



# 2025 MEDIA PLANNER

U.S. NAVAL INSTITUTE

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

DIGITAL | PRINT | EVENTS



# 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 ways to reach their key audiences.

For more information on advertising:  
[USNI@theygsgroup.com](mailto:USNI@theygsgroup.com) | Samantha Ouellette [souellette@usni.org](mailto:souellette@usni.org)



# Unrivaled Reach to the Military Community



**356,700**

USNI.org  
avg. monthly page views



**1.8 million**

USNI News  
avg. monthly page views



**72,000**

Proceedings Podcast  
monthly listeners



**681,000**

Facebook followers



**230,000**

Twitter/X followers



**35,600**

Instagram followers



**32,100**

LinkedIn followers



**30,000**

YouTube subscribers



## PROCEEDINGS

PRINT CIRCULATION  
**23,070**

AVG. MONTHLY PAGE VIEWS  
**280,700**



## NAVAL HISTORY

PRINT CIRCULATION  
**16,025**

AVG. MONTHLY PAGE VIEWS  
**10,300**

## 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

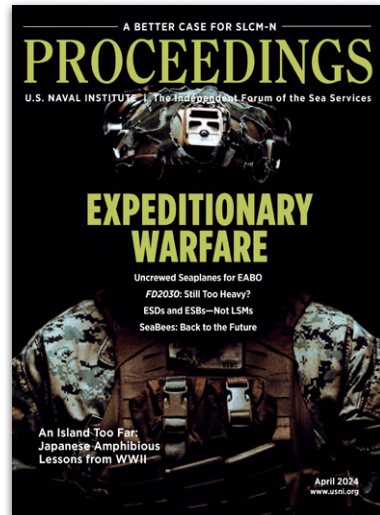
Navy	78%
Marine Corps	8%
Coast Guard	8%
Army	2%
Air Force	2%
Merchant Marine	2%

## 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	

# 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 decisionmakers, 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*

For more information on advertising:

[USNI@theygsgroup.com](mailto:USNI@theygsgroup.com) | [Samantha Ouellette souellette@usni.org](mailto:Samantha Ouellette souellette@usni.org)

# PROCEEDINGS EDITORIAL CALENDAR

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

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



# 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%**

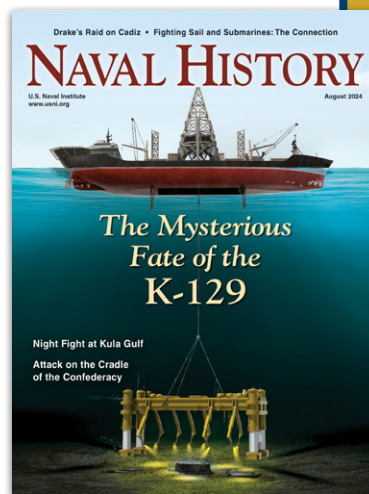
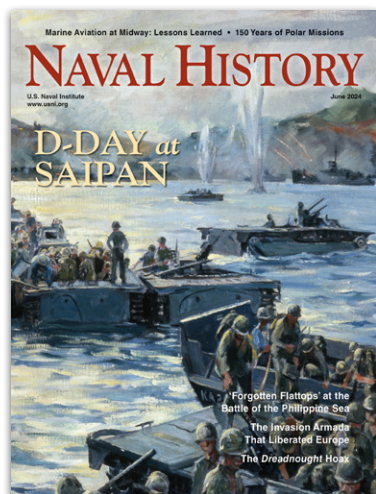
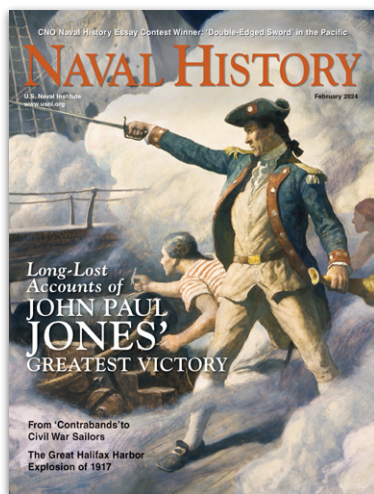
carefully read or scan majority of content

**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

For more information on advertising:

[USNI@theygsgroup.com](mailto:USNI@theygsgroup.com) | [Samantha Ouellette souellette@usni.org](mailto:Samantha Ouellette souellette@usni.org)

# NAVAL HISTORY EDITORIAL CALENDAR

ISSUE THEME	ADVERTISING RESERVATIONS	MATERIALS DUE
<b>JANUARY/FEBRUARY—IWO JIMA</b> An 80th-anniversary retrospective on the fierce, iconic battle that marked the beginning of the end of the Pacific War.	11/5/2024	11/18/2024
<b>MARCH/APRIL—THE BATTLE OF THE SAINTES</b> In April 1782, British Admiral Sir George Rodney in his flagship HMS <i>Formidable</i> achieved the greatest British naval victory over the French during the American Revolution; a look back at the Caribbean battle described as “the most significant sea combat prior to Nelson’s victory at Trafalgar.”	1/6/2025	1/16/2025
<b>MAY/JUNE—OKINAWA</b> The long, hard-fought Pacific War culminated with its bloodiest, fiercest battle of all: the campaign to wrest Okinawa from the Japanese. Commemorating the 80th anniversary of the months-long campaign that sounded the death knell of Imperial Japan.	3/3/2025	3/13/2025
<b>JULY/AUGUST—THE FORGOTTEN HERO OF THE INDIANAPOLIS DISASTER</b> After the USS <i>Indianapolis</i> delivered history’s first two atomic bombs to the Pacific theater, the ship infamously sank with great loss of life. Here is a tribute to the unsung valor of Navy Lieutenant Adrian Marks, who performed an open-ocean landing in his PBV-5A Catalina—an action that was against regulations—in order to rescue 51 survivors of the <i>Indianapolis</i> sinking.	5/5/2025	5/15/2025
<b>SEPTEMBER/OCTOBER—THE FINAL AIR DUEL OF OPERATION ROLLING THUNDER</b> The air war over North Vietnam had kicked into high gear in 1965. In September 1968, the final air-air kill of Rolling Thunder took place in dramatic fashion. Presenting a blow-by-blow, you-are-there recounting of the events, based on interviews with the Navy pilots who were involved.	7/4/2025	7/11/2025
<b>NOVEMBER/DECEMBER—TBD</b> TBD	9/6/2025	9/13/2025

# PRINT ADVERTISING

<b>PROCEEDINGS</b>	
<b>4-COLOR</b>	<b>1x</b>
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

<b>NAVAL HISTORY</b>	
<b>4-COLOR</b>	<b>1x</b>
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.

**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

	<b>Proceedings</b>	<b>Naval History</b>
<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	8.125 x 11	8.375 x 11
*Bleed Spread	16.25 x 11	16.75 x 11
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.



# Sponsored Content/Advertorials

**Advertorials allow you to create more in-depth messaging about a product or service.**

This is our only advertising product that includes both print and digital coverage in one. Advertorials include:

- Physical placement in *Proceedings* or *Naval History* magazines.
- Inclusion on the usni.org website with all digital articles in purchased issue.
- Spotlight in weekly Naval Institute newsletters during issue month (for *Naval History*, this is the month printed on the magazine cover).
- Evergreen access on our dedicated sponsored content page:  
[www.usni.org/sponsored-content](http://www.usni.org/sponsored-content).

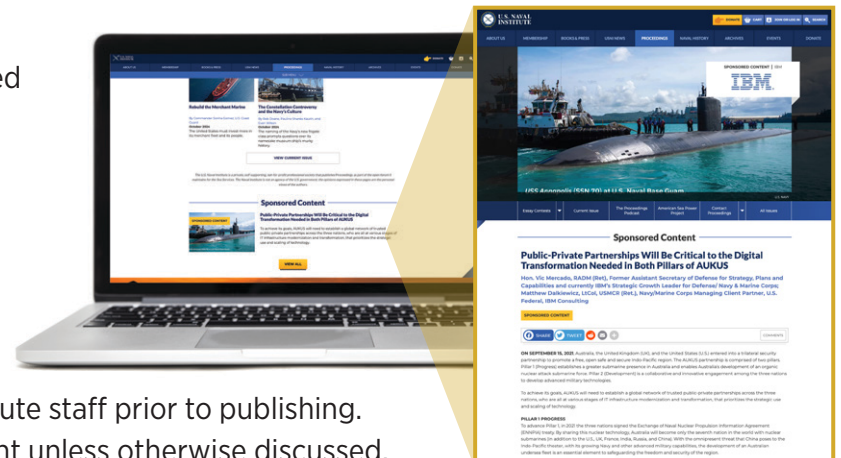
**All print-ready, full-page PDFs must include:**

- Well-written, concise, and engaging content that's aligned to our subject matter and has a call-to-action
- Logo/branding
- “Sponsored Content” across the top
- At least one photo or graphic
- 600–650 words maximum per page
- QR code or URL (suggested)

Advertorials must be reviewed and approved by Naval Institute staff prior to publishing. Content, layout, and design are the responsibility of the client unless otherwise discussed.

Creative is due **2 weeks** before the regular print deadlines listed on pages 5 and 7 of this kit.

***Proceedings*: \$10,000/page | *Naval History*: \$2,500/page**



# USNI News

## 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 world's wardrooms.

- USNI News is among the most read news sources for budget and acquisition news among senior U.S. naval leaders plus Congress and industry.
- Our team has a unique focus on the changes in the naval shipbuilding industry, visiting a dozen international shipyards over the past two years.
- USNI News reporters have been underway around the world gathering exclusive operational reporting that is unmatched by any of our competitors.
- USNI News is cited by the Congressional Research Service four to one compared to other news outlets.
- Our new members-only newsletter, USNI News: Sea Scroll, is emailed directly to the most influential leaders in the U.S. military and industry.
- Our global readership includes more than 1 million active monthly users and 1.8 million unique page views per month.



# WEBSITE ADVERTISING

INCLUDES USNI NEWS AND USNI.ORG

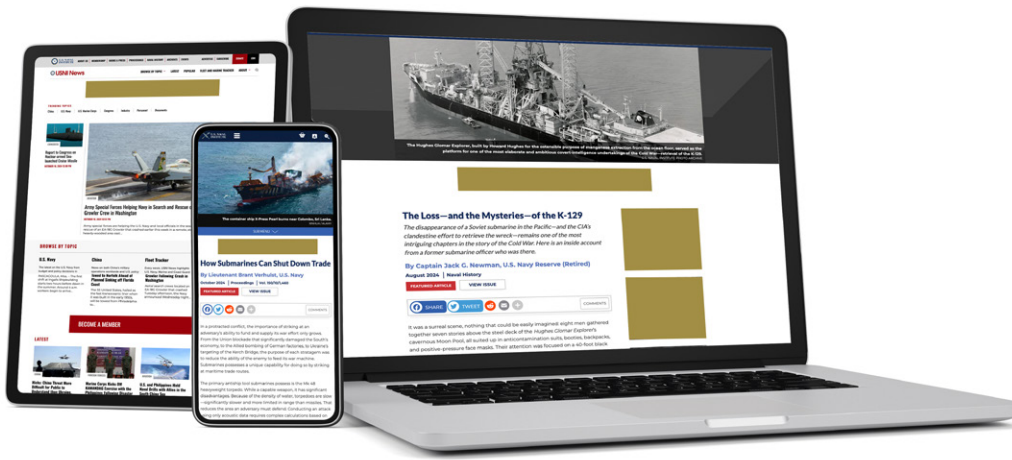
## ONLINE AD PERFORMANCE AND RATES

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.



**Leaderboard: 728 x 90**

**Agile Acquisition Now: Lessons from Ukraine**  
Ukraine's decentralized acquisition culture has allowed it to use commercial drones to survive a brutal war with a much larger, more advanced adversary. The Pentagon should take note.

By Johannes Schmidt  
September 2024 | Proceedings | Vol. 150/9/1,459

**Posterboard: 300 x 250**

**Sky-scraper: 160 x 600**

**Banner: 468 x 60**

**Recognizing the Threat**  
As the 2018 National Defense Strategy warns: "Failure to meet our defense objectives will result in decreasing U.S. global influence, and our ability to protect our interests and values."



# NEWSLETTERS

## DAILY AND WEEKLY

### NAVAL INSTITUTE NEWSLETTERS

81k send  
7x/month  
avg. 35% open rate

### USNI NEWS NEWSLETTER

32k send  
6x/week  
avg. 41% open rate

### USNI NEWS: SEA SCROLL NEWSLETTER (New Product!)

*Reach Naval Institute members directly!*  
18k send, Naval Institute members only  
1x/week  
avg. 53% open rate

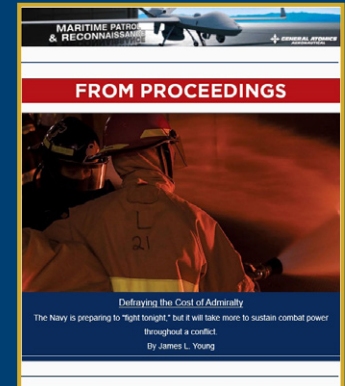
See page 15 for sponsorship information.

**SPECS:** 728x90 or 300x250 with target URL

### 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.

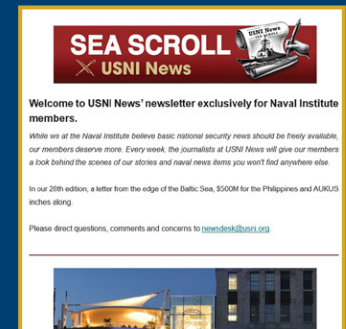
For more information on advertising: [USNI@theygsgroup.com](mailto:USNI@theygsgroup.com) | Samantha Ouellette [souellette@usni.org](mailto:souellette@usni.org)



NAVAL INSTITUTE NEWSLETTER



USNI NEWS NEWSLETTER



SEA SCROLL NEWSLETTER



REAR ADMIRAL RICH BROPHY, USN



VICE ADMIRAL PETER GAUTIER, USCG

# 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 than 72,000 listeners across major podcast channels and YouTube. 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**

# Annual Events

## **WEST 2025**

28–30 January | San Diego, CA

*Sponsorships Available*

## **DARE 2025**

28–30 January | San Diego, CA

*Sponsorships Available*

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

29 January | San Diego, CA

*Sponsorships Available*

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

14 May | Annapolis, MD

*Sponsorships Available*

## **Coast Guard Academy Event**

Fall 2025 | New London, CT

*Sponsored by the William M. Wood Foundation*

## **Naval History Conference**

Fall 2025 | Annapolis, MD

*Sponsored by the William M. Wood Foundation*

## **Defense Forum Washington**

December 2025 | Washington, DC

*Sponsorships Available*

## **Maritime Security Dialogue Series**

Throughout 2025 | Annapolis, MD & Washington, DC

*Sponsored by HII*

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

Six events throughout 2024–2025 | Annapolis, MD

*Sponsored by Navy Mutual Aid Association*

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)

This state-of-the-art venue offers a variety of spaces for your next event.

- 388-seat auditorium capable of recording your event
- Multiple reception spaces, including an indoor/outdoor rooftop terrace
- Five uniquely styled breakout rooms equipped with video conferencing capabilities
- Approved as a Temporary Secure Working Area to facilitate classified discussions and presentations up to the TS/SCI level

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

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





# ESSAY CONTESTS

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

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

**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

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

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

**Coast Guard** | August | Sponsored by Ms. Susan Curtin | *Additional Sponsorships Available*

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

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

**Marine Corps** | November | *Sponsorships Available*

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

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### USNI News: Sea Scroll Newsletter

Reach Naval Institute members directly with a sponsored message in Sea Scroll, USNI News' exclusive members-only newsletter with insight that reaches beyond the headlines of USNI News.

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





For more information on advertising:

[USNI@theygsgroup.com](mailto:USNI@theygsgroup.com)

Samantha Ouellette [souellette@usni.org](mailto:souellette@usni.org)

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