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 Kelly Welsh at 410-295-1066 or kwelsh@usni.org; usni.org/advertise-us.
Unrivaled Reach to the Military Community

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

**CIRCULATION**
- Paid Mailed Circulation 27,000 (55%)
- Event & Complimentary 15,000 (31%)
- Ships & Commands 7,000 (14%)
- TOTAL: 50,400

**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%

**CITED BY**
- New York Times
- Washington Post
- Wall Street Journal
- Associated Press
- Breaking Defense
- NPR
- Reuters
- Defense One
- CNN
- The Times
- Jane's
- Fox
- Bloomberg
- ABC News
- Newsweek
- NBC News
- Navy Times
- CBS News
- Defense News

**SOCIAL MEDIA**
- Facebook followers 582,400
- Twitter followers 128,200
- Instagram followers 24,200
- LinkedIn followers 23,300
- YouTube subscribers 7,400

**USNI.org**
- avg. monthly pageviews 488,600

**USNI News**
- avg. monthly pageviews 2.1 million

**Proceedings**
- Podcast monthly listeners 72,000

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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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# Editorial Calendar

<table>
<thead>
<tr>
<th>Issue Theme</th>
<th>Advertising Reservations</th>
<th>Materials Due</th>
<th>Bonus Distribution*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January:</strong> Surface Warfare</td>
<td>11/23/22</td>
<td>12/6/22</td>
<td>SNA Symposium</td>
</tr>
<tr>
<td><strong>February:</strong> Information Warfare</td>
<td>12/28/22</td>
<td>1/5/23</td>
<td>USNI/AFCEA WEST</td>
</tr>
<tr>
<td><strong>March:</strong> Annual Naval Review</td>
<td>1/25/23</td>
<td>2/6/23</td>
<td></td>
</tr>
<tr>
<td><strong>April:</strong> Expeditionary Warfare</td>
<td>2/23/23</td>
<td>3/7/23</td>
<td>Sea Air Space</td>
</tr>
<tr>
<td><strong>May:</strong> International Navies</td>
<td>3/23/23</td>
<td>4/6/23</td>
<td>Modern Day Marine</td>
</tr>
<tr>
<td><strong>June:</strong> Unmanned Vehicles</td>
<td>4/26/23</td>
<td>5/4/23</td>
<td></td>
</tr>
<tr>
<td><strong>July:</strong> Naval Aviation</td>
<td>5/23/23</td>
<td>6/6/23</td>
<td>Tailhook</td>
</tr>
<tr>
<td><strong>August:</strong> Coast Guard</td>
<td>6/26/23</td>
<td>7/6/23</td>
<td></td>
</tr>
<tr>
<td><strong>September</strong></td>
<td>7/25/23</td>
<td>8/7/23</td>
<td></td>
</tr>
<tr>
<td><strong>October:</strong> Submarine Warfare / ASW / Mine Warfare</td>
<td>8/23/23</td>
<td>9/6/23</td>
<td>Naval Submarine League</td>
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<tr>
<td><strong>November:</strong> Marine Corps</td>
<td>9/26/23</td>
<td>10/5/23</td>
<td></td>
</tr>
<tr>
<td><strong>December</strong></td>
<td>10/24/23</td>
<td>11/6/23</td>
<td></td>
</tr>
</tbody>
</table>

*Events may be virtual based on national health posturing.

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**PROCEEDINGS**

**MAGAZINE**

### 4-COLOR

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

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

### 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

### 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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A Decade of USNI News

Celebrating its 10-year anniversary in 2023, the independent, award-winning USNI News is now the largest newsroom in the U.S. covering naval and maritime issues and is the undisputed daily journal of record for the U.S. Navy’s flag wardroom.

- The most trusted news outlet for budget and acquisition news among senior naval leaders and on the Hill.
- Cited by the Congressional Research Service four to one compared to competitors.
- Correspondents from D.C. to the South China Sea with more than a dozen embarks on U.S. and international warships in 2022.
- Global readership with more than 1 million active monthly users and 1.5 million unique page views a month.

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ONLINE AD PERFORMANCE AND RATES

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>*Impressions</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>500,000</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Banner</td>
<td>400,000</td>
<td>468 x 60</td>
</tr>
<tr>
<td>Posterboard</td>
<td>400,000</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>400,000</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

*Minimum recommended impressions for maximum return on investment.

DIGITAL ADVERTISING

DIGITAL CAMPAIGNS INCLUDE USNI NEWS AND USNI.ORG

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Proceedings Podcast

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

—RETIRED AVIATOR

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 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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# Additional Impact Products

## 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
$10,000 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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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 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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ESSAY 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 | Sponsorship 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 | Sponsorship Available

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

**Photo Contest** | December | Sponsorship Available

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

**Midshipmen & Cadet** | February 2024 | Sponsorship Available

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

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www.usni.org/advertise-us