



NAVAL HISTORY MEDIA PLANNER

PRINT • DIGITAL • EVENTS

2023



U.S. NAVAL INSTITUTE

www.usni.org

Keeping the History Alive for Current Generations

NAVAL HISTORY magazine is the gold standard for coverage of our Sea Service past—from riveting eyewitness battle accounts to in-depth analysis by leading historians to detailed profiles of ships and aircraft. It's all beautifully illustrated with period photographs, fine art, and precise diagrams and maps.

Naval History's esteemed list of contributors includes two serving Chiefs of Naval Operations—clear proof that our nation's naval leadership puts an emphasis on the importance of its heritage and today's policy makers believe in learning the lessons of history. Advertising in *Naval History* allows companies to show readers they have a comprehensive understanding of and respect for the Sea Services.

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



488,530

USNI.org
avg. monthly pageviews



2.1 million

USNI News
avg. monthly pageviews



72,000

Proceedings Podcast
monthly listeners



582,347

Facebook followers



128,200

Twitter followers



24,200

Instagram followers



23,300

LinkedIn followers



7,400

YouTube subscribers

NAVAL HISTORY READERS:

CIRCULATION

| | | |
|-------------------------|---------------|-----|
| Paid Mailed Circulation | 18,500 | 62% |
| Single Copies | 7,500 | 25% |
| Event & Complimentary | 3,500 | 12% |
| TOTAL: | 29,500 | |

■ Educated

Most are avid readers
Many plan vacations around their interest in history and visit museums

■ Consumers

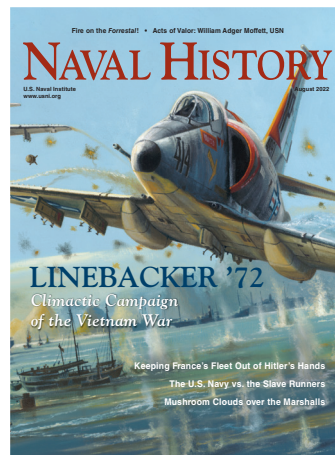
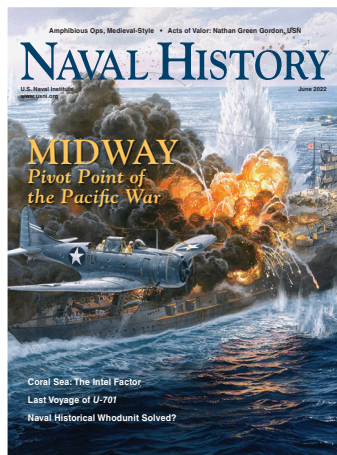
Many are collectors who:

- Stream and buy historical video products
- Purchase memorabilia
- Are interested in naval art and literature

Naval History Magazine

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

Beautifully illustrated with dramatic period photographs and evocative paintings, the magazine 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.



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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

“ Naval History magazine offers not only the best of recent scholarship and literature on the Sea Services, it does so in a beautifully presented and accessible format. ”

Craig Symonds, author of *World War II at Sea: A Global History*

EDITORIAL CALENDAR

| ISSUE THEME | ADVERTISING RESERVATIONS | MATERIALS DUE |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------|
| JANUARY/FEBRUARY—MARINE AVIATION IN THE PACIFIC WAR In his First Prize-winning entry in the annual Chief of Naval Operations' Naval History Essay Contest, Lieutenant Colonel Peter Owen, USMC (Ret.) looks at the vital (and often overlooked) role of Marine aviation in the long, hard fight across the Pacific—vital not only to those storming the beaches, but to the fleet itself. | 11/5/2022 | 11/18/2022 |
| MARCH/APRIL—FROM KUWAIT TO BAGHDAD In March 2003, NBC News correspondent Chip Reid was embedded with the Third Battalion, Fifth Marines as they fought their way to Baghdad during the Iraq War. In honor of the 20th anniversary of the events described, Reid offers up both a stirring tribute to the sacrifices of the Marines of 3/5 and a gripping account of the action on the ground during what he described as “the most eye-opening, otherworldly story in my 33-year career.” | 1/6/2023 | 1/16/2023 |
| MAY/JUNE—EARNEST WILL AND PRAYING MANTIS Operation Earnest Will (1987–88) was the first tactical operation of the U.S. Special Operations Command that involved Navy SEALs, Special Boat Units, and 160th Special Operations Aviation Regiment (Airborne) (“Nightstalkers”) aviators all working together. Part of the “Tanker War” phase of the Iran-Iraq War, it was the largest naval convoy operation since World War II. In April 1988, it included Operation Praying Mantis, a fierce naval engagement between U.S. and Iranian forces. | 3/3/2023 | 3/13/2023 |
| JULY/AUGUST—OPERATION FIREBALL The Siege of Wonsan in the Korean War was the largest naval blockade in modern history, lasting 861 days, as U.S.-led U.N. naval forces successfully kept the strategically vital city of Wonsan from falling into the hands of the North Korean Navy. On its 70th anniversary, here is the story of an epic campaign largely forgotten today. | 5/5/2023 | 5/15/2023 |
| SEPTEMBER/OCTOBER—THE ROYAL NAVY, THE REVOLUTION, AND THE RISE OF AN EMPIRE Prospects were looking bleak for King George III in the wake of Yorktown; but beginning in 1782, the Royal Navy executed a stunning turnaround for Britannia on the global stage. From the Caribbean to Gibraltar, from Dogger Bank to southeast India, Royal Navy forces were turning the tide and setting the stage for greater imperial expansion. | 7/5/2023 | 7/13/2023 |
| NOVEMBER/DECEMBER—BATTLE OF TARAWA 80TH ANNIVERSARY It was the first American battle in the strategically critical Central Pacific—and the first in which U.S. amphibious forces met such stiff resistance. Some 4,500 well-entrenched Japanese defenders fought virtually to the last man, exacting a heavy toll in the November 1943 engagement. A commemoration of a decisive and hard-fought victory in the Pacific War. | 9/6/2023 | 9/14/2023 |

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NAVAL HISTORY MAGAZINE

NAVAL HISTORY

| 4-COLOR | 1x | 3x | 6x |
|---------------------|---------|---------|---------|
| 2 Page Spread | \$3,540 | \$3,430 | \$3,325 |
| 1/2 Page Spread | \$2,650 | \$2,597 | \$2,518 |
| Full Page | \$1,950 | \$1,911 | \$1,853 |
| 2/3 Page | \$1,450 | \$1,421 | \$1,378 |
| 1/2 Page Island | \$1,250 | \$1,225 | \$1,188 |
| 1/2 Page Horizontal | \$1,150 | \$1,127 | \$1,093 |
| 1/3 Page | \$900 | \$882 | \$855 |
| 1/4 Page | \$700 | \$686 | \$665 |
| 1/6 Page | \$500 | \$485 | \$470 |
| 1/9 Page | \$400 | \$390 | \$375 |
| 1/12 Page | \$300 | \$290 | \$275 |

COVERS (Requires 6x or 12x schedule)

| | |
|---------|---------|
| COVER 2 | \$2,650 |
| COVER 3 | \$2,250 |
| COVER 4 | \$2,800 |

All ads are billed at color rate. Black and white ads are 4/c builds.

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 1/4" outside of magazine trim size

Magazine Specs

| | |
|------------------------------|------------------------|
| Page Trim (In inches) | 8.125" x 10.75" |
| Page Live Area | 7.625 x 10.2 |
| Full Pg Non Bleed | 7 x 10 |
| Full Pg Bleed | 8.625 x 11.25 |
| *Bleed Spread | 16.25 x 11.25 |
| 2/3 Vertical | 4.5 x 9.5 |
| 1/2 Horizontal | 7 x 4.625 |
| 1/2 Horizontal Bleed | n/a |
| 1/2 Vertical | n/a |
| 1/2 Vertical Bleed | n/a |
| 1/2 Island | 4.5 x 7.125 |
| 1/3 Vertical | 2.125 x 9.5 |
| 1/3 Square | 4.5 x 4.5 |
| 1/4 Horizontal | 7 x 2.25 |
| 1/6 Vertical | 2.125 x 4.5 |
| 1/6 Horizontal | 4.5 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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DIGITAL ADVERTISING

THE ONLINE HOME OF NAVAL HISTORY

Ads appear on both usni.org and USNI News

ONLINE AD PERFORMANCE AND RATES

| Ad Type | *Impressions | Size (max file size 1MB) | CPM |
|-------------|--------------|-----------------------------|------|
| Leaderboard | 500,000 | 728 x 90 | \$35 |
| Banner | 400,000 | 468 x 60 | \$25 |
| Posterboard | 400,000 | 300 x 250 | \$25 |
| Skyscraper | 400,000 | 160 x 600 | \$25 |

*Minimum recommended impressions for maximum return on investment.

The screenshot shows the US Naval Institute website with several ad placements overlaid. At the top, a Leaderboard ad (728 x 90) features a ship. Below the main navigation, a Family Namesake article by J. M. Caiella is displayed, with a Banner ad (468 x 60) at the bottom of the article. To the right of the article is a Skyscraper ad (160 x 600). At the bottom of the article is a Posterboard ad (300 x 250). The article text discusses the USS Joseph P. Kennedy Jr. (DD-850) and its namesake.



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Reach More Readers

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

\$2,500 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

\$3,500/month each



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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 influencers using a convenient medium.

—RETIRED AVIATOR

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. **\$2,000/month**

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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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U.S. Naval Institute 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 | Sponsorships 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 | Sponsorships Available

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

Photo Contest | December | Sponsorships Available

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

Information Warfare | February 2024 | Booz Allen Hamilton



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