MARINE CORPS Gazette

Professional Journal of U.S. Marines



MEDIA KIT 2027

THE PROFESSIONAL JOURNAL OF U.S. MARINES SINCE 1916

MARINE CORPS Gazette
Professional Journal of U.S. Marines

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.

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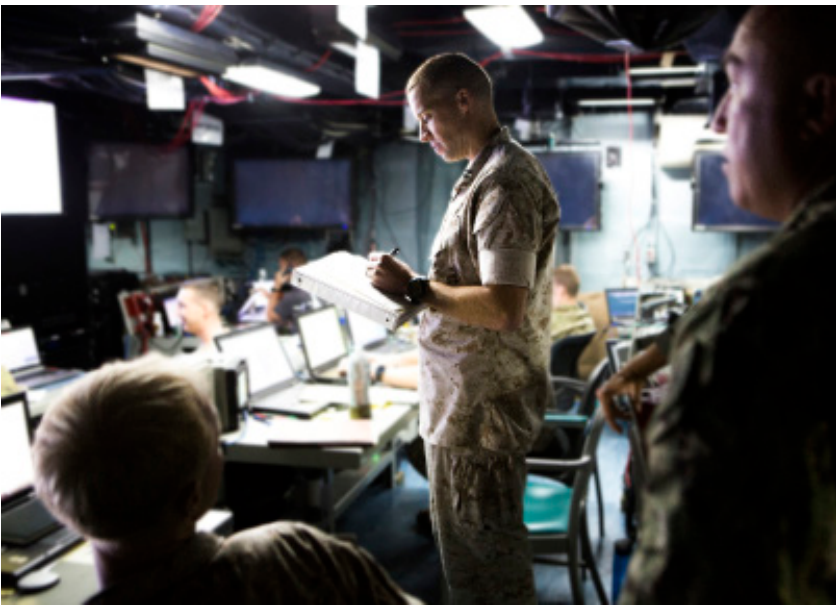
MAGAZINE

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 spend an entire lifetime wondering if they made a difference in the world. But, the Marines don't have that problem."

— *President Ronald Reagan*

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EDITORIAL CALENDAR



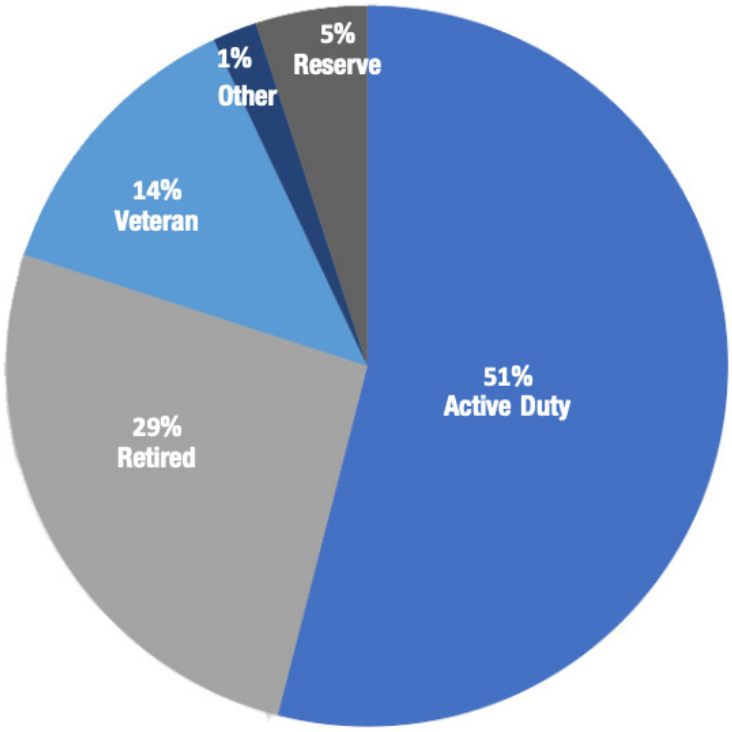


2027 Issue	Space Close	Creative Close	Topic
Jan	11/10	11/17	Specials Ops / MARSOC
Feb	12/11	12/20	Modernization / Future War
Mar	1/13	1/20	Logistics *(with some P&R, I&L)*
Apr	2/10	2/17	PAE MC (Combat Development, Acquisition, Experimentation) + DC Information **MDM - Advertising Special** Share your logo, link & booth # in BOTH magazines for the MDM ($199)
May	3/10	3/17	Aviation / M&RA
Jun	4/07	4/14	Ground Combat *(tentative JUN or JUL)*
Jul	5/05	5/12	Ground Combat *(tentative JUN or JUL)*
Aug	6/08	6/15	TBD
Sep	7/07	7/14	TBD
Oct	8/11	8/18	Intelligence
Nov	9/08	9/15	History / Leadership / Marine Corps Birthday **252nd USMC Birthday - Advertising Special** Share your logo & link in BOTH magazines and help is celebrate the Marine Corps 252nd Birthday ($199)
Dec	10/06	10/13	TBD

DEPARTMENTS

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

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: 64,135

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): 55,659

Circulation is reviewed semiannually and authenticated by the publisher.



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2027 RATES

Rates effective January 1, 2027

PRINT RATES (Gross) 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 (600x300 pixels)

Skyscraper Ads (300x600 pixels)

For all digital inquiries please contact:
Valerie Preletz at 703-640-0107 or
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 nonprofit 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.

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MECHANICAL SPECS

GENERAL INFORMATION

TRIM SIZE: 8” X 10.875”

Bleed Size: 8.25” 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: 7.25” 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.

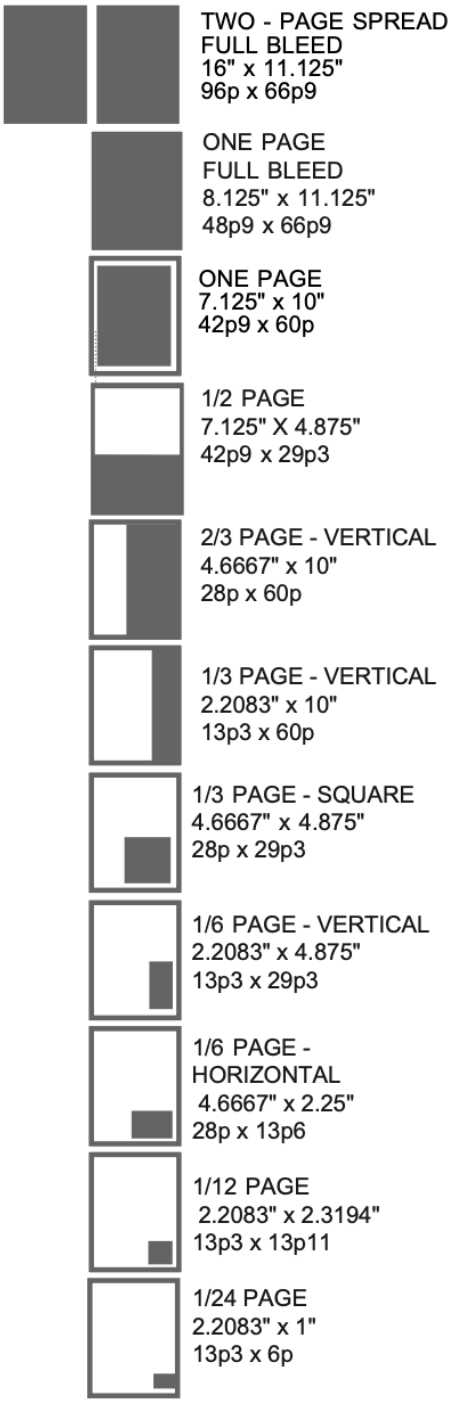
Accepted File Formats: PDF, EPS (convert all type to vector outlines), and TIFF (embed all fonts). Include trim and registration marks.

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.



DEADLINES

Print-ready ads and ads requiring typesetting must be received by the 25th of the month. Material is destroyed 12 months after use unless otherwise instructed. All material produced by *Marine Corps Gazette* becomes the property of *Marine Corps Gazette.*

WEBSITE

https://mca-marines.org/advertising

ONLINE ADS

Units: 1170x160 (Leaderboard)
Units: 600x300 (EPublication Notice)
Units: 300x600 (Skyscraper Ads)
Maximum initial download file: 40k
Recommended Animation Length: 15 seconds

MAILING INSTRUCTIONS

All contracts, insertion orders, inquiries, negatives, scotch prints, original mechanicals, or camera-ready art, etc. to: Gazette Advertising Dept.

Please Send Both PRINT & ONLINE Ad Materials to:
Valerie Preletz, Advertising Sales Coordinator
Email: v.preletz@mca-marines.org

For General Inquries Contact:
Valerie Preletz, Advertising Coordinator
715 Broadway Street, P.O. Box 1775
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