

MARINE CORPS Gazette

Professional Journal of U.S. Marines



Media Kit 2025

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

2025 Issue	Space Close	Materials Close	Topic
JAN	11/12	11/20	MARSOC / Irregular Warfare USMC History 1820-1840
FEB	12/13	12/23	Innovation / Future War USMC History 1840-1860
MAR	1/16	1/24	Logistics / Sustainment & Installations USMC History 1860-1880
APR	2/13	2/20	Information & C4 / Modern Day Marine USMC History 1880-1900
MAY	3/13	3/21	Aviation / USMC History 1900-1920
JUN	4/8	4/16	Acquisition / USMC History 1920-1940
JUL	5/7	5/15	TBD / USMC History 1940-1960
AUG	6/10	6/18	TBD / USMC History 1960-1980
SEP	7/10	7/18	TBD / USMC History 1980-2000
OCT	8/13	8/21	MCISRE / USMC History 2000-2025
NOV	9/11	9/19	Current MAGTF Operations 250th Marine Corps Birthday Edition
DEC	10/9	10/16	TBD



OCTOBER 2024 Vol. 108 No. 10 www.marines.mil/gazette



Focus on Intelligence:
4 A Message From
the DCI
LtGen M.C. Carter

6 A New Kind of
Intelligence: A Brief
Stop-Gap by
Sgt Capt N. Campbell et al.
JG, David H. Long

32 Evolving Marine
Corps Culture for
the Cyber Age
Capt Jessica Snyder et al.
70 We're Currently in
the Most Dangerous
Period of Force
Expansion
14 Lights of Afloat
Col G.J. Peadar

A publication of the Marine Corps Association

DEPARTMENTS

- Editorial
- Special Notices Letters
- Observation Post
- Book & Wargame Reviews
- TDGs
- Index to Advertisers
- Writers' Guidelines

Call Sign Chaos

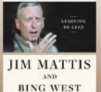
reviewed by Col Chris Woodbridge, USMC(Ret)

In his novel, *El Club Demos!*, Spanish author Arturo Reyes-Rivero observes, "There are no winners in war... To the victor goes the spoils, but the victor always adds his own." To be honest, I am not an innocent reader of *Call Sign Chaos: Learning to Lead*. During my 30 years in the Marine Corps, I served directly under Gen James N. Mattis' command three times, always two echelons down the chain of command. For example, one as platoon leader at battalion, one as battalion, one as division, and so forth. This is also the first time I reviewed a book that I appear to, however briefly, this is relevant only in that I was close to some of the events and many of the Marines mentioned in the book, and I bring my own views to the reading. What follows is not "the rest of the story," but my opinion of the book shaped by my personal experiences.

I also need to add that writing this review has been challenging since a minor print and television media frenzy has gotten around the General's first interview since his resignation as Secretary of Defense. The questions and discussion in these public interviews have all seemed to focus on everything but the book. A situation perhaps best illustrated by Jeffrey Goldberg in his article for the October edition of *The Atlantic*, wherein he debunks the General's departure from the current administration:

How is when I am compelled to read that I do not have any of those delusions that Mattis himself has not done there. From his new book, *Call Sign Chaos: Learning to Lead*, which he wrote with the former Marine officer Bing West. The book is an interactive

CALL SIGN CHAOS



CALL SIGN CHAOS: Learning to Lead by Jim Mattis and Bing West. 288 pp., \$17.99 (hardcover), ISBN: 978-0-19-998838-3, 272 pp.

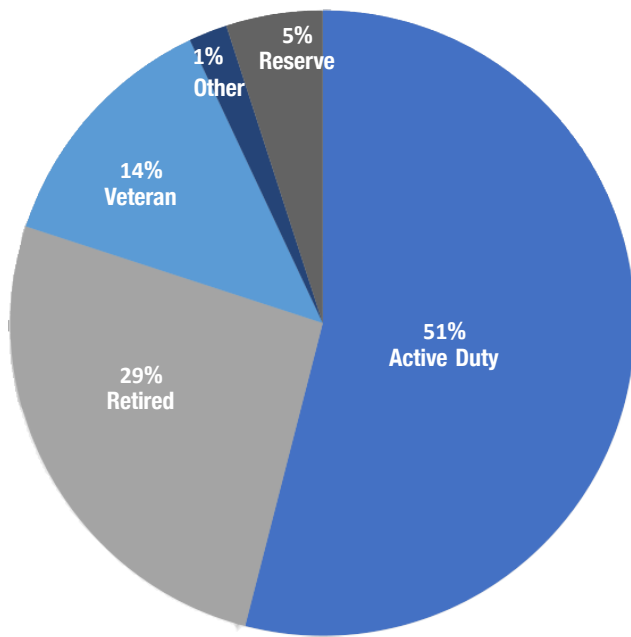
uncovered the General's "origin story" from youth in Washington State through early shipboard deployments to the Western Pacific and subsequent recruiting duty. This part continues through his first combat experience as a lieutenant colonel while commanding a battalion in Operation DESERT STORM and concludes with his command of Task Force 314, the first American and allied "big game" into Afghanistan after the terrorist attacks of 11 September 2001. This first part demonstrates the General's grounding in personal leadership at the tactical level where personal preparation—mental, physical, and spiritual—and immediate presence in the lives of the Marines you lead are critical to success. As a lieutenant serving as a platoon commander in his battalion, we all learned from him the moral imperative of leadership in war—loosen many of the rules and our own commandments in the steps to the successful Iraq War.

The second part, "Executive Leadership," begins by following General

Marine Corps Gazette • November 2019

www.marines.mil/gazette 33

READERSHIP



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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: 16,354

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

Print: 8,117
Online: 38,061

Circulation is reviewed semiannually and authenticated by the publisher.



2025 RATES

Rates effective January 1, 2025

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) For all digital inquiries please contact:
 Epub Announcement Blast (600x300 pixels) Valerie Preletz at 703-640-0107 or
 Skyscraper Ad (300x600 pixels) v.preletz@mca-marines.org

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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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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.

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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://www.mca-marines.org/advertising>

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Units: 1170x160 (Leaderboard)

Units: 600x300 (EPublication Notice)

Units: 120x600 (Skyscraper Ads)

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds

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	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 4.6667" 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