



## LEATHERNECK MEDIA KIT 2024

INFORM & CONNECT THE MARINE COMMUNITY / LOYAL READERSHIP / PAID CIRCULATION

# LEATHERNECK

## MISSION

Leatherneck: *n.* a U.S. Marine



THERE ARE  
**NO** EX-  
MARINES.

Once an American earns the right to be called Leatherneck, they become a lifetime member of the U.S. Marines, America's finest fighting force.



### *Leatherneck*

Magazine of the Marines serves active, retired, reserve, veteran and future Marines. Started by Leathernecks in 1917, the magazine informs, entertains and educates the global community of Marines and their families.

# LEATHERNECK

## EDITORIAL

Published by the Marine Corps Association, *Leatherneck* delivers news and features on units, training and equipment and provides information on programs, policies and services for those who served; and includes historical accounts from throughout the Marine Corps' past.

## FEATURES

Each issue contains a variety of articles on Marine Corps history, heroes of the Corps, and accomplishments of today's Marines.

## DEPARTMENTS

Sound Off: Letters to the Editor

Reunions & Requests

Sea Stories: Marines sharing tales of service

Corps Connections: Connecting the Marine Corps community

We—the Marines

In Memoriam



### In Every Clime and Place

Compiled by Kyle Watts

Twenty-nine Palms, Calif.

HMH-361 Rehears

MQ-4C Unmanned Helicopter

For First Time in History

A first in U.S. Navy and Marine Corps

history, Marines delivered fuel to Navy

MQ-4C Fire Scout unmanned autonomous

helicopters from Marine Corps C-130s

at Marine Corps Air Ground Combat

Center Twentynine Palms, Calif., on July 31.

Marines with Marine Helicopter

Squadron (HMH) 361, Marine Aircraft

Group 16, 3rd Marine Aircraft Wing,

led the aerial delivery of ground refueling

ASDGR with the MQ-4C Fire Scout

from Helicopter Sea Combat Squadron

(HSC) 21, during Service Level Training

Exercise (SLT) 1-23.

The MQ-4C is a sea-based, vertical

lift unmanned system that traditionally

operates from a littoral combat ship

(LCS), a relatively small surface vessel

designed for operations near shore. The

MQ-4C supports the LCS and armed

naval vessels through data collection

and association. The Navy and Marine

Corps seized the opportunity to use

the tactical application of operating

the unmanned, integrated intelligence,

surveillance, reconnaissance platform

for extended time within the littoral

environment.

Marines leveraged the C-130's ability

to provide fuel to air and ground vehicles

in remote environments to maximize the

range of the MQ-4C. The C-130's trans-

ported approximately 70 pounds of fuel

just under the maximum payload of the

MQ-4C, which supports an estimated

range of 150 nautical miles. By com-

parison, the C-130E has a maximum

25,450-pound fuel payload and supports

an estimated range of 500 nautical miles.

"Coming to Twentynine Palms was an

opportunity to showcase that the MQ-4C

can be a valuable platform in support of

a Marine Air-Ground Task Force," said

Lieutenant Commander Bruce "Trey"

Parley, the HSC-21 training officer. "By

conducting ASDGR, in addition to being

a viable combat mission, the MQ-4C can

be opened to support Marines in nearly

any environment.

This iteration of SLT, ended in

August, but lessons from this trial were

captured by the Navy and Marine Corps.

"For the MQ-4C, the U.S. is expanding

the tactical application of an asset with

expanding capabilities—they need to

know what is working, and what they

need to work on," said Lieutenant Colonel

Nathaniel Griggs, Director of Aviation

Control and Integration at Marine Air-

Ground Task Force Training Command.

"The tactical lessons learned here are

administrative, and most importantly,

the tactical lessons learned here are

applicable to any clime and place."

David Mathews-Watts, USMC



Marines with HMH-361, MAG-16, 3rd MAW and Sailors assigned to Helicopter Sea Combat Squadron 21 (HSC-21) conduct a ground refuel for an MQ-4C Fire Scout during Service Level Training Exercise (SLT) 1-23 at Camp Williams, Marine Corps Air Ground Combat Center, Twentynine Palms, Calif., on July 31.

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www.marines.org/leatherneck

### We—the Marines

Compiled by Kyle Watts



Friends and family members of Cpl Charles McMahon Jr. and Cpl Darwin L. Judge attended the dedication of the Marine Security Guard Security Augmentation Unit's facility on WCB Quantico, Va., on July 28, 2023. McMahon and Judge were the last Marines killed in action during the Vietnam War.

MSAG Building Dedication

Honors Marines Killed in Vietnam

On July 28, the Marine Corps (MCA)

Security Group named its Marine Security

Guard Security Augmentation Unit

(MSAGU) building in honor of the

last two U.S. servicemen killed in

ground combat during the Vietnam War.

On April 29, 1975, Marine Security

Guard (MSG) Corporal Charles

McMahon Jr., and Lance Corporal

Darwin Lee Judge, from the MSG

Detachment Saigon, were killed while

defending the U.S. Defense Attaché Of-

fice (DAO) at the Tan Son Nhut Airbase.

Family members of both Marines were

present for the ceremony, along with

many Vietnam veterans and officials

from the Department of Defense and

Department of State.

"Charlie would always talk about

how he wanted to join the Marines,"

said George Holland, Cpl McMahon's

close friend, who addressed the audience

during the ceremony. "You figure, junior

high, you'll have a lot of different op-

portunities, but Charlie stuck with it.

That is what he wanted to do, and soon

he was a Marine.

McMahon graduated from Marine

Corps Recruit Training Center in

Parris Island, S.C., and then completed

training at Fort Leonard

Wood, Mo., and became a military police-

man. Holland talked about how McMahon

wanted to be an MSG, the core of the

corp. McMahon applied for the MSG

program, went to the school, and gradu-

ated in September 1974.

Last December, Lt Col Judge's sister,

Carol McMahon, was with him.

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"Once a Marine, always a Marine."  
—MSgt Paul Woyshner



## CIRCULATION

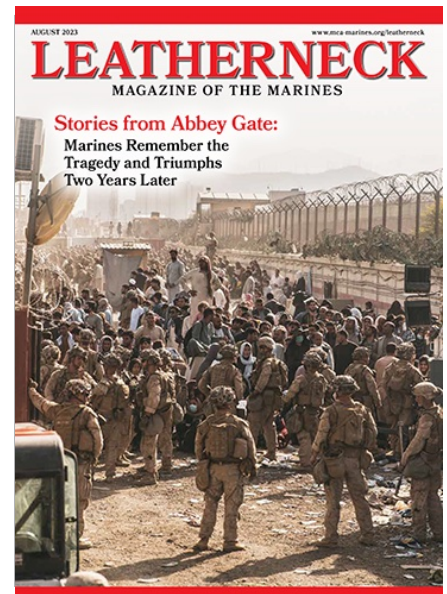
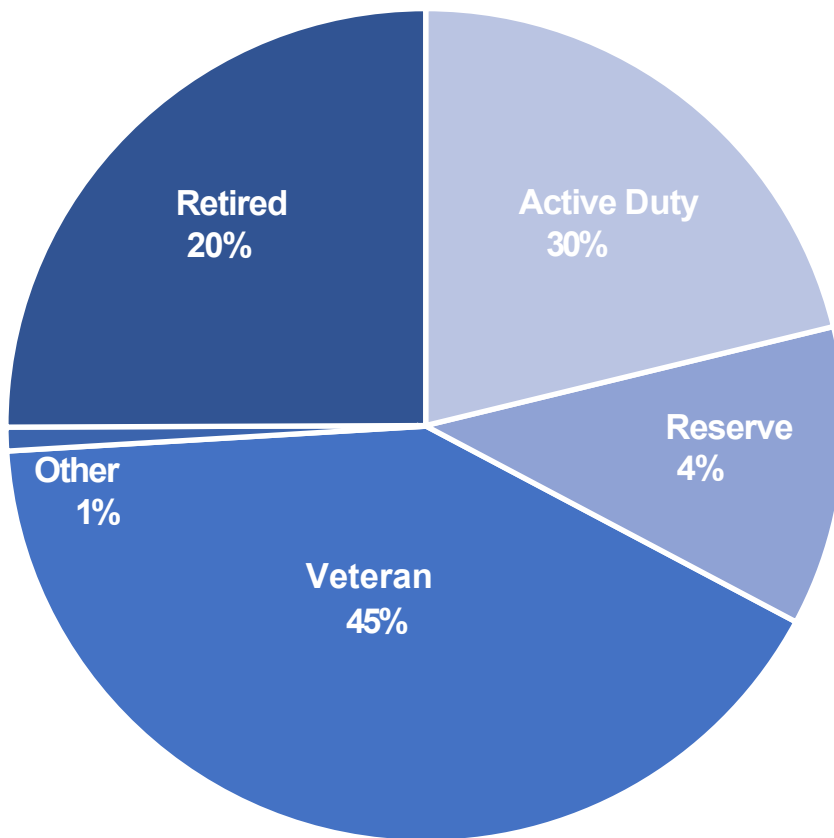
# LEATHERNECK

**MONTHLY CIRCULATION:** 55,160\*

(Print and online circulation combined)

\*Our circulation is lower in the summer months (June to August) due to no editions being mailed to high schools.

**READERSHIP:** 111,790



"The Marine Corps has been called ... the "elite" Corps of this country.  
I think it is the "elite" Corps of the world."  
—Adm William F. Halsey

# LEATHERNECK

## EDITORIAL CALENDAR

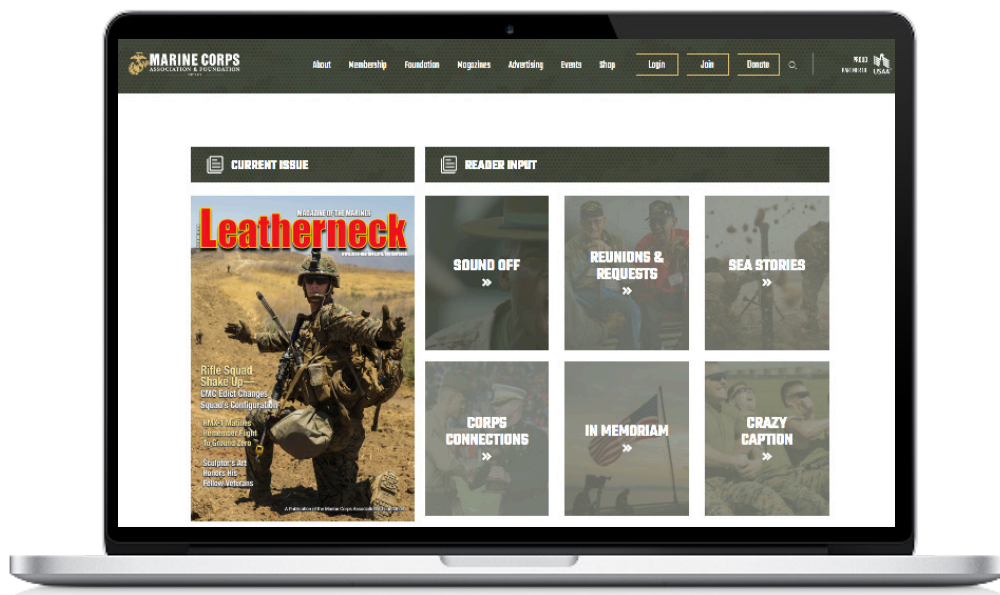
2024 Issue	Space Close	Materials Close	Topic	Bonus Dist.
Jan	11/13	11/21		
Feb	12/14	12/22		
Mar	01/16	01/24		
Apr	02/15	02/23	Modern Day Marine Logo / Booth Ad	
May	03/13	03/21		
Jun	04/10	04/18		
Jul	05/08	05/16		
Aug	06/10	06/18		
Sep	07/11	07/19		
Oct	08/14	08/22		
Nov	09/12	09/20	249th Marine Corps Birthday	
Dec	10/10	10/18		



For those who fight for it, life has a flavor the protected never know.  
—Inscription on jacket worn by a Marine machine-gunner on the DMZ, RVN, 1968

# LEATHERNECK

## DIGITAL



Leatherneck online is a community for Marines of all ranks—active duty, reserve, retired and Marine veterans, and their families.

### MCA Home Page

[www.mca-marines.org](http://www.mca-marines.org)

18,000+ Avg. Monthly Unique Visitors

33,700+ Monthly Page Views

### The MARINE Shop Home Page

[www.marineshop.net](http://www.marineshop.net)

80,000+ Avg. Monthly Unique Visitors

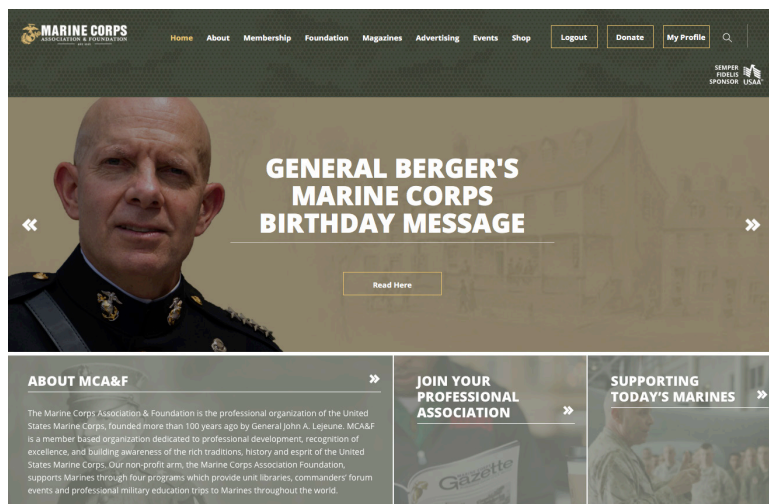
21,000+ Monthly Page Views

Call for special Leaderboard (1170x160), Epub Announcement Blast (300x200), and Skyscraper (120x600) rates.

### SECTIONS INCLUDE

- Sound Off: Letters to the Editor
- Reunions & Requests
- Sea Stories: Marines sharing tales of service
- Corps Connections: Connecting the Marine community
- Crazy Caption
- In Memoriam

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





# LEATHERNECK

## 2024 RATES

Rates effective January 1, 2024

PRINT RATES				
Black & White	1x	3x	6x	12x
Spread	\$6,080	\$5,770	\$5,460	\$5,165
Full Page	3,080	2,925	2,770	2,615
2/3 Page	2,210	2,100	1,990	1,875
1/2 Page	1,725	1,635	1,550	1,470
1/3 Page	1,165	1,110	1,045	990
1/6 Page	640	615	575	545
1/12 Page	460	440	410	390
1/24 Page	290	275	260	240
Black & White + 1 Spot Color				
Full Page	\$3,475	\$3,300	\$3,125	\$2,955
2/3 Page	2,605	2,475	2,345	2,215
1/2 Page	2,120	2,020	1,910	1,805
1/3 Page	1,498	1,423	1,348	1,273
1/6 Page	1,045	995	940	890
Four Color				
Spread	\$9,325	\$8,860	\$8,395	\$7,930
Full Page	5,180	4,925	4,665	4,405
2/3 Page	2,955	2,810	2,665	2,515
1/2 Page	2,720	2,586	2,449	2,313
1/3 Page	1,855	1,760	1,670	1,575
1/6 Page	1,340	1,270	1,205	1,140
Covers				
2nd & 3rd Cover	\$5,915	\$5,615	\$5,315	\$5,025
4th Cover	6,285	6,000	5,625	5,365
DIGITAL RATES				

Top Leaderboard (1170x160)

Epub Announcement Blast (300x200)

Skyscraper Ads (300x600)

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 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.

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

VALERIE PRELETZ

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

The Marine Corps Association is the publisher of *Leatherneck* magazine 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.

Contact us about opportunities to advertise on our Podcast Series:

<https://www.mca-marines.org/scuttlebutt/>

and our YouTube Channel:

<https://www.youtube.com/@MarineCorpsAssoc/streams>

# LEATHERNECK

## ADVERTISING SPECIFICATIONS

### PRINT ADS

**TRIM SIZE:** 7.875" x 10.875"

**BLEED SIZE:** 8.125" 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:** 7.125" x 10" Line screen: 150

**METHOD OF PRINTING:** Web offset, four-color process

**METHOD OF BINDING:** Saddle-stitched

**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 SCALE:** Grayscale or line art files are accepted. Convert all type to vector outlines or embed fonts.

**INK DENSITY:** Must not exceed 300 percent.

### ONLINE ADS

Units: 1170x160 (Leaderboard)

Units: 300x200 (Epublication Notice)

Units: 120x600 (Skyscraper Ads)

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds













### CONTACTS

Please Send PRINT Ad Materials to:

Jason Monroe, Art Director  
Email: j.monroe@mca-marines.org

Please send Both Print & Online:  
Valerie Preletz, Advertising Coordinator  
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

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

**Mailing Address:**  
Leatherneck Magazine  
715 Broadway St.  
P.O. Box 1775  
Marine Corps Base  
Quantico, VA  
22134-0775