

MARINE CORPS Gazette

Professional Journal of U.S. Marines



Media Kit 2021

THE PROFESSIONAL JOURNAL OF U.S. MARINES SINCE 1916

MISSION



**TO PROVIDE A FORUM FOR THE EXCHANGE OF IDEAS
THAT WILL ADVANCE KNOWLEDGE, INTEREST, AND
ESPRIT IN THE U.S. MARINE CORPS.**

There is something for every Marine in each issue of the *Gazette*—no matter what element of the Marine Air-Ground Task Force (MAGTF) they are in—whether they are Active, Reserve, Retired, or a former member of the Corps.

MAGAZINE

The *Marine Corps Gazette* has been the professional journal for U.S. Marines since 1916. It is primarily written by Marines and for Marines, covering all aspects of Marine Corps activity.

The *Marine Corps Gazette* is regularly read by the most senior leaders and decision makers in the Marine Corps.

If you want to capture the attention of senior leaders of the United States Marine Corps, then you need to be in *The Marine Corps Gazette*.



“Some people live an entire lifetime and wonder if they have ever made a difference in the world, but the Marines don’t have that problem.”

— President Ronald Reagan

EDITORIAL CALENDAR

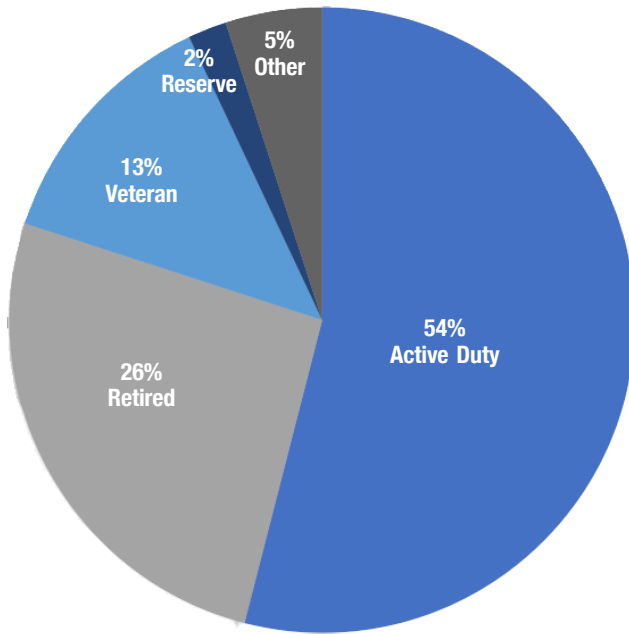


2021 Issue	Space Close	Materials Close	Topic	Bonus Dist.
Jan	11/16	12/3	MARSOC/Special Ops	
Feb	12/21	1/6	Innovation/Future War	<i>Marine West Expo</i>
Mar	1/21	2/2	Logistics/Installations	
Apr	2/17	3/3	C4/Info Warfare	
May	3/22	4/5	Aviation/Ground Combat Element	<i>Modern Day Marine</i>
Jun	4/21	5/4	Training & Education	
Jul	5/18	6/2		
Aug	6/21	7/6	Acquisitions	
Sep	7/21	8/4	MCISRE (Intelligence)	<i>Marine South Expo</i>
Oct	8/17	8/31		
Nov	9/21	10/5	Birthday/Esprit/History	
Dec	10/21	11/2	Fires/Artillery/Holidays	

DEPARTMENTS

Editorial
Special Notices
Letters
Tactical Decision Games
Observation Post
Book Reviews
Index to Advertisers
Writer Guidelines

READERSHIP



READERSHIP

The *Marine Corps Gazette's* readership includes a substantial percentage of **Active Duty Marines**. The *Gazette* reaches and influences the Marine Corps' decision makers every month.

Readership: 58,781

CIRCULATION

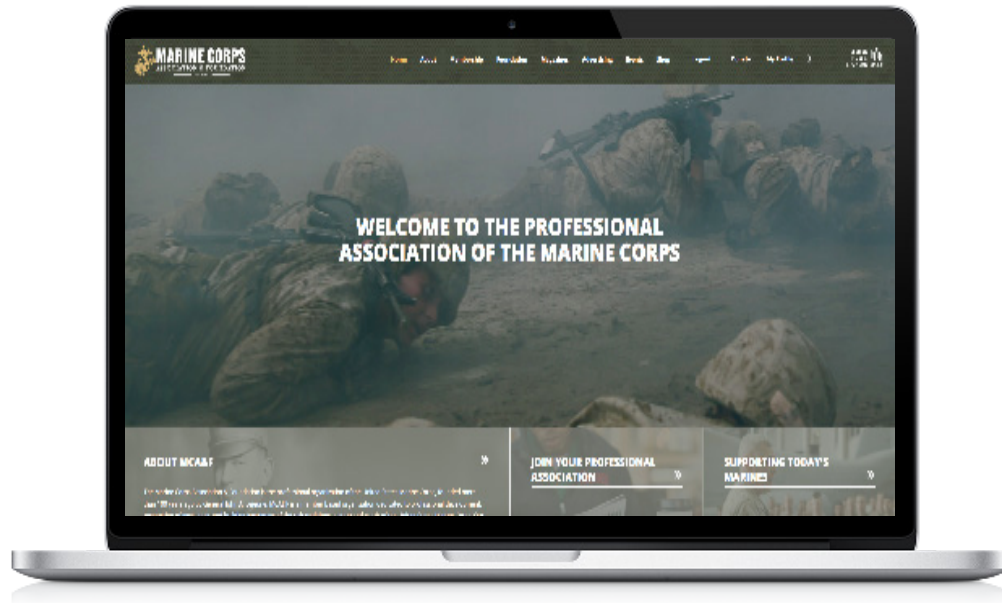
Circulation is directed to Officers and Senior Noncommissioned Officers of the United States Marine Corps; Government officials, foreign and domestic; plus former Marines, families of Marines, and persons interested in the Marine Corps.

Total Monthly Circulation: 33,775
(Print and online circulation combined)

Circulation is reviewed semiannually and authenticated by the publisher.



DIGITAL



Marine Corps Gazette online is the portal for news about the Marine Corps, with up-to-date news and views regarding the Corps.

The site offers web-only features, videos with current news and views, and historical footage. The *Marine Corps Gazette* is also accessible as an app in the App Store and Google Play.

MCA&F Homepage www.mca-marines.org

18,000+ Avg. Monthly Unique Users

33,700+ Monthly Page Views

The MARINE Shop Website www.marineshop.net 80,000+

Avg. Monthly Unique Users

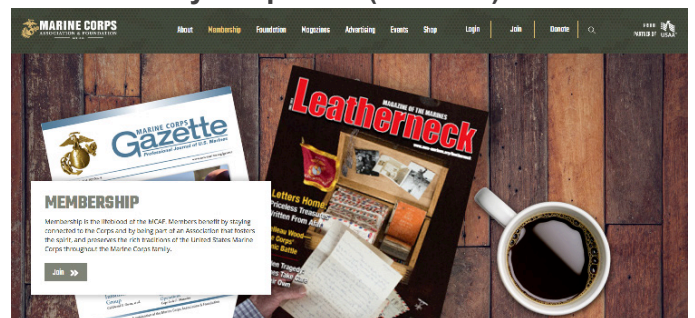
21,000+ Weekly Page Views

ELECTRONIC EDITION

Each month the Marine Corps Gazette is published cover-to-cover online. Subscribers have the opportunity to read issues before it gets to their mailboxes (or if they are deployed in areas where it is difficult to receive mail).

Ad Placement: Online advertising is available on the MCA&F Homepage, Membership, Leatherneck, Marine Corps Gazette and on The MARINE Shop website.

Call for special Leaderboard (1170x160), Epub Announcement Blast (300x200) and Skyscraper Ad (200x300) rates.



BECOME A MEMBER

2021 RATES

Rates effective January 1, 2021

PRINT RATES				
Black & White	1x	3x	6x	12x
Full Page	\$3,635	\$3,450	\$3,270	\$2,785
2/3 Page	2,260	2,160	2,045	1,870
1/2 Page	1,990	1,885	1,790	1,590
1/3 Page	1,365	1,290	1,230	1,175
1/6 Page	775	735	695	620
Black & White + 1 Spot Color				
Full Page	\$4,590	\$4,365	\$4,130	\$3,675
2/3 Page	2,995	2,835	2,700	2,400
1/2 Page	2,485	2,385	2,235	1,990
1/3 Page	1,985	1,890	1,790	1,586
1/6 Page	1,240	1,180	1,120	990
Four Color				
Full Page	\$5,840	\$5,595	\$5,145	\$4,710
2/3 Page	3,580	3,400	3,225	2,860
1/2 Page	2,482	2,377	2,185	2,001
1/3 Page	2,400	2,275	2,160	1,920
1/6 Page	1,340	1,270	1,205	1,140
Covers				
2nd & 3rd Cover	\$6,725	\$6,390	\$6,050	\$5,375
4th Cover	7,100	6,750	6,390	5,680
DIGITAL RATES				
Top Leaderboard (1170x160 pixels)	Call for pricing.			
Epub Announcement Blast (300x200 pixels)	Call for pricing.			
Skyscraper Ad (200x300 pixels)	Call for pricing.			

Because we are a non profit organization we do not offer agency discounts.

There is no charge for bleed. Please contact your sales rep for Gatefolds, Cover Wraps, Polybags or any special opportunities.

Nonprint-Ready Material: Any copy that needs to be typeset, as well as non-print-ready art, must be submitted when the space reservations are made and must be received by the 25th of the month.

Cancellation Policy: The publisher reserves the right to accept or reject any advertising at their absolute discretion. No cancellations will be accepted after the closing date for print-ready mechanicals. Other cancellations and changes must be confirmed by the publisher before considered final.

CONTACT

LEEANN MITCHELL

Sales Representative

715 Broadway Street

Quantico, VA 22134

Tel: (703) 640-0169

l.mitchell@mca-marines.org

The Marine Corps Association & Foundation is the publisher of *Leatherneck* and *Marine Corps Gazette*. Acceptance of advertising is subject to the publisher's approval. Responsibility for content is borne by the advertiser and the agency. Circulation is reviewed semiannually and is authenticated by the publisher.

MECHANICAL SPECS

GENERAL INFORMATION

TRIM SIZE: 8" X 10.875"

Bleed Size: 8.25" x 11.125". Leave at least 1/8" beyond the trim size of the head, face, and foot of the document. Objects not intended to bleed must be kept within the "live area." Ads that do not meet specified dimensions may be modified to fit.

Live area: 7.25" x 10" Line screen: 150

Method of printing: Web offset, four-color process

Method of binding: Perfect Bound

Printed and furnished inserts/outserts: Pieces supplied must include 3 percent spoilage. Printer will need to review based on postal regulations. If the piece is four pages and the full size of the publication, allow 1/8" head, foot, face trim and a 3/8" binding flap at the face on pages 3 and 4. The binding flap will be on the high folio (pages 3 and 4) due to each publication being jogged to the head. Less than full size will need to be reviewed based on request to tip or bind in. All outserts in a polybag will need to be reviewed for placement in the bag based on co-mailing operations and postal regulations for periodicals-class mail.

Accepted File Formats: PDF, EPS (convert all type to vector outlines), and TIFF (embed all fonts). Include trim and registration marks.

Resolution: 300 or higher.

Color: Files must be saved as CMYK (no RGB or spot colors). Do not embed color profiles.

Black and White: Grayscale or line art files are accepted. Convert all type to vector outlines or embed fonts.

Ink Density: Must not exceed 300 percent.

DEADLINES

Print-ready ads and ads requiring typesetting must be received by the 25th of the month. Material is destroyed 12 months after use unless otherwise instructed. All material produced by *Marine Corps Gazette* becomes the property of *Marine Corps Gazette*.

WEBSITE

<https://mca-marines.org/advertising>

ONLINE ADS

Units: 1170x160 (Leaderboard)

Units: 300x200 (EPublication Notice)

Units: 200x300 (Skyscraper Ad)

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds

MAILING INSTRUCTIONS

All contracts, insertion orders, inquiries, negatives, scotch prints, original mechanicals, or camera-ready art, etc. to: Gazette Advertising Dept.

TRIM SIZE
8" x 10.875"



FULL PAGE
7.25" x 10"



1/2 PAGE
7.25" x 4.875"



2/3 PAGE
4.75" x 10"



1/3 PAGE VERTICAL
2.25" x 10"



1/3 PAGE SQUARE
4.75" x 4.875"



1/6 PAGE VERTICAL
2.25" x 4.875"



1/6 PAGE HORIZONTAL
4.75" x 2.25"

Please Send PRINT Ad Material to:
 Charlene Monroe 800-836-0291 x139
 Email: c.monroe@mca-marines.org

Please Send ONLINE Ad Materials to:
 Dawn Assadourian
 Email: d.assadourian@mca-marines.org

For General Inquiries Contact:

LeeAnn Mitchell
 715 Broadway Street
 PO Box 1775
 Quantico, VA 22134
 Tel: (703) 640-0169
l.mitchell@mca-marines.org