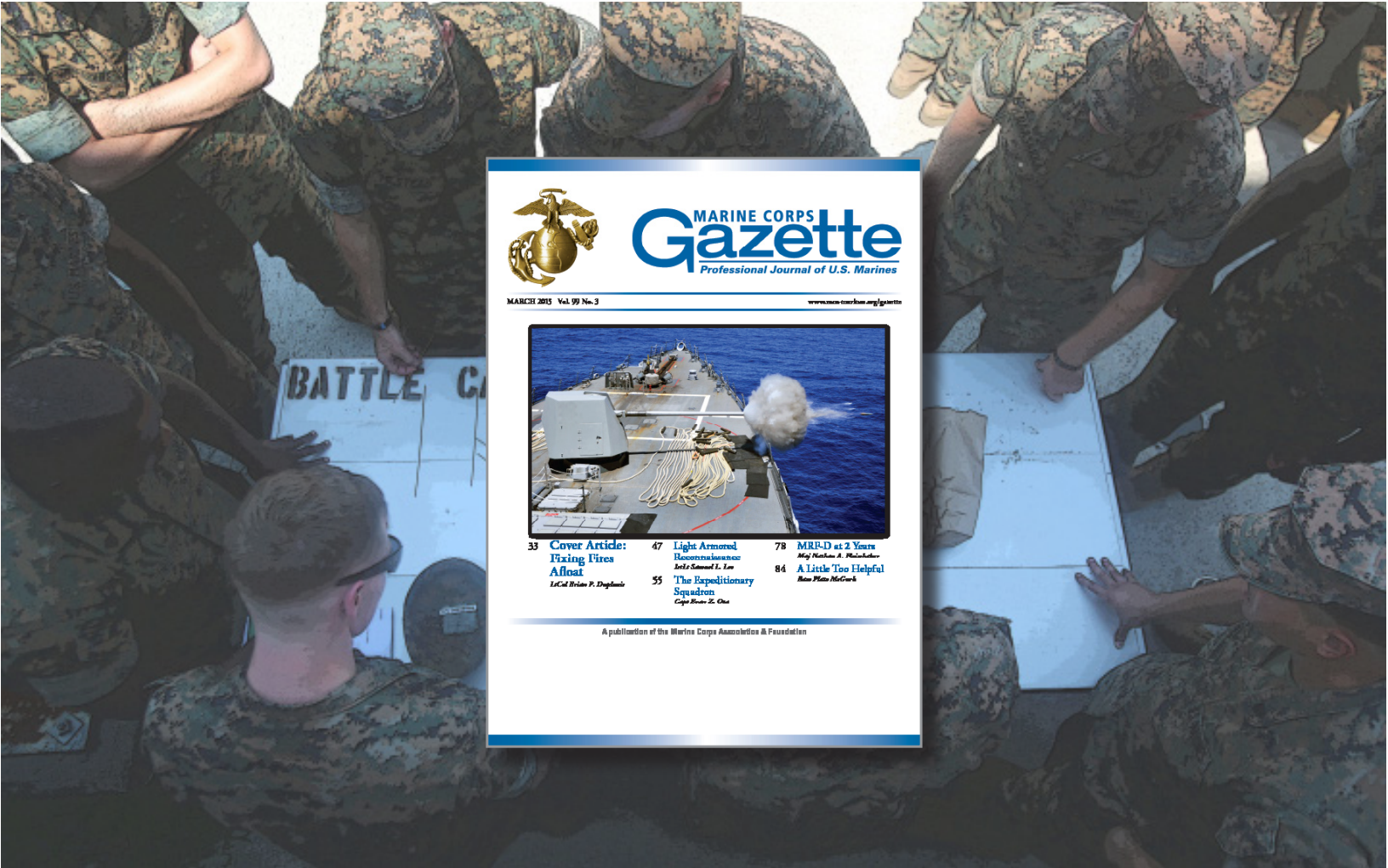


# MARINE CORPS Gazette

Professional Journal of U.S. Marines



MARCH 2015 Vol. 99 No. 3 [www.marines.mil/gazette](http://www.marines.mil/gazette)

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A publication of the Marine Corps Association & Foundation

Media Kit 2023

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



2023 Issue	Space Close	Materials Close	Topic
Jan	11/10	11/18	Special Operations / MARSOC
Feb	12/15	12/22	Innovation & Future War
Mar	01/12	01/20	Logistics
Apr	02/14	02/21	C4/OIE
May	03/15	03/22	Training, Education, and Talent Management
Jun	04/12	04/19	Acquisitions / Allies & Partners / The Air-Ground Team / Modern Day Marine
Jul	05/15	05/22	TBD
Aug	06/13	06/20	TBD
Sep	07/07	07/11	MCISRE/OIE
Oct	08/15	08/22	TBD
Nov	09/14	09/21	History/Leadership and USMC Birthday/Esprit de Corps
Dec	10/12	10/19	TBD

**Books**

### Relentless Strike

reviewed by Maj Tommy Cogan

**A**s the Marine Corps increasingly fights unopposed Special Operations Forces (SOF), Marine leaders need to know what SOF can and can't do for the Corps. The Marine Corps has gained greater understanding of SOF with the addition of Marine Special Operations Command (MARSOC), but there is still a knowledge gap. We corresponded and interviewed author Tom Naylor today to close this gap by providing insight to one of the military's most sensitive units with *Relentless Strike: The Secret History of Joint Special Operations Command*. Naylor's book does not cover MARSOC, but it does provide essential information on joint special operations command (JSOC) units that Marine Corps officers will likely encounter while serving the command. Naylor's book covers the historical battle for the establishment of JSOC and United States Special Operations Command (USSOCOM) to the mid-1980s. It also focuses on the work of the first 1980s language reconnaissance team Operation Endless Claw. Their struggle to establish their unit under the umbrella of national defense is well told. After the creation of JSOC in the 1980s, the command constantly sought to justify its existence to Defense Department bureaucrats. The organization gained the trust of the National Security Council (NSC) as the premier force for strategic assistance through lateral fiction between the command and operations on the ground. Budget allocations for the operation included throughout a more detailed timeline of the command's history. The research is well referenced and relies primarily on open source information. (Pewnet)

**Interviews—mostly anonymous—about the work of the history of JSOC. As a result, many comments offer a limited perspective because of the relatively small number of unclassified information available. The particularly dense story when talking to retired operations leaders in direct quotes appear to be from units in the field. Operations leadership (that personal) value while highlighting compelling stories. The command's structure could be better represented if needed, operational or strategic perspectives were offered.**

**The historical development of JSOC identifies the task organization, roles, evolution, and how operations that have shaped the organization into its current state. Exclusion of different missions and its cooperation with other government agencies is also important. It is important to the unit's history and to include the private story on how these relationships evolved over the unit's existence.**

**These vignettes reveal JSOC and its capabilities and limitations. Each time JSOC helps to organize, a reminder that to better meet the operating environment, JSOC grows from 3 units focused on language recon and**

**RELENTLESS STRIKE: THE SECRET HISTORY OF JOINT SPECIAL OPERATIONS COMMAND** by Tom Naylor. Bantam, 2013. ISBN 978-0-349-29184-2. \$29.99. ISBN 978-0-349-29184-2. ISBN 978-1-4964-7422-4. \$14.99 (eBook). Available at <http://amazon.com/US0004>.

The profiling of numerous operations, including the rescue of Captain (Ret) Kelly, and the Obama bin Laden raid, provides a historical, behind-the-scenes look at JSOC operations from 1980 to 2013.

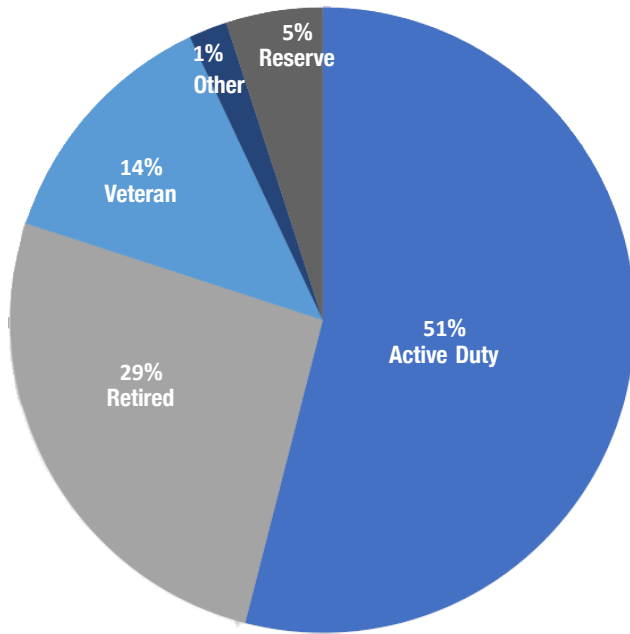
**—JSOC must evolve to decentralize its command by consolidating assets and increasing the ability of leaders on the ground to make critical decisions.**

78 [www.usmcgizette.org/gizette](http://www.usmcgizette.org/gizette) Marine Corps Gazette June 2018

## DEPARTMENTS

Editorial  
Special Notices Letters  
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: 16,486**

### CIRCULATION

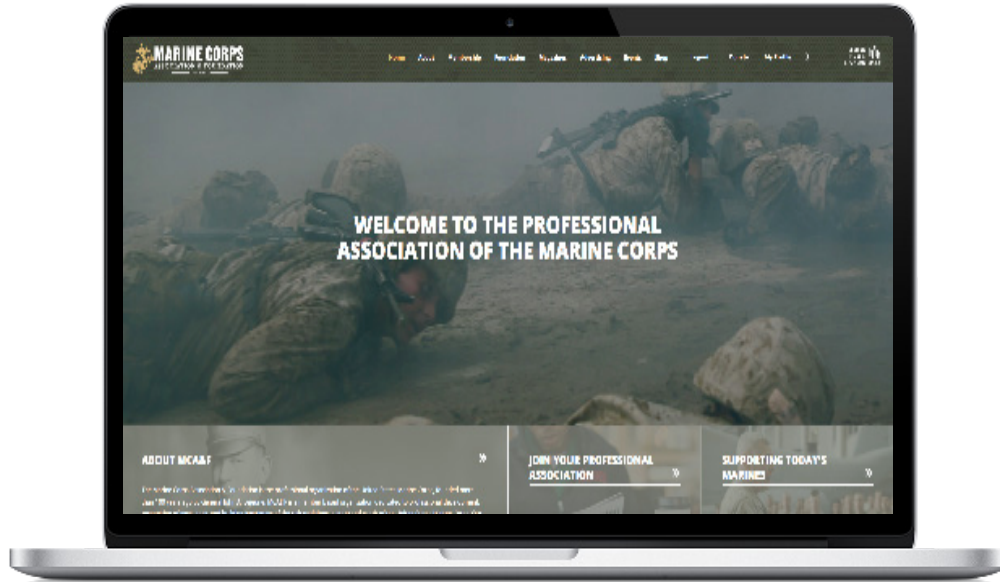
Circulation is directed to Officers and Senior Noncommissioned Officers of the United States Marine Corps; Government officials, foreign and domestic; plus former Marines, families of Marines, and persons interested in the Marine Corps.

**Total Monthly Circulation: 9,457**  
(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.

**ELECTRONIC EDITION**

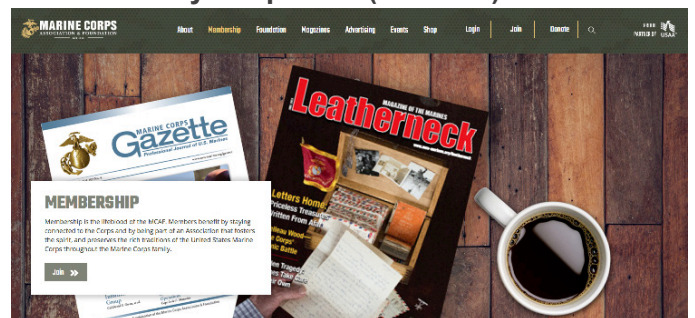
Each month the *Marine Corps Gazette* is published cover-to-cover online. Subscribers have the opportunity to read issues before it gets to their mailboxes (or if they are deployed in areas where it is difficult to receive mail).

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

**MCA Homepage** [www.mca-marines.org](http://www.mca-marines.org)  
 18,000+ Avg. Monthly Unique Users  
 33,700+ Monthly Page Views

**The MARINE Shop Website** [www.marineshop.net](http://www.marineshop.net) 80,000+  
 Avg. Monthly Unique Users  
 21,000+ Weekly Page Views

**Call for special Leaderboard (1170x160), Epub Announcement Blast (300x200) and Skyscraper Ad (300x600) rates.**



**BECOME A MEMBER**

## 2023 RATES

Rates effective January 1, 2023

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)  
 Epub Announcement Blast (300x200 pixels)  
 Skyscraper Ad (300x600 pixels)

For all digital inquiries please contact:  
 Valerie Preletz at [v.preletz@mca-marines.org](mailto:v.preletz@mca-marines.org)

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 **10 days prior to ad material close date.**

**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

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[v.preletz@mca-marines.org](mailto:v.preletz@mca-marines.org)

The Marine Corps Association 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

### PRINT ADS:

**TRIM SIZE:** 7.875" X 10.875"

**BLEED SIZE:** 8.125" x 11.125." Leave 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:** 7.125" 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.

### WEBSITE

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

#### ONLINE ADS

Units: 1170x160 (Leaderboard)

Units: 300x200 (EPublication Notice)

Units: 120x600 (Skyscraper Ads)

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds

**Please Send PRINT Ad Material to:**

Charlene Monroe 800-836-0291 x139

Email: [c.monroe@mca-marines.org](mailto:c.monroe@mca-marines.org)

**Please Send BOTH PRINT & ONLINE**

**Ad Materials to:** Valerie Preletz

Email: [v.preletz@mca-marines.org](mailto:v.preletz@mca-marines.org)

**For General Inquiries:**

Contact: LeeAnn Mitchell

VP Corporate Sponsorship, Events & Advertising












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[l.mitchell@mca-marines.org](mailto:l.mitchell@mca-marines.org)

	TWO - PAGE SPREAD FULL BLEED 16" x 11.125" 96p x 66p9
	ONE PAGE FULL BLEED 8.125" x 11.125" 48p9 x 66p9
	ONE PAGE 7.125" x 10" 42p9 x 60p
	1/2 PAGE 7.125" X 4.875" 42p9 x 29p3
	2/3 PAGE - VERTICAL 4.667" x 10 28p x 60p
	1/3 PAGE - VERTICAL 2.2083" x 10" 13p3 x 60p
	1/3 PAGE - SQUARE 4.6667" x 4.875" 28p x 29p3
	1/6 PAGE - VERTICAL 2.2083" x 4.875" 13p3 x 29p3
	1/6 PAGE - HORIZONTAL 4.6667" x 2.25" 28p x 13p6
	1/12 PAGE 2.2083" x 2.3194" 13p3 x 13p11
	1/24 PAGE 2.2083" x 1" 13p3 x 6p