

MARINE CORPS Gazette

Professional Journal of U.S. Marines



Media Kit 2026

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



2026 Editorial Calendar	Space Close	Creative Close	TOPICS & Advertising Specials
JAN	11/12	11/19	MARSOC / Special Ops
FEB	12/11	12/18	Innovation
MAR	1/15	1/22	Logistics
APR	2/12	2/19	Information / Modern Day Marine Advertising Special - Share your logo, link & booth # in BOTH publications for (\$199)
MAY	3/12	3/19	Aviation / Modern Day Marine Advertising Special - Share your logo, link & booth # in BOTH Publications for (\$199 - if upgrading along w/ APR logo, upgrade rate of \$100)
JUN	4/9	4/16	Acquisition
JUL	5/7	5/14	1776 History Advertising Special - Happy 250th - USA - Birthday. Share your logo & link. (Published in both MC Gazette & Leatherneck Magazines)
AUG	6/10	6/19	The Reserve Component 100th Anniversary
SEP	7/9	7/16	TBD
OCT	8/13	8/20	Intelligence
NOV	9/10	9/18	Leadership / Marine Corps Birthday
DEC	10/8	10/15	TBD

Call Sign Chaos

reviewed by Col Chris Woodbridge, USMC(Ret)

It's his novel, *Call Sign Chaos*. Spanish author Arturo Reyes-Reyes observes, "There are no in-sources readers appreciate..." To the information the author provides he'll always add 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, commanded three times, shared two children down the chain of command. For example, we at planners, him at battalions, me at battalions, him at divisions, and so forth. This is also the first time I reviewed a book that I agree 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 tend to add that writing this review has been challenging since a minor print and television media frenzy has grown 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 state that I did not learn any of the details from Mattis himself, but did learn them from his new book, *Call Sign Chaos: Learning to Lead*, and which he wrote with the former Marine officer Bing West. The book is an interactive

Call Sign Chaos

JIM MATTIS AND BING WEST

Call Sign Chaos: Learning to Lead By Jim Mattis and Bing West. New York, NY: Random House, 2021. ISBN: 978-0-19-759638-8, 320 pp.

Call Sign Chaos is the Publisher, Editor, and Chairman of the Editorial Advisory Panel of the Marine Corps Gazette. Different references noted, all quotations are from *Call Sign Chaos*.

and oversteering leadership mental frameworks, managers, and military affairs. Mattis is a great storyteller, and his advice will be useful to anyone who runs anything. The book is not, however, an account of his life in service to the USMC.

So if you expect a "call sign" about the Office of the Secretary of Defense in President Donald J. Trump's administration, you will be disappointed. As the General explains in his introduction, his resignation "is how my public service ended: now I will tell you how it began."

Furthermore, if you expect deeply touching insights into the character of Jim Mattis the man, you will also be disappointed by the book. Likewise, if you expect a clear-thinking first-person battle narrative from "Mad Dog Mattis," you will also know who the General is. However, if you expect a collection of carefully curated biographical vignettes that carry fundamental lessons on leadership, then you will be pleased with this book. Above all, this work is worth every Marine's time to read. *Call Sign Chaos* will also be of particular value to all who serve in the joint force, the Defense establishment, as well as some of our national defense, strategy, history, and military affairs.

The book is organized into three parts. The first, "On Leadership,"

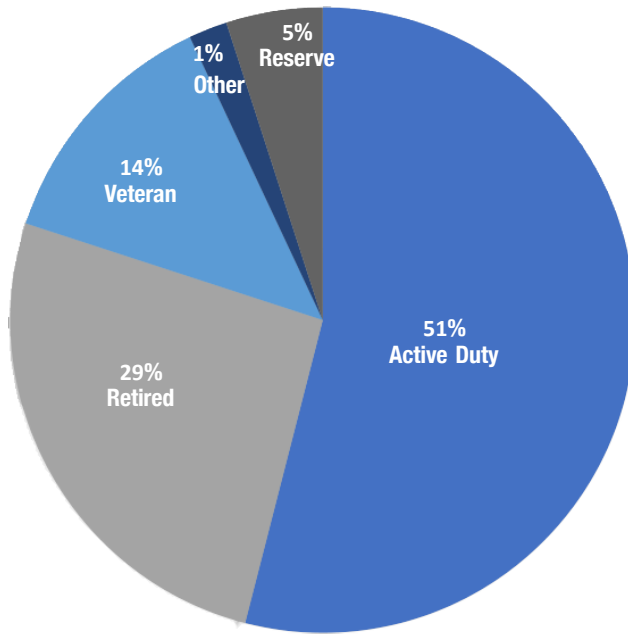
summarizes the General's "origin story" from youth in Washington State through early shipboard deployments to the Western Pacific and subsequent recruiting duty. This part continues through his first combat experiences as a lieutenant colonel while commanding a battalion in Operation DESERT STORM and concludes with his command of Task Force 58, the first American and allied "big game" into Afghanistan after the terrorist attacks of 11 September 2001. This first part documents the General's growing, 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—foster unity of effort, use our own commands in the spirit of the so-called Fox Call War.

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

DEPARTMENTS

Editorial
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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: 81,192

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.

Circulation (includes online): 57,715

Circulation is reviewed semiannually and authenticated by the publisher.



2026 RATES

Rates effective January 1, 2026

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

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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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.

Contact us about opportunities to advertise on our Podcast Series:
 Valerie Preletz
 703-640-0107
 v.preletz@mca-marines.org

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

and our YouTube Channel:

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

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>

ONLINE ADS

Units: 1170x160 (Leaderboard)

Units: 600x300 (EPublication Notice)

Units: 120x600 (Skyscraper Ads)

Maximum initial download file: 40k

Recommended Animation Length: 15 seconds

Please Send **PRINT** Ad Material to:

Charlene Monroe

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:

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	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 4.6667" 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