



# NAVAL HISTORY MEDIA PLANNER

PRINT • DIGITAL • EVENTS

2023



**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 Sea Services.

For more information on advertising, contact Kelly Welsh at 410-295-1066 or [kwelsh@usni.org](mailto:kwelsh@usni.org); [usni.org/advertise-us](http://usni.org/advertise-us).



# Unrivaled Reach to the Military Community



**488,530**

USNI.org  
avg. monthly pageviews



**2.1 million**

USNI News  
avg. monthly pageviews



**72,000**

*Proceedings* Podcast  
monthly listeners



**582,347**

Facebook followers



**128,200**

Twitter followers



**24,200**

Instagram followers



**23,300**

LinkedIn followers



**7,400**

YouTube subscribers

## NAVAL HISTORY READERS:

### CIRCULATION

Paid Mailed Circulation	18,500	62%
Single Copies	7,500	25%
Event & Complimentary	3,500	12%
<b>TOTAL:</b>	<b>29,500</b>	

### ■ Educated

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

### ■ Consumers

Many are collectors who:

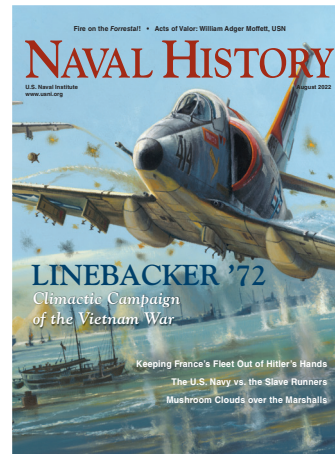
- Stream and buy historical video products
- Purchase memorabilia
- Are interested in naval art and literature

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# 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.



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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*



# EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE
<b>JANUARY/FEBRUARY—MARINE AVIATION IN THE PACIFIC WAR</b> In his First Prize-winning entry in the annual Chief of Naval Operations' Naval History Essay Contest, Lieutenant Colonel Peter Owen, USMC (Ret.) looks at the vital (and often overlooked) role of Marine aviation in the long, hard fight across the Pacific—vital not only to those storming the beaches, but to the fleet itself.	11/5/2022	11/18/2022
<b>MARCH/APRIL—FROM KUWAIT TO BAGHDAD</b> In March 2003, NBC News correspondent Chip Reid was embedded with the Third Battalion, Fifth Marines as they fought their way to Baghdad during the Iraq War. In honor of the 20th anniversary of the events described, Reid offers up both a stirring tribute to the sacrifices of the Marines of 3/5 and a gripping account of the action on the ground during what he described as “the most eye-opening, otherworldly story in my 33-year career.”	1/6/2023	1/16/2023
<b>MAY/JUNE—EARNEST WILL AND PRAYING MANTIS</b> Operation Earnest Will (1987–88) was the first tactical operation of the U.S. Special Operations Command that involved Navy SEALs, Special Boat Units, and 160th Special Operations Aviation Regiment (Airborne) (“Nightstalkers”) aviators all working together. Part of the “Tanker War” phase of the Iran-Iraq War, it was the largest naval convoy operation since World War II. In April 1988, it included Operation Praying Mantis, a fierce naval engagement between U.S. and Iranian forces.	3/3/2023	3/13/2023
<b>JULY/AUGUST—OPERATION FIREBALL</b> The Siege of Wonsan in the Korean War was the largest naval blockade in modern history, lasting 861 days, as U.S.-led U.N. naval forces successfully kept the strategically vital city of Wonsan from falling into the hands of the North Korean Navy. On its 70th anniversary, here is the story of an epic campaign largely forgotten today.	5/5/2023	5/15/2023
<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.	7/5/2023	7/13/2023
<b>NOVEMBER/DECEMBER—BATTLE OF TARAWA 80TH ANNIVERSARY</b> It was the first American battle in the strategically critical Central Pacific—and the first in which U.S. amphibious forces met such stiff resistance. Some 4,500 well-entrenched Japanese defenders fought virtually to the last man, exacting a heavy toll in the November 1943 engagement. A commemoration of a decisive and hard-fought victory in the Pacific War.	9/6/2023	9/14/2023

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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.

## Print File Requirements

### PDF-X1a, PDF, Postscript, EPS and TIFF files are acceptable.

All high resolution images and fonts must be embedded in files. Images must be SWOP (CMYK or grayscale), 300 dpi.

Total area density should not exceed 300 percent. Grayscale images greater than 85 percent density may fill in on press. All required image trapping must be included in the file.

### Bleeds

Please include standard trim, bleed and registration marks.

Bleeds should extend ¼" outside of magazine trim size

### 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".

### Color Specifications

All art work must be submitted as CMYK.

USNI will not be held responsible for inaccurate color conversion on ads submitted incorrectly.

Files prepared with spot, Pantone® (PMS) or RGB color are not acceptable.

All ads submitted should be suitable to print without color corrections or conversion.

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# DIGITAL ADVERTISING

## THE ONLINE HOME OF NAVAL HISTORY


Ads appear on both [usni.org](http://usni.org) and USNI News

### ONLINE AD PERFORMANCE AND RATES

Ad Type	*Impressions	Size (max file size 1MB)
Leaderboard	500,000	728 x 90
Banner	400,000	468 x 60
Posterboard	400,000	300 x 250
Skyscraper	400,000	160 x 600


\*Minimum recommended impressions for maximum return on investment.





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The Joseph P. Kennedy Jr. under way in Narragansett Bay, Rhode Island, on 4 June 1969. NAVAL HISTORY AND HERITAGE COMMAND

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Leaderboard 728 x 90

### Family Namesake

By J. M. Caiella

October 2022 | Naval History Magazine

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On 26 October 1962, at the height of the Cuban Missile Crisis, the U.S. Navy stopped and boarded the Lebanese-registered freighter *Marucla* bound from Beirut to Havana. Three officers and a signalman from the USS Joseph P. Kennedy Jr. (DD-850) along with the executive officer of the *John R. Pierce* (DD-753) inspected the ship for more than two hours before recommending that the Kennedy clear the vessel to proceed. This was the only boarding during the Cuban blockade. The ship had been chosen specifically to demonstrate U.S. resolve to enforce the embargo. It may just have been coincidence that the lead ship in the exercise had been named for President John F. Kennedy's elder brother.

Banner 468 x 60

The ship's namesake had been killed on 12 August 1944 when a PB4Y-1 Liberator he was piloting accidentally exploded. The aircraft had been fitted out as a drone missile to strike a German V-3 large-caliber gun site at Mimoyecques, France. Lieutenant Kennedy posthumously received the Navy Cross.

The destroyer was launched on 26 July 1945, less than a year after his death, at the

Skyscraper 160 x 600

**USS Joseph P. Kennedy Jr. (DD-850)\***

Displacement:	2,425 tons
Length:	390 feet, 6 inches
Beam:	41 feet, 4 inches
Draft:	18 feet, 6 inches
Armament:	6 5-inch/38-cal. guns
	12 40-mm guns
	10 20-mm guns

Posterboard 300 x 250

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# Reach More Readers

## Deals and Discounts

Print and digital bundle deals, as well as discounts for non-profit and not-for-profit organizations, small businesses, and Service Disabled Veteran Owned Small Businesses.

## Sponsored Content

\$2,500 per page and includes a digital version that allows clients to create greater detail around messaging aimed at Naval Institute readership. Note that the content, layout, and design are the responsibility of the client, and all are due by the final materials deadline listed on page 5.

## Newsletters

NAVAL INSTITUTE  
81k send  
8x/month  
avg. 36% open rate  
  
USNI NEWS  
36k send  
6x/week  
avg. 41% open rate



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ADMIRAL JAMES STAVRIDIS



LIEUTENANT COMMANDER GRAHAM SCARBRO

# Proceedings Podcast

“ Since its launch in 2017, the *Proceedings* Podcast has allowed listeners to go deeper with *Proceedings* contributors and Sea Service influencers using a convenient medium.

—RETIRED AVIATOR

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 72,000 listeners across all major podcast channels. Sponsorship of the podcast includes exclusive 20-second spots at the beginning and end of each episode. With four episodes a month and a total of eight spots, it's an effective way to reach the right audience with a focused message.

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# Annual Events

## **WEST 2023**

14-16 February | San Diego, CA

*Sponsorships Available*

## **DARE 2023**

14-16 February | San Diego, CA

*Sponsored by USAA*

## **U.S. Naval Institute Member Event**

15 February | San Diego, CA

*Sponsorships Available*

## **150th U.S. Naval Institute Annual Meeting**

10 May | Annapolis, MD

*Sponsorships Available*

## **Coast Guard Academy Conference**

Fall | New London, CT

*Sponsored by the William M. Wood Foundation*

## **Naval History Conference**

Fall | Annapolis, MD

*Sponsored by the William M. Wood Foundation*

## **Maritime Security Dialogue Series**

Throughout 2023 | Annapolis, MD & Washington, D.C.

*Sponsored by Huntington Ingalls Industries*

## **Naval Institute Press Author Events**

Throughout 2023 | Annapolis, MD

*Sponsorships Available*

Visit [usni.org/events](https://usni.org/events) for a complete list of events and event details.

## **150TH ANNIVERSARY**

The U.S. Naval Institute will celebrate its 150th Anniversary in 2023. Sponsorships are available to support the Naval Institute across all its properties: *Proceedings*, USNI News, Conferences and Events, and the 150th celebration event in October.



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# U.S. Naval Institute Contests

**General Prize** | March | Sponsored by Andrew and Barbara Taylor

**Diversity & Inclusion** | April | Sponsored by Raytheon Technologies

**U.S. Naval Academy / Capstone** | June | Sponsored by U.S. Naval Academy Class of '45

**Naval Postgraduate School** | June | Sponsored by Naval Postgraduate School

**Lejeune Writing Award** | June | Sponsored by U.S. Naval Institute

**Naval Mine Warfare** | July | Sponsored by Mine Warfare Association

**Enlisted** | August | Sponsored by USAA

**Coast Guard** | August | Partially sponsored by Ms. Susan Curtin

**Emerging & Disruptive Technologies** | October | Sponsorships Available

**CNO Naval History** | October | Sponsored by General Dynamics

**Naval Intelligence** | October | Sponsored by the U.S. Naval Institute and Naval Intel Professionals

**Marine Corps** | November | Sponsorships Available

**Fiction** | December | Sponsored by U.S. Naval Institute and CIMSEC

**Photo Contest** | December | Sponsorships Available

**Leadership** | January 2024 | Sponsored by Dr. Jennifer London in honor of Dr. Jack London

**Midshipmen & Cadets** | February 2024 | Sponsorships Available

**Information Warfare** | February 2024 | Booz Allen Hamilton



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