

A large submarine is shown on the water's surface during a sunset or sunrise. The sky is filled with colorful clouds in shades of orange, yellow, and blue. The submarine's conning tower and various antennas are visible. Several crew members are standing on the deck. The water is calm, reflecting the light from the sky. In the background, a dark forested shoreline and distant mountains are visible.

# 2024 MEDIA PLANNER

DIGITAL | PRINT | EVENTS



U.S. NAVAL INSTITUTE

[www.usni.org/advertise-us](http://www.usni.org/advertise-us)



# 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 audiences.

Advertising Sales Representative: Karen Tappenden (o) 717-430-2401 |  
(c) 267-629-9494 | [karen.tappenden@theygsgroup.com](mailto:karen.tappenden@theygsgroup.com).

For more information on advertising: Samantha Ouellette  
(o) 410-295-1045 | [souellette@usni.org](mailto:souellette@usni.org) | [usni.org/advertise-us](https://usni.org/advertise-us).



# Unrivaled Reach to the Military Community



**550,000**

USNI.org  
avg. monthly page views



**1.8 million**

USNI News  
avg. monthly page views



**72,000**

Proceedings Podcast  
monthly listeners



**642,000**

Facebook followers



**197,600**

Twitter/X followers



**30,800**

Instagram followers



**28,400**

LinkedIn followers



**20,200**

YouTube subscribers



## PROCEEDINGS

PRINT CIRCULATION

**30,000**

AVG. MONTHLY PAGE VIEWS

**200,000**



## NAVAL HISTORY

PRINT CIRCULATION

**17,463**

AVG. MONTHLY PAGE VIEWS

**105,000**

## 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%

## CITED BY

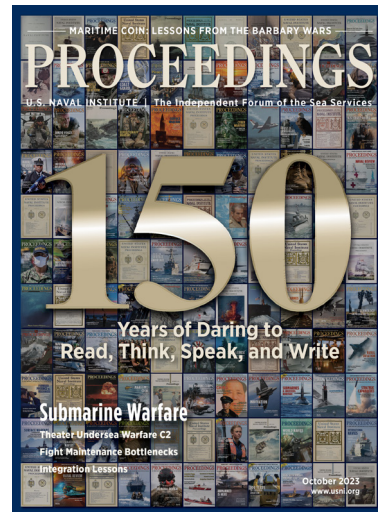
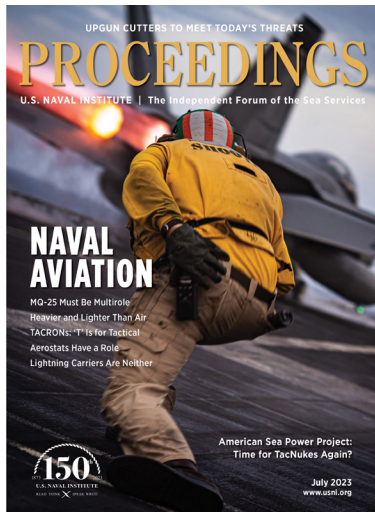
New York Times	Washington Post	
Wall Street Journal	Associated Press	Breaking Defense
NPR	Reuters	Defense One
CNN	The Times	Jane's
Fox	Bloomberg	
ABC News	Newsweek	
NBC News	Navy Times	
CBS News	Defense News	

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# Proceedings

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 debated. 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 *Navy Times* or *Marine Corps Times*

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# PROCEEDINGS EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE	BONUS DISTRIBUTION*
<b>JANUARY:</b> Surface Warfare	11/23/23	12/6/23	SNA Symposium
<b>FEBRUARY</b>	12/28/23	1/5/24	USNI/AFCEA WEST
<b>MARCH:</b> Annual Naval Review	1/25/24	2/6/24	
<b>APRIL:</b> Expeditionary Warfare	2/23/24	3/7/24	Sea Air Space, Modern Day Marine
<b>MAY:</b> International Navies	3/18/24	3/30/24	
<b>JUNE:</b> Information Warfare	4/22/24	4/26/24	
<b>JULY:</b> Naval Aviation	5/17/24	5/31/24	Tailhook
<b>AUGUST:</b> Coast Guard	6/20/24	6/28/24	
<b>SEPTEMBER</b>	7/19/24	7/31/24	
<b>OCTOBER:</b> Submarine Warfare / ASW / Mine Warfare	8/13/24	8/27/24	Naval Submarine League
<b>NOVEMBER:</b> Marine Corps	9/16/24	9/24/24	
<b>DECEMBER</b>	10/14/24	10/28/24	

\*Events may be virtual based on national health posturing.

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# Naval History

**The world's most authoritative and engaging periodical for readers interested in our nautical heritage**

Beautifully illustrated with dramatic period photographs and evocative paintings, *Naval History* 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%**

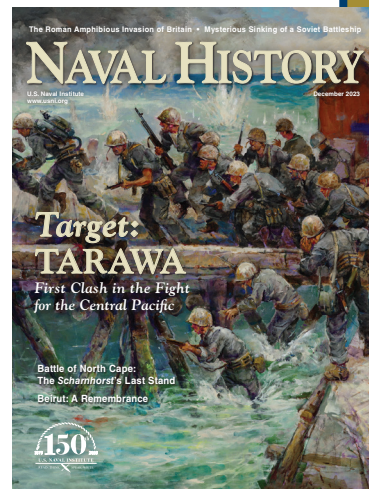
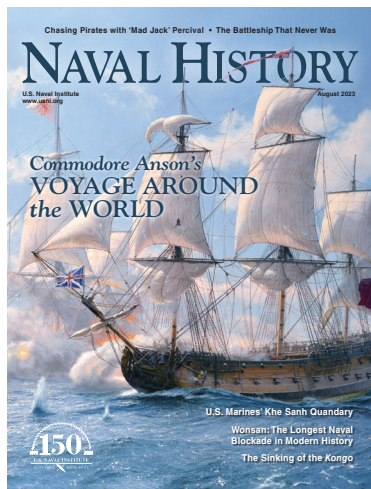
carefully read or scan majority of content

**88%**

spend up to two or more hours with each issue

**94%**

read three out of four issues or more



## ■ 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 EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE
<b>JANUARY/FEBRUARY—JOHN PAUL JONES' GREATEST VICTORY</b> Two long-lost and forgotten firsthand accounts of the 1779 Battle of Flamborough Head, recently unearthed by British archaeologist Trevor Brigham, provide new insights and eyewitness details to one of naval history's most iconic sea fights.	11/5/2023	11/17/2023
<b>MARCH/APRIL—THE FIRST TWO MARINE AVIATORS</b> The first two Marine aviators, First Lieutenants Alfred A. Cunningham and Bernard L. Smith, had uniquely different careers. Their contrasting experiences reveal how they symbolized the two central characteristics of Marine aviation.	1/6/2024	1/16/2024
<b>MAY/JUNE—NORMANDY AND SAIPAN</b> Commemorating the 80th anniversary of these two near-simultaneous major turning points of World War II, Naval History features coverage of both campaigns that epitomized the global scope of the “two-ocean war.”	3/3/2024	3/13/2024
<b>JULY/AUGUST—THE BATTLE OF MOBILE BAY</b> “Damn the torpedoes, full speed ahead!” One hundred and sixty years ago, at the August 1864 Battle of Mobile Bay, Rear Admiral David Glasgow Farragut entered the pantheon of American naval greats with his major victory that helped precipitate the final phase of the Civil War.	5/5/2024	5/15/2024
<b>SEPTEMBER/OCTOBER—THE BATTLE OF LEYTE GULF</b> An 80th-anniversary commemoration of the largest naval battle of World War II (and by some measures, the largest naval battle in history), with a thorough operational overview and related articles.	7/5/2024	7/12/2024
<b>NOVEMBER/DECEMBER—CRISIS IN THE TAIWAN STRAIT</b> The First Taiwan Crisis, which erupted 70 years ago in late 1954, was just an early salvo in a situation that continues to pose a geopolitical threat to this day. Here is the history of the U.S. Navy's Taiwan Patrol Force, “one of the longest naval operations in modern history.”	9/6/2024	9/13/2024

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# PRINT ADVERTISING

## PROCEEDINGS

4-COLOR	1x
COVER 2	\$11,000
COVER 3	\$10,000
COVER 4	\$12,000
2 Page Spread	\$15,000
1/2 Page Spread	\$10,000
Full Page	\$9,500
2/3 Page	\$7,000
1/2 Page Island	\$6,000
1/2 Page Horizontal	\$6,000
1/3 Page	\$3,500
1/4 Page	\$3,000

## NAVAL HISTORY

4-COLOR	1x
COVER 2	\$2,300
COVER 3	\$2,100
COVER 4	\$2,400
2 Page Spread	\$3,000
1/2 Page Spread	\$2,200
Full Page	\$2,000
2/3 Page	\$1,700
1/2 Page Island	\$1,200
1/2 Page Horizontal	\$1,200
1/3 Page	\$1,000
1/4 Page	\$600

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

Multiple issue discounts and additional ad units are available upon request.

## 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 magazine trim size.

### Color Specifications

All artwork 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.

## Magazine Specs

	<i>Proceedings</i>	<i>Naval History</i>
<b>Page Trim</b> (In inches)	<b>7.875" x 10.75"</b>	<b>8.125" x 10.75"</b>
<b>Page Live Area</b>	<b>7 x 10</b>	<b>7.625 x 10.2</b>
Full Pg Non Bleed	7 x 10	7 x 10
Full Pg Bleed	8.375 x 11.25	8.625 x 11.25
*Bleed Spread	16.25 x 11.25	16.25 x 11.25
2/3 Vertical	4.375 x 9.375	4.5 x 9.5
1/2 Horizontal	6.625 x 4.75	7 x 4.625
1/2 Horizontal Bleed	8.375 x 5.75	n/a
1/2 Vertical	3.265 x 9.45	n/a
1/2 Vertical Bleed	4.25 x 11.25	n/a
1/2 Island	4.375 x 7	4.5 x 7.125
1/2 Island Bleed	5.15 x 7.95	n/a
1/3 Vertical	2.125 x 9.45	2.125 x 9.5
1/3 Square	4.375 x 4.375	4.5 x 4.5
1/4 Horizontal	6.625 x 2.375	7 x 2.25

\*Gutter allowance on spreads is 1/4".

We do not accept full page landscape ads that are oriented vertically. We can only place full page vertically oriented ads.

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# Sponsored Content/Advertorials

Advertorials allow clients to create more in-depth messaging about a product or service aimed at Naval Institute readership.

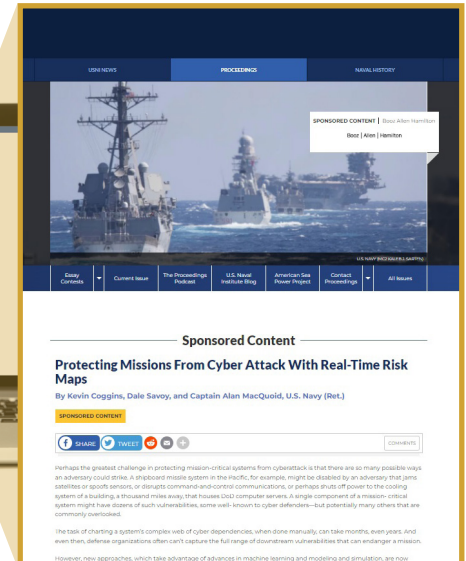
This is the only advertising product we offer that has both a digital and print format. Available on our website after the end of the purchased month, the digital version can be shared by clients across their platforms for as long as they deem the content relevant.

This placement now includes all of the following:

- Physical placement in *Proceedings* and *Naval History* magazines.
- Placements on the magazine homepage for the duration of the purchased month: [usni.org/magazines/proceedings](https://usni.org/magazines/proceedings) | [usni.org/magazines/naval-history-magazine](https://usni.org/magazines/naval-history-magazine).
- Appearance alongside all other digital articles published in the purchased month.
- Evergreen access on our dedicated sponsored content page: [www.usni.org/sponsored-content](https://www.usni.org/sponsored-content).
- Inclusion in the weekly Naval Institute newsletters for the duration of the purchased month.

**\$10,000/page**

*Note: Content, layout, and design are the responsibility of the client unless otherwise discussed, and all are due by the final materials deadlines listed on page 5 and 7 of this media kit.*



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## More Than a Decade of USNI News

USNI News is the largest newsroom covering U.S. naval and maritime issues. The website and companion newsletters are the undisputed daily journal of record for the U.S. Navy's flag wardroom.

- USNI News is among the most read news sources for budget and acquisition news among senior naval leaders on the Hill and industry.
- Cited by the Congressional Research Service four to one compared to other news outlets.
- Growing international readership with correspondents world-wide.
- Global readership with more than 1 million active monthly users and 1.8 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	*Minimum Impressions	Size (max file size 1MB)	CPM
Leaderboard	200,000	728 x 90	\$35
Banner	100,000	468 x 60	\$25
Posterboard	100,000	300 x 250	\$25
Skyscraper	100,000	160 x 600	\$25

\*Minimum recommended impressions for maximum return on investment.

10% discount on 500,000 or more impressions per month

Accepted formats are .jpg, .png, and .gif with an accompanying URL. We can accommodate third-party tags on website placements only.






U.S. NAVAL INSTITUTE  
150<sup>th</sup>  
U.S. NAVAL INSTITUTE  
NEW YORK • WASHINGTON

DONATECARTJOIN OR LOG INSEARCH

ABOUT USMEMBERSHIPBOOKS & PRESSUSNI NEWSPROCEEDINGSNAVAL HISTORYARCHIVESEVENTSDONATE



Marines conduct small-boat operations from HMS Albion into Latvia during the 2023 NATO Baltic Operations exercise.  
U.S. MARINE CORPS (ZACHARY CARROLL)

Essay ContestsCurrent IssueThe Proceedings PodcastU.S. Naval Institute BlogAmerican Sea Power ProjectContact ProceedingsAll Issues

Leaderboard: 728 x 90

**Maneuver Warfare Is Not Dead, But It Must Evolve**

Marine Corps Essay Contest—Second Prize  
Sponsored by U.S. Naval Institute

*The attrition versus maneuver argument is an irrelevant distraction.*

By Colonel Pat Garrett, U.S. Marine Corps (Retired), and Lieutenant Colonel Frank Hoffman, U.S. Marine Corps Reserve (Retired)

November 2023 | Proceedings | Vol. 149/1/1,449

FEATURED ARTICLEVIEW ISSUE

SHARETWEETREDDIT

COMMENTS

Maneuver warfare is a fraud, and maneuver as a warfighting function is dead. At least, that is what some scholars and military analysts claim. We disagree. However, there are ongoing changes in the character of war fueling perceptions that should be addressed. Warfare's changing character often alters the balance between offense and defense, and the U.S. military faces one of these periodic shifts today.

Banner: 468 x 60

Posterboard: 300 x 250

Skyscraper: 160 x 600

These changes require professionals to think creatively about the implications. As warfare evolves, remaining ready in the face of technological change is key to the profession of arms. The challenges posed in today's operating environment complicate maneuver and should stimulate updates to Marine Corps Doctrinal

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VICE ADMIRAL KENNETH WHITESSELL, USN



LIEUTENANT GENERAL KARSTEN HECKL, USMC

# 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

## Sponsor the *Proceedings* Podcast

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. Sponsorship includes at least four episodes a month, making it an effective way to reach the right audience with a focused message.

**\$2,000/month**

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# NEWSLETTERS

## DAILY AND WEEKLY

### NAVAL INSTITUTE NEWSLETTER

75k send  
7x/month  
avg. 38% open rate

### USNI NEWS NEWSLETTER

32k send  
6x/week  
avg. 30% open rate

**SPECS:** 728x90 with target URL

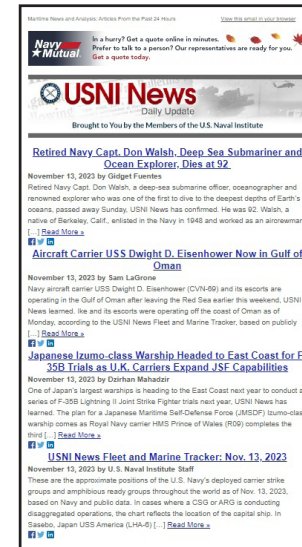
**\$3,500/month each**

### Deals and Discounts

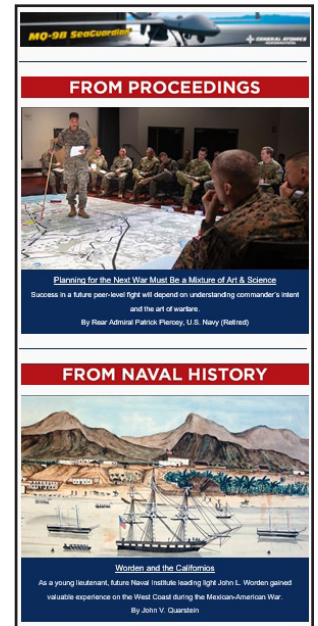
We offer print and digital bundle deals, as well as discounts for nonprofits, schools, small businesses, and Service Disabled Veteran Owned Small Businesses.

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USNI NEWS



NAVAL INSTITUTE/EDITOR'S PICKS



# Annual Events

## **WEST 2024**

13–15 February | San Diego, CA

*Sponsorships Available*

## **DARE 2024**

13–15 February | San Diego, CA

*Sponsorships Available*

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

14 February | San Diego, CA

*Sponsorships Available*

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

8 May | Annapolis, MD

*Sponsorships Available*

## **Coast Guard Academy Event**

Fall 2024 | New London, CT

*Sponsored by the William M. Wood Foundation*

## **Naval History Conference**

Fall 2024 | Annapolis, MD

*Sponsored by the William M. Wood Foundation*

## **Defense Forum Washington**

December 2024 | Spy Museum, Washington, DC

*Sponsorships Available*

## **Maritime Security Dialogue Series**

Throughout 2024 | Annapolis, MD & Washington, DC

*Sponsored by HII*

## **Warfighter Series for U.S. Naval Academy Midshipmen**

Throughout 2024 | Annapolis, MD

*Sponsored by Navy Federal Credit Union*

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

Event Inquiries: Amy Starkey (o) 410-295-1064 | [astarkey@usni.org](mailto:astarkey@usni.org)

## **The Jack C. Taylor Conference Center (JCTCC)**

The JCTCC offers a state-of-the-art auditorium, multiple reception spaces, an indoor/outdoor rooftop terrace, five unique meeting rooms, and a broadcast studio. Ideal for professional symposia, it meets Department of Defense force protection standards and is optimized for classified events on a per-use, waiver basis.

Go to [jacktaylorconferencecenter.org](https://jacktaylorconferencecenter.org) for more information.

JCTCC Information: Ally Wade (o) 410-295-1083 | [awade@usni.org](mailto:awade@usni.org)





# ESSAY CONTESTS

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

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

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

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

**Future of Naval Warfare** | July | Sponsored by an anonymous foundation

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

**Enlisted** | August | Sponsored by The Honorable Ellen Lord and USAA

**Coast Guard** | August | Sponsored by Ms. Susan Curtin and U.S. Naval Institute

**CNO Naval History** | October | Sponsored in part by Drs. Jack and Jennifer  
London Charitable Fund. **Additional Sponsorships Available**

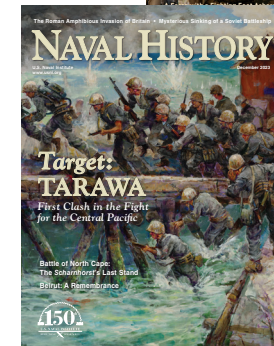
**Naval Intelligence** | October | Sponsored by Naval Intelligence Professionals

**Marine Corps** | November | **Sponsorship Available**

**Naval & Maritime Photo Contest** | December | **Sponsorship Available**

**Information Warfare** | February 2025 | **Sponsorship Available**

**Leadership** | March 2025 | Sponsored by Drs. Jack and Jennifer London  
Charitable Fund



Sponsorship Inquiries: Heather Lancaster (o) 410-295-1048 | [hlancaster@usni.org](mailto:hlancaster@usni.org)

Submission Information: [usni.org/essay-contests](https://usni.org/essay-contests)



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**[www.usni.org/advertise-us](http://www.usni.org/advertise-us)**