

MARINE CORPS Gazette

Professional Journal of U.S. Marines



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

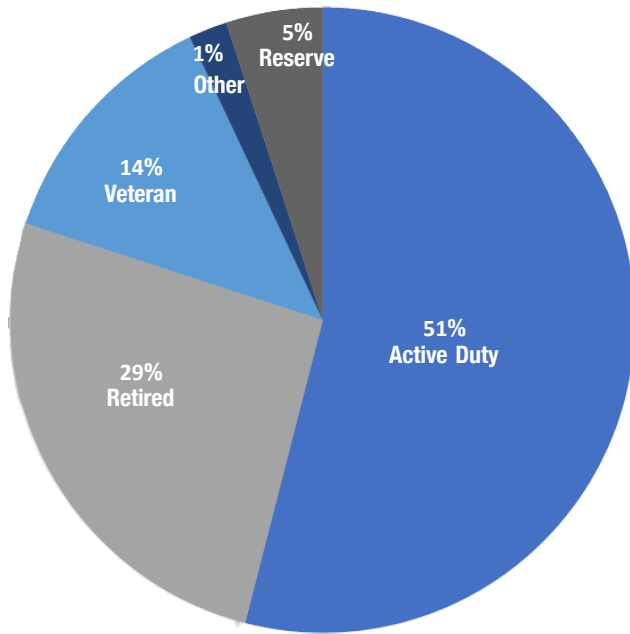
DEPARTMENTS

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

— JSCOC was able to decentralize its command by consolidating assets and increasing the ability of leaders on the ground to make critical decisions.

These vignettes reveal JSCOC and its capabilities and limitations. Each time JSCOC engages in a mission, it reveals itself as better and the reporting environment. JSCOC grows from 2 faces focused on foreign issues and

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: 36,968

CIRCULATION

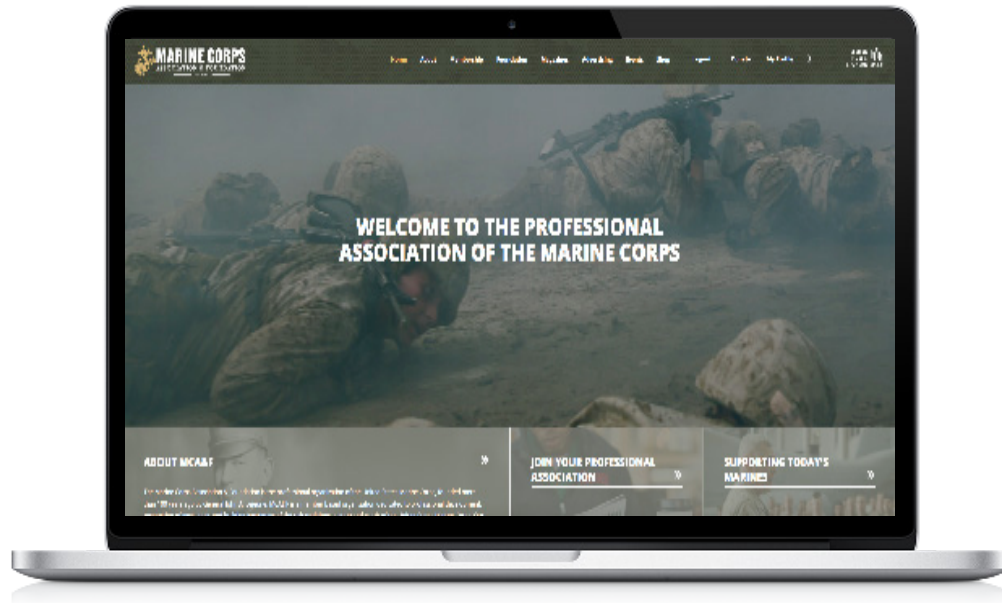
Circulation is directed to Officers and Senior Noncommissioned Officers of the United States Marine Corps; Government officials, foreign and domestic; plus former Marines, families of Marines, and persons interested in the Marine Corps.

Total Monthly Circulation: 29,574
 (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 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

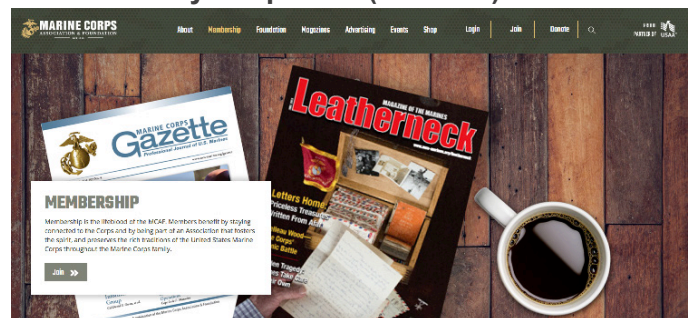
21,000+ Weekly Page Views

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 Homepage, Membership, Leatherneck, *Marine Corps Gazette* and on *The MARINE Shop* website.

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



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

CONTACT

VALERIE PRELETZ

Advertising Coordinator
715 Broadway Street
Quantico, VA 22134

Tel: (703) 640-0107
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.

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

Please Send BOTH PRINT & ONLINE Ad Materials to: Valerie Preletz
Email: v.preletz@mca-marines.org

For General Inquiries:

Contact: LeeAnn Mitchell

VP Corporate Sponsorship, Events & Advertising

715 Broadway Street

P.O. Box 1775

Quantico, VA 22134

Tel: (703) 640-0169

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