

LEATHERNECK MEDIA KIT 2027

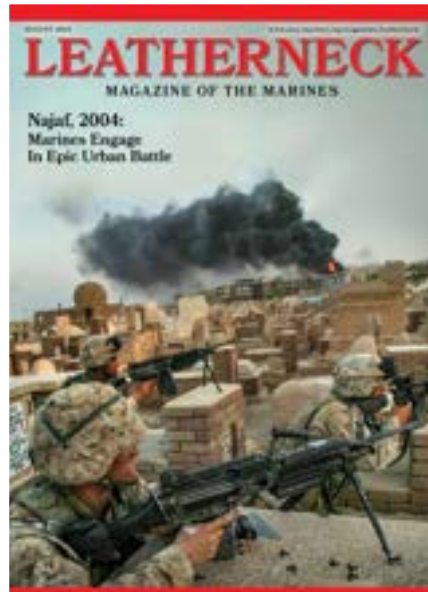
INFORM & CONNECT THE MARINE COMMUNITY /
LOYAL READERSHIP / PAID CIRCULATION



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

2027 Issue	Space Close	Materials Close	Topic	Bonus Distribution
Jan	11/10	11/17	TBD	
Feb	12/11	12/20	TBD	
Mar	01/13	01/20	TBD	
Apr	02/10	02/17	Modern Day Marine-Advertising Special- Share your logo, link & booth # in BOTH magazines for the MDM (\$199)	
May	03/10	03/17	Aviation	
Jun	04/07	04/14	Author Advertising Special- Share your book cover along with other author's on a full page ad for just \$250.00	
Jul	05/05	05/12	TBD	
Aug	06/08	06/15	TBD	
Sept	07/07	07/14	TBD	
Oct	08/11	08/18	TBD Author Advertising Special- Share your book cover along with other author's on a full page ad for just \$250.00	
Nov	09/08	09/15	TBD 252nd USMC Birthday-Advertising Special- Share your logo & link in BOTH magazines and help us celebrate the Marine Corps 252nd Birthday (\$199)	
Dec	10/06	10/13	TBD	

DEPARTMENTS

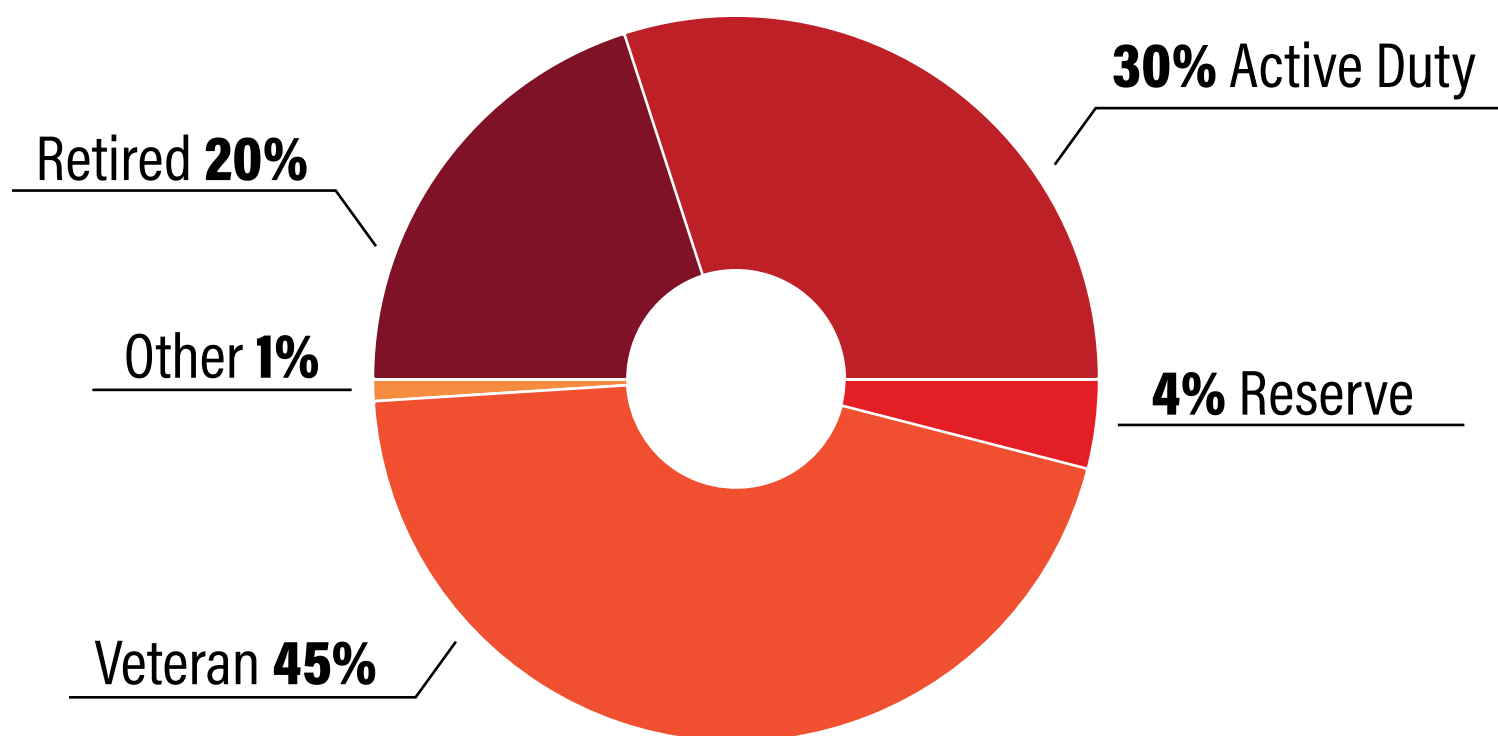
- In Every Clime and Place
- We—the Marines
- Behind the Camouflage
- Corps Connections
- Passing the Word
- Sound Off
- Book and Media Reviews
- In the Highest Tradition
- Reader Assistance
- In Memoriam
- Saved Round



READERSHIP

Monthly
Circulation **55,160**

Readership **111,790**



RATES

PRINT RATES Rates effective January 1, 2027

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

CONTACT

Valerie Preletz, Advertising Sales Coordinator

715 Broadway Street
Quantico, VA 22134

Tel: (703) 640-0107

Email: v.preletz@mca-marines.org



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.

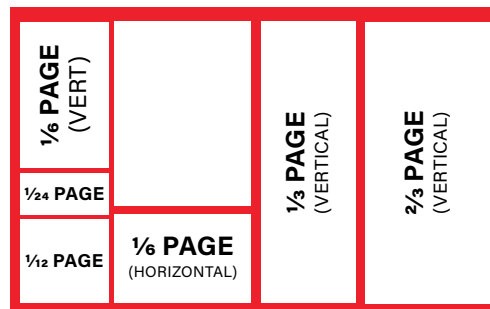
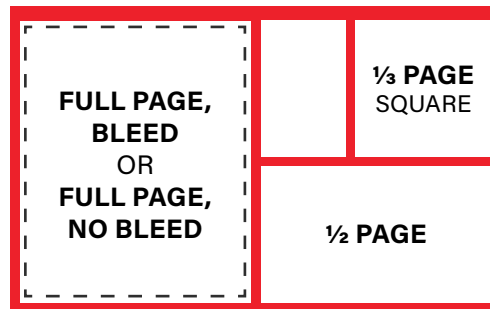
ACCEPTED FILE FORMATS: PDF, EPS (convert all type to vector outlines), and TIFF (embed all fonts). Include trim and registration marks.

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					●	●	

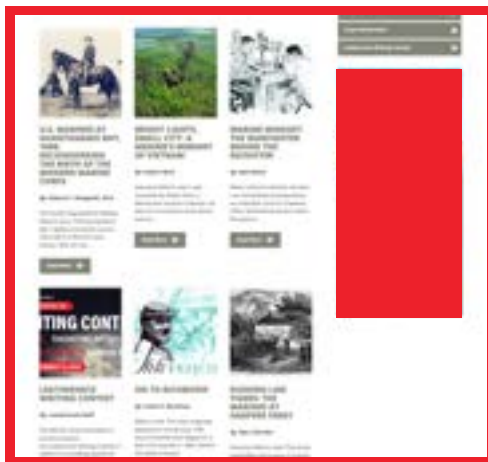
WE OFFER EMAIL ADS AT THE FOLLOWING FREQUENCIES

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

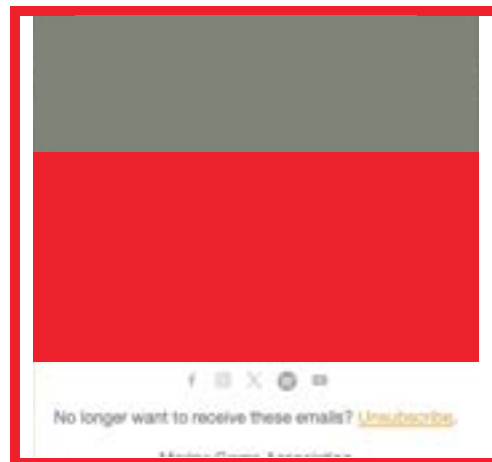
HEADER BANNER



LOWER SKYSCRAPER



EMAIL DEPLOYMENT



CONTACT

Please Send PRINT Ad Materials to:
Jason Monroe, Art Director
Email: j.monroe@mca-marines.org

Please send Both Print & Online:
Valerie Preletz, Advertising Sales
Coordinator
Email: v.preletz@mca-marines.org

FOR GENERAL INQUIRIES

Valerie Preletz, Advertising Sales
Coordinator
715 Broadway Street
Quantico, VA 22134
Tel: (703) 640-0107
Email: v.preletz@mca-marines.org

MAILING ADDRESS

Leatherneck Magazine
715 Broadway St.
Marine Corps Base
Quantico, VA, 22134-0775