

LEATHERNECK **MEDIA KIT** **2025**

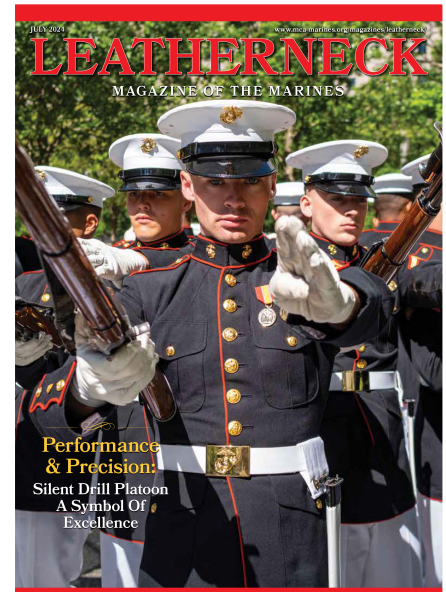
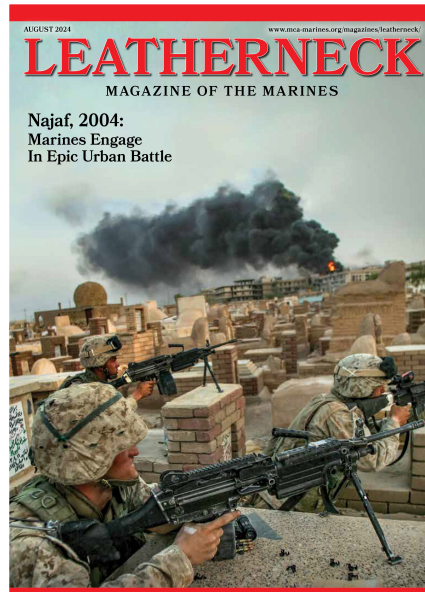
INFORM & CONNECT THE MARINE COMMUNITY /
LOYAL READERSHIP / PAID CIRCULATION



LEATHERNECK
MAGAZINE OF THE MARINES

MISSION

Leatherneck—Magazine of the Marines serves active, retired, reserve, veteran and future Marines. In publication since 1917, the magazine informs, entertains and educates the community of U.S. Marines and their families.



EDITORIAL CALENDAR

2025 Issue	Space Close	Materials Close	Topic	Bonus Distribution
Jan	11/12	11/20	USMC History 1820-1840	
Feb	12/13	12/23	USMC History 1840-1860	
Mar	01/16	01/24	USMC History 1860-1880	
Apr	02/13	02/20	USMC History 1880-1900/ Modern Day Marine Logo/ Booth Ad	
May	03/13	03/21	USMC History 1900-1920	
Jun	04/08	04/16	USMC History 1920-1940	
Jul	05/07	05/15	USMC History 1940-1960	
Aug	06/10	06/18	USMC History 1960-1980	
Sept	07/10	07/18	USMC History 1980-2000	
Oct	08/13	08/21	USMC History 2000-2024	
Nov	09/11	09/19	250 th Marine Corps Birthday	
Dec	10/09	10/16		

DEPARTMENTS

- In Every Clime and Place
- We—the Marines
- Behind the Camouflage
- Corps Connections
- Passing the Word
- Sound Off
- Book and Media Reviews
- In the Highest Tradition
- Reader Assistance
- In Memoriam
- Saved Round

In Every Clime and Place

Compiled by Kyle Watts



Philippines
MFP-AL, 10th MEU
Possible Pleasure Relief
Commander KAMANDAG B
In a historic first, an entire command on Filipino soil is the value of a super typhoon to train, test and strengthen their partnership during KAMANDAG, a continuing the special's importance in regional peace and stability in the Indo-Pacific.

The two-week exercise, which concluded on Oct. 25, 2024, focused on enhancing defense and humanitarian capabilities through combined training events and expert exchanges. Participants engaged in a wide range of training activities, including chemical, biological, radiological, and nuclear response, humanitarian assistance and disaster relief, operational and emergency medical operations, logistics, civil-military operations, coastal defense, and command and control processes.

"The exchange with not just our Philippine Marine Corps partners, but all partner nations, allows us to learn and grow as a fighting force," said Colonel Sergeant Ryan Berthelme, British Armed Forces.

Col India *Twelve, an outreach mission to support assigned to Weapons Co. B, 1st Bn, 10th MEU, prepared to fire a M109 howitzer during a live fire coastal defense as part of exercise KAMANDAG 8 at Bataan Beach, Pateran Province, Philippines, on Oct. 22, 2024.*

This year's KAMANDAG was the eighth iteration conducted in the Philippines and included more than 2,000 participants. Servicemembers from the French, German, Italian, Royal Thai Marine Corps, Indonesian Marine Corps, Australian Defense Force, British Armed



MY 238 Coyotes attached to 10th MEU (Bn), 10th MEU, based at Baco Airport during foreign disaster relief operations in Baco, Bataan Province, Philippines, on Oct. 8, 2024. The U.S. Department of Defense supported the Republic of the Philippines by providing foreign disaster relief in the aftermath of Typhoon Odette (Julian) in Northern Luzon.

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We—the Marines

Compiled by Kyle Watts



All-Marine Running Team Wins Challenge Cup
A 4th Marine Corps Marathon
The All-Marine Running Team won the men's and women's Challenge Cup over during the 4th Marine Corps Marathon in Washington, D.C., on Oct. 25, 2024. The Challenge Cup is a team-wide event where the U.S. Marines are pitted against the British Royal Navy

and Marines, a biennial international rivalry that dates back to 1978. "The Challenge Cup is the most traditional and cherished competition within the wider competition of the Marine Corps Marathon because it's between two of the most trained and tested military institutions in the world," said Alex Challenging, the director of the MCMA Clinic, "and because the respect is mutual."

Male, Armed Forces Challenge (AFC) Male Individual, Overall AFC Team, Overall U.S. Marine Corps Male, Challenge Cup Male Individual, and Overall Challenge Cup, marking a significant victory for the Marine Corps and itself. He won the MCMA in 2022, too, making him the first active-duty Marine who won the race in over 10 years.

"Every morning I did three days a week, was not too painful, it was useful," said King. "I was running 100 miles a week, 20 minutes, and six months."

"All that pain I put myself through, it was worth it," he said.

As a coach, the British Navy won the men's race 28 times to the Corps' 17, but the U.S. Marines took the women's race 17 times to none.

"The Challenge Cup was a great opportunity for us to show our abilities after the many months of wall-to-wall training," said Corporal Ryan Chapp, an outreach rehabilitation instructor for the British Royal Navy and competitor of the MCMA, who also earned a new personal best of two hours, 42 minutes, and 13 seconds, during a 10-mile ultramarathon, during the 10-mile ultramarathon. "The healthy competition between the U.S. Marine Corps and the Royal Navy was exciting and allowed us to push harder than ever before as a collective."

"These runners are the pinnacle of running prowess in the Marine Corps," explained Colonel Joseph Gallo, the 4th Marine Division commander for the 10th MEU. "By displaying their talents, they not only encourage their teammates to focus on their goals but also the entire nation what a Marine is all about."

The All-Marine Running Team consists of numerous events each year to include All-Marine Force events like the Marine Corps Marathon and the Armed Forces Cross Country Championships. They also compete in the Hatteras Half-Marathon as an annual event around the Hatteras Area of the Sea Challenge.

Two Top Three Finishers for the Marine men's team in the Marine Corps Marathon receive medals during an award ceremony in Arlington, Va., on Oct. 22, 2024.

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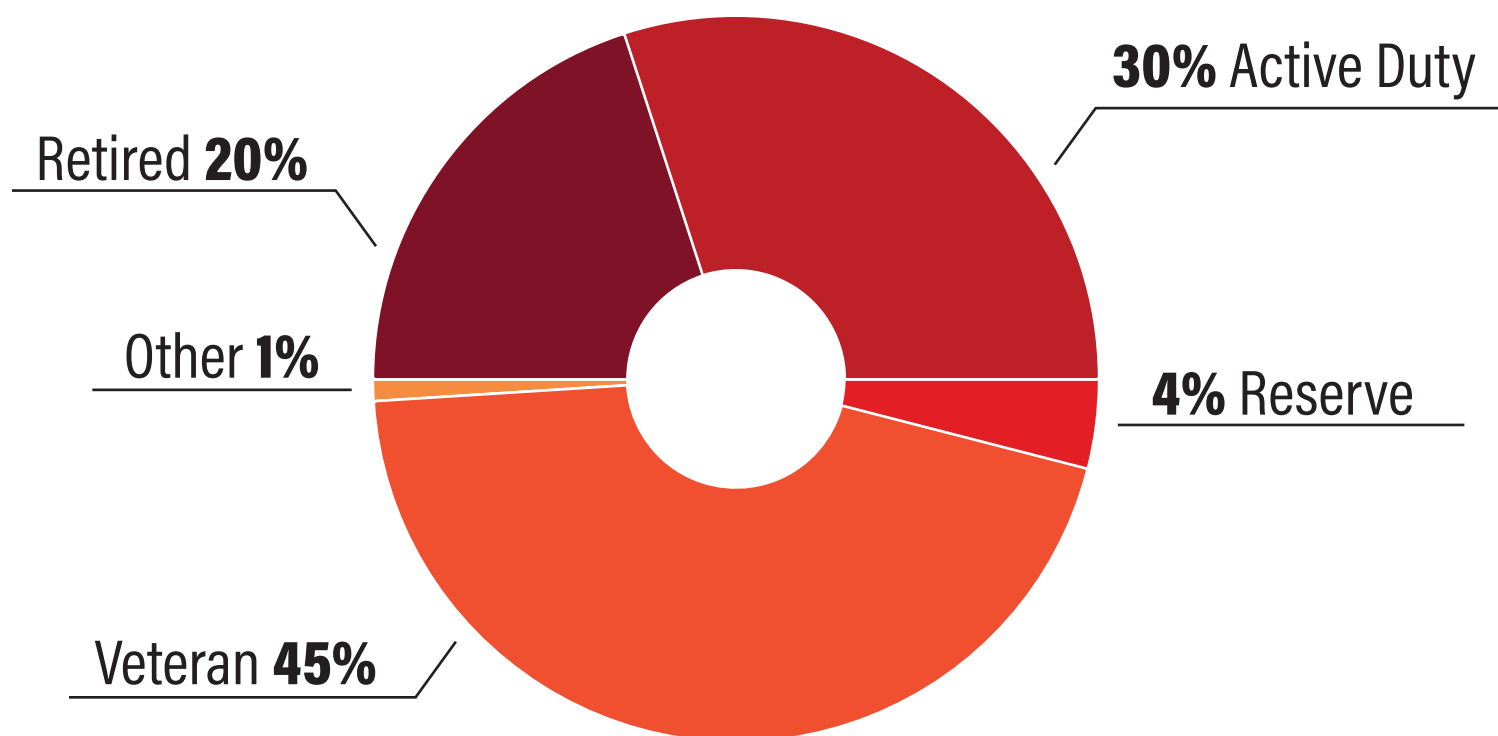
READERSHIP

Monthly
Circulation

55,160

Readership

111,790



RATES

PRINT RATES Rates effective January 1, 2025

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

Because we are a nonprofit 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 nonprint-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.

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:

www.mca-marines.org/scuttlebutt/

YouTube Channel:

www.youtube.com/@MarineCorpsAssoc/streams

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ADVERTISING SPECIFICATIONS

PRINT ADS

TRIM SIZE: 7.875" x 10.875"

BLEED SIZE: 8.125" x 11.125". Leave 1/8" on all four sides of the document. Include trim and bleed marks to indicate placement. 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.

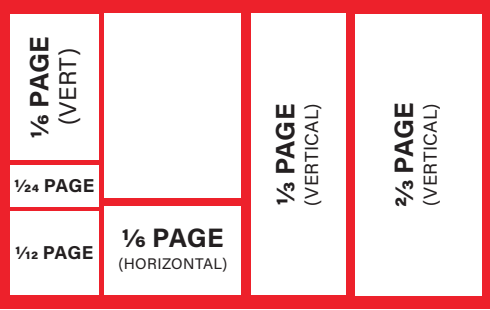
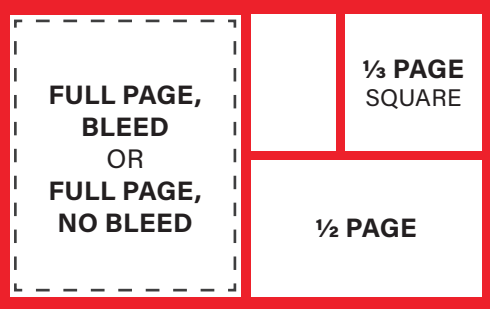
ACCEPTED FILE FORMATS: PDF, EPS (convert all type to vector outlines), and TIFF (embed all fonts). Include trim and registration marks.

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.



PRINT AD SIZES

Partials	Inches
1/2 page	7.125" x 4.875"
2/3 page, vertical	4.6667" x 10"
1/3 page, vertical	2.2083" x 10"
1/3 page, square	4.6667" x 4.875"
1/6 page, vertical	2.2083" x 4.875"
1/6 page, horizontal	4.6667" x 2.25"
1/12 page	2.2083" x 2.3194"
1/24 page	2.2083" x 1"

Full Page/Spread	Inches
Spread, bleed	16" x 11.125"
Full page, bleed	8.125" x 11.125"
Full page, no bleed	7.125" x 10"

ADVERTISING SPECIFICATIONS

DIGITAL ADS MAXIMUM INITIAL DOWNLOAD FILE: 40k

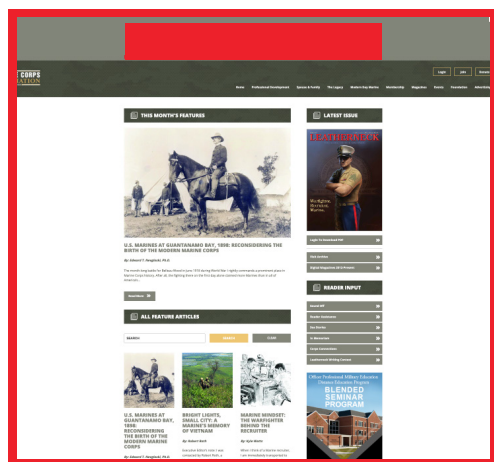
WE OFFER ADS ON THE FOLLOWING WEBSITE LANDING PAGES

Type	Professional Development	The Legacy	Membership	Magazines	Leatherneck	Gazette	Events
Header Banner 1170x160	●	●	●	●	●	●	●
Footer Banner 1170x160	●	●	●	●	●	●	●
Upper Skyscraper 300x600					●	●	
Lower Skyscraper 300x600					●	●	

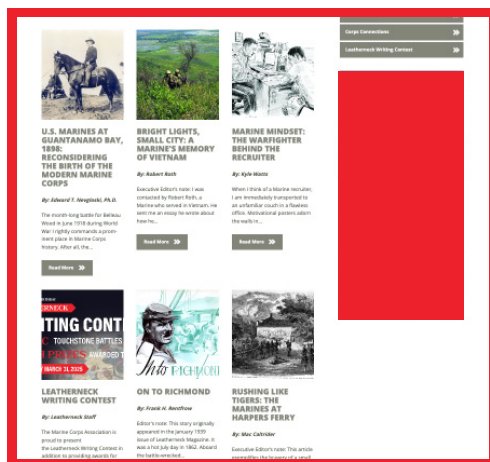
WE OFFER EMAIL ADS AT THE FOLLOWING FREQUENCIES

Type	1x	3x	6x	12x
Email Deployment 600x300	\$500	\$400 each	\$300 each	\$250 each

HEADER BANNER



LOWER SKYSCRAPER



EMAIL DEPLOYMENT



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