



2023 MEDIA PLANNER

PRINT | DIGITAL | EVENTS



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 Kelly Welsh at 410-295-1066 or kwelsh@usni.org; usni.org/advertise-us.



Unrivaled Reach to the Military Community



488,600

USNI.org
avg. monthly pageviews



2.1 million

USNI News
avg. monthly pageviews



72,000

Proceedings Podcast
monthly listeners



582,400

Facebook followers



128,200

Twitter followers



24,200

Instagram followers



23,300

LinkedIn followers



7,400

YouTube subscribers

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%

PROCEEDINGS PRINT CIRCULATION

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

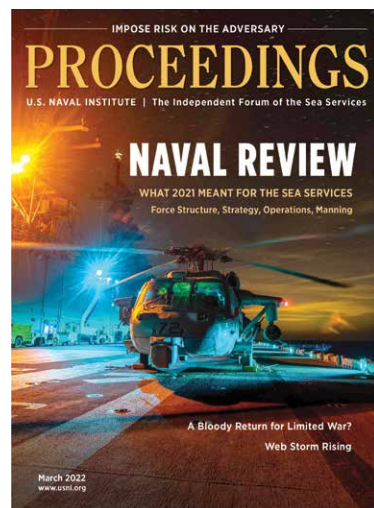
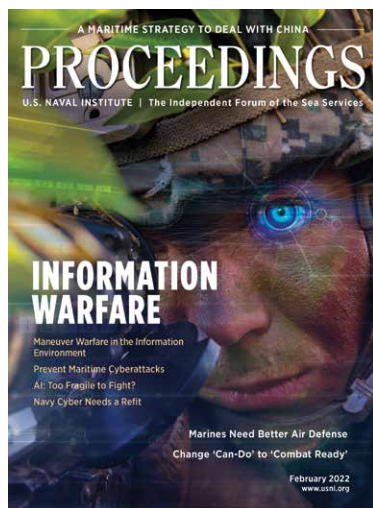
CITED BY

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	

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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.



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*

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EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE	BONUS DISTRIBUTION*
JANUARY: Surface Warfare	11/23/22	12/6/22	SNA Symposium
FEBRUARY: Information Warfare	12/28/22	1/5/23	USNI/AFCEA WEST
MARCH: Annual Naval Review	1/25/23	2/6/23	
APRIL: Expeditionary Warfare	2/23/23	3/7/23	Sea Air Space
MAY: International Navies	3/23/23	4/6/23	Modern Day Marine
JUNE: Unmanned Vehicles	4/26/23	5/4/23	
JULY: Naval Aviation	5/23/23	6/6/23	Tailhook
AUGUST: Coast Guard	6/26/23	7/6/23	
SEPTEMBER	7/25/23	8/7/23	
OCTOBER: Submarine Warfare / ASW / Mine Warfare	8/23/23	9/6/23	Naval Submarine League
NOVEMBER: Marine Corps	9/26/23	10/5/23	
DECEMBER	10/24/23	11/6/23	

*Events may be virtual based on national health posturing.

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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

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

Page Trim (In inches)	7.875" x 10.75"
Page Live Area	7 x 10
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".

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.



USNI News



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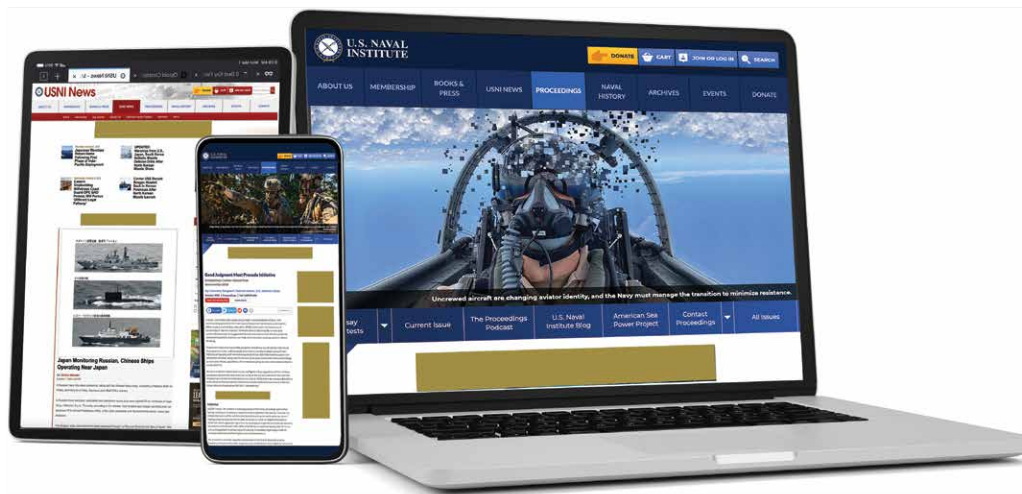
DIGITAL ADVERTISING

DIGITAL CAMPAIGNS INCLUDE *USNI NEWS* AND *USNI.ORG*

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.



The image shows the top portion of the USNI News website. It includes a dark blue header with the USNI logo and navigation links like 'ABOUT US', 'MEMBERSHIP', 'BOOKS & PRESS', 'USNI NEWS', 'PROCEEDINGS', 'NAVAL HISTORY', 'ARCHIVES', 'EVENTS', and 'DONATE'. Below the header is a large banner image of a city at night with a headline: 'If China attempts a quarantine of Taiwan, the United States and its allies must be prepared to quickly deploy merchant shipping.'

Leaderboard: 728 x 90

Prepare the Logistics to Break a Chinese Blockade of Taiwan
If China attempts a quarantine of Taiwan, the United States and its allies must be prepared to quickly deploy merchant shipping.
By Lieutenant Jasper Campbell, U.S. Coast Guard Reserve, and Lieutenant James Martin, U.S. Coast Guard
October 2022 | Proceedings | Vol. 148/10/1,436
[FEATURED ARTICLE](#) [VIEW ISSUE](#)

A row of social media sharing buttons: Facebook (f), Twitter (TWEET), YouTube (yt), LinkedIn (in), and Email (envelope icon). There is also a 'COMMENTS' button on the right.

There is no question that China under the Communist Party wants to "reunify" Taiwan under its governing model. Though the method, including use of military force, remains ambiguous, two probable scenarios are:

1. China does not invade Taiwan, but instead attempts a quarantine of the island to starve it of maritime trade. In this scenario, the United States likely will be the only nation able to break the quarantine and provide Taiwan with the goods it needs.
2. War breaks out, either as an outcome of the quarantine scenario or because of some other combination of events, which results in the United States and its allies embroiled in an all-out conflict in the Indo-Pacific.

In either scenario, U.S. shipping will be vital to ensuring Taiwan retains access to

Posterboard: 300 x 250

Sky-scraper: 160 x 600

Banner: 468 x 60

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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 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

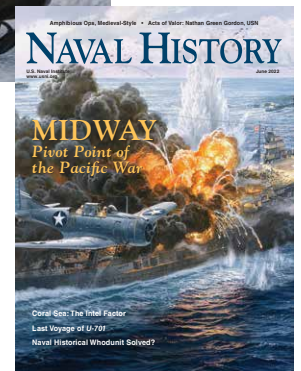
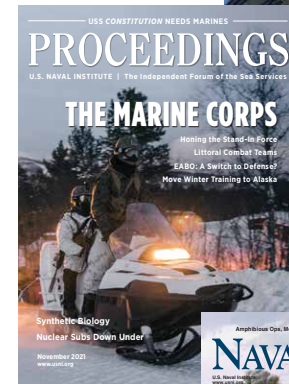
Fiction | December | Sponsored by U.S. Naval Institute and CIMSEC

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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