moore, former White House Chief of Staff Gen. John Kelly, Reagan-era Secretary of the Navy John Lehman, and former Chairman of the Joint Chiefs of Staff Admiral Mike Mullen.

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The Naval Institute—where I turn for honest debate about the technologies the Navy, Marine Corps, and Coast Guard needs in the future.

—RETIRED NAVY CAPTAIN

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.

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EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE	BONUS DISTRIBUTION
JANUARY: Surface Warfare	11/26/19	12/7/19	Surface Navy Expo
FEBRUARY	12/28/19	1/8/20	USNI/AFCEA WEST, Marine West, AUVSI Unmanned Systems Defense
MARCH: International Navies	1/25/20	2/5/20	SOFIC AUVSI Xponential, Marine South
APRIL: Information Warfare	2/26/20	3/5/20	Sea Air Space
MAY: Annual Naval Review Issue	3/28/20	4/4/20	ASNE Technology and Ship Systems, Paris Air Show
JUNE: Unmanned Vehicles	4/30/20	5/7/20	Surface Navy West
JULY	5/27/20	6/7/20	
AUGUST: Coast Guard	6/27/20	7/8/20	
SEPTEMBER: Naval Aviation	7/30/20	8/6/20	DSEI, Tailhook, Modern Day Marine, ASNE Fleet Maintenance and Modernization
OCTOBER: Submarine Warfare / ASW / Mine Warfare	8/29/20	9/5/20	AUSA, Naval Submarine League
NOVEMBER: Marine Corps	9/27/20	10/8/20	AUVSI Unmanned Systems Program Review, I/ITSEC
DECEMBER	10/29/20	11/5/20	

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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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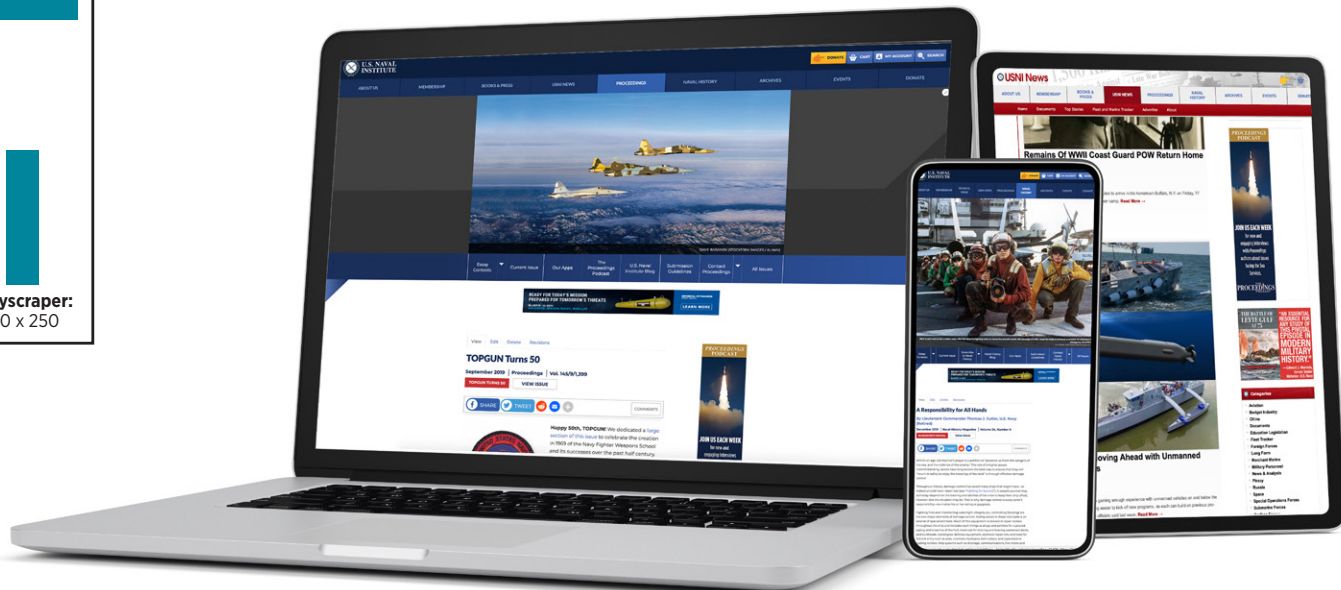
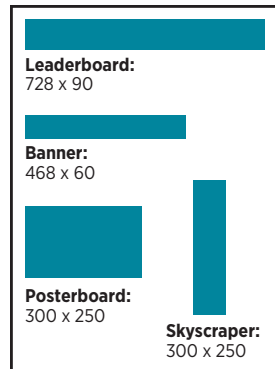
DIGITAL ADVERTISING

RUN OF SITE: USNI.ORG OR USNI NEWS

RUN OF NETWORK: USNI.ORG AND USNI NEWS

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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