

# ADVERTISING OPPORTUNITIES

## AUSA

## 2019 Media Kit



# THE MAGAZINE

ARMY magazine, a monthly publication in print and digital formats, isn't like many other association journals. It has a very specific mission, spelled out in AUSA bylaws.

Established in 1904, its purpose from the start was a professional publication on the art of warfare and military science, with articles about proper physical training for enlisted soldiers, how to dig a trench and even how to pack a machine gun onto a horse's saddle. Since its inception, the Association of the U.S. Army continues to use ARMY magazine as an educational and professional development tool.

The magazine tells the Army story, focusing on the Army's role in our nation's defense; advancing the knowledge of strategy, tactics, logistics, operations and weapons; sharing military history; and advancing knowledge and understanding of soldiers, their training and leadership development, as well as Army civilians and families.

ARMY contains feature articles on professional topics like strategy, operations and education; opinion columns by current and former service members and civilians, current events; sections on politics; book reviews; profiles of soldiers, defense civilians and veterans; and thought pieces that apply lessons from history to today's Army.

With a monthly circulation of over 100,000 members each month, and shared with friends and families around the globe, ARMY reaches the thought leaders and influencers who serve in uniform as well as those who support from home.



ASSOCIATION OF THE UNITED STATES ARMY  
2425 WILSON BLVD.  
ARLINGTON, VA 22201  
PHONE: 703.841.4300 | MEMBER SERVICES: 1.855.246.6269  
EMAIL: MEMBERSUPPORT@AUSA.ORG



## FOR ADVERTISING INFORMATION CONTACT

Fox Associates Inc.  
116 W. Kinzie St.  
Chicago, IL 60654  
800.440.0231  
adinfo.rmy@foxrep.com



# 2019 Calendar

Magazines ship the 3rd week of each month.

## JANUARY

**Orders Close**  
November 21, 2018

**Materials Due**  
November 29, 2018

## FEBRUARY

**Orders Close**  
December 20, 2018

**Materials Due**  
December 28, 2018

**Bonus  
Distribution**

## MARCH

**800+  
Global Force  
March 26-28**

**Orders Close**  
January 24

**Materials Due**  
January 31

## APRIL

**Orders Close**  
February 21

**Materials Due**  
February 28

**Bonus  
Distribution**

## MAY

**500+  
LANPAC  
May 21-23**

**Orders Close**  
March 22

**Materials Due**  
March 29

## JUNE

**Orders Close**  
April 24

**Materials Due**  
May 1

## JULY

**Orders Close**  
May 20

**Materials Due**  
May 27

## AUGUST

**Orders Close**  
June 21

**Materials Due**  
June 28

## SEPTEMBER

**Orders Close**  
July 24

**Materials Due**  
July 31

**Bonus  
Distribution**

## OCTOBER

**GREEN BOOK  
3000+  
AUSA Annual Meeting  
October 14-16**

**Orders Close**  
August 23

**Materials Due**  
August 30

## NOVEMBER

**Orders Close**  
September 24

**Materials Due**  
October 3

## DECEMBER

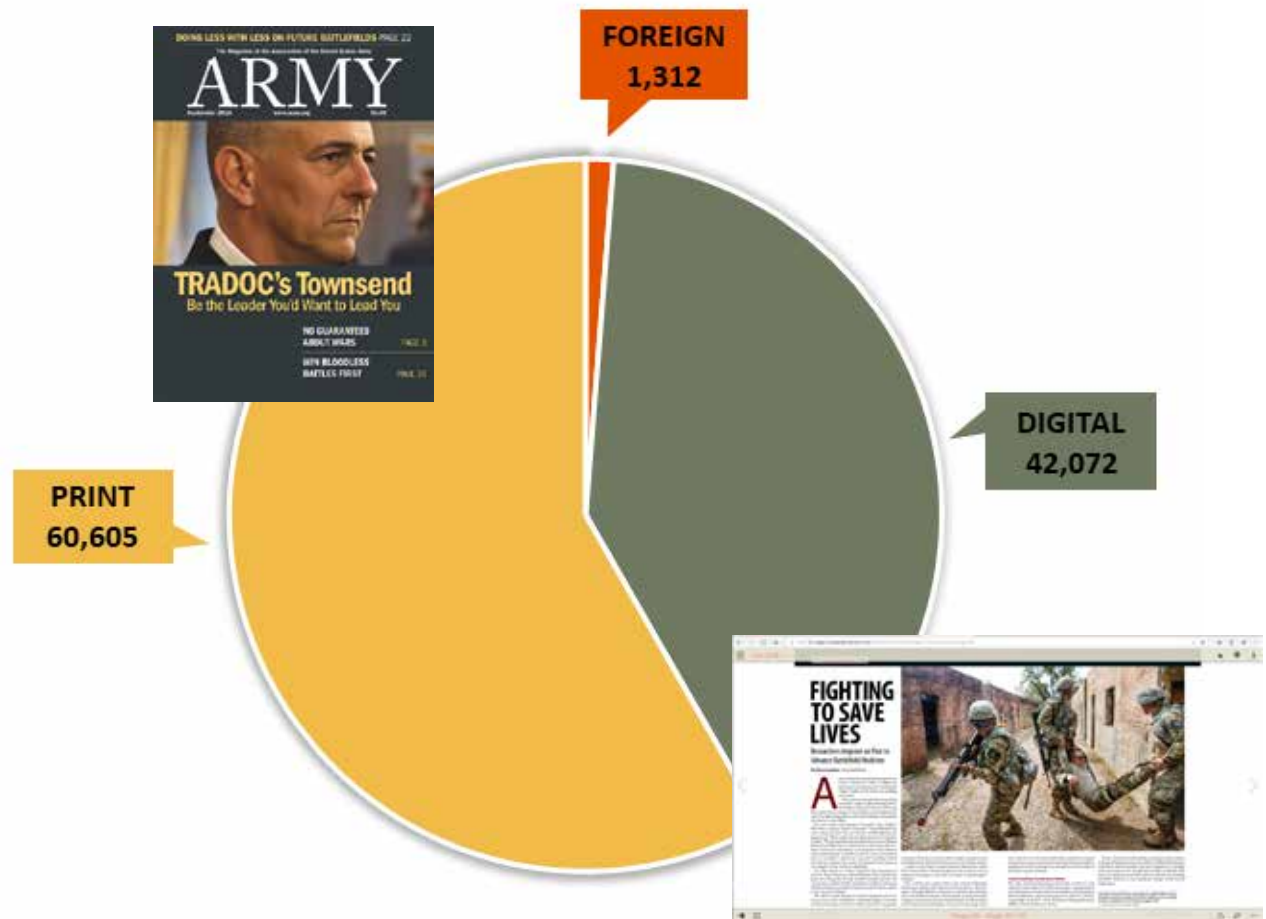
**Orders Close**  
October 24

**Materials Due**  
October 31

# ARMY Magazine Circulation

103,989\*

AUSA is increasing the number of forums to bring industry and Army leaders together at multiple levels, to share information and ideas about modernization and readiness.



\* based on six month average beginning January 2018

# 52%\*

A majority (52%) prefer to receive ARMY Magazine in print format only and another 30% prefer both print and digital formats. Few would prefer to only receive the publication digitally (17%).



# 71%\*

The typical member has read or looked through all 4 of the last 4 issues of the publication. Seven in ten members (71%) read half or more of a typical issue of ARMY Magazine.



# 45%\*

Almost half of members (45%) usually pass their copies of ARMY Magazine along to at least one other person to read. The average pass-along rate is 0.9, nearly doubling the publication's reach.

# 70%\*

Most members joined AUSA because they are (or were) in the Army (70%) or they want to support the Army (56%). The publications (ARMY Magazine and AUSA News) were a factor for nearly half (45%).

*\*Survey completed May 10, 2017 by AUSA and Readex Research.*

# ARMY Magazine Rates

## 4 COLOR

	1X	3X	6X	12X
1 page	\$11,485	\$11,190	\$10,985	\$10,490
2/3 page	\$9,095	\$11,085	\$8,720	\$8,340
1/2 page, island	\$8,200	\$7,995	\$7,865	\$7,530
1/2 page, horizontal	\$7,505	\$7,330	\$7,210	\$6,905
1/3 page	\$5,420	\$5,300	\$5,325	\$5,030
1/4 page	\$4,820	\$4,720	\$5,220	\$4,495
1/6 page	\$3,925	\$3,860	\$3,805	\$3,685

## BLACK & WHITE SPACE

	1X	3X	6X	12X
1 page	\$9,950	\$9,655	\$9,450	\$8,950
2/3 page	\$7,600	\$7,335	\$7,180	\$6,805
1/2 page, island	\$6,665	\$6,465	\$6,330	\$5,995
1/2 page, horizontal	\$5,970	\$5,795	\$5,675	\$5,375
1/3 page	\$3,875	\$3,765	\$3,685	\$3,495
1/4 page	\$3,285	\$3,185	\$3,120	\$2,960
1/6 page	\$2,390	\$2,320	\$2,275	\$2,150

## COVERS

2nd Cover 15% Premium

3rd Cover 10% Premium

4th Cover 20% Premium

## INSERTS

Furnished by advertiser (shipped prepaid) ready for binding-black & white page earned rates plus bindery charges and additional production charges if required. Further information upon request.

## GENERAL

- ▶ Publisher reserves the right to decline or discontinue any advertising which is not in keeping with the publication's standards.
- ▶ Publisher will not be responsible for errors occurring in key numbers.
- ▶ If more or fewer insertions are used within one year than specified in contract, charges will be adjusted in accordance with established rates.
- ▶ All advertising orders are accepted subject to terms and provisions of current rate card. Orders are accepted subject to change in rates upon notice from publisher.
- ▶ Rates on contracts calling for units of varying sizes, 1/6 page or more, are determined by totaling the number of insertions used during a 12-month period.
- ▶ No space under 1/6 page may be included to earn frequency discounts on larger units.
- ▶ Each page of a spread will be counted as one insertion toward earning a frequency rate.
- ▶ Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.
- ▶ Rate holders not accepted.

ASK ABOUT OUR MAGAZINE & DIGITAL BUNDLED PRICING OPPORTUNITIES







# ARMY MAGAZINE

## Green Book

Published in October – With a **Bonus Distribution** at the AUSA Annual Meeting

	<u>B/W</u>	<u>4 COLOR</u>
1 page	\$11,955	\$13,490
2/3 page	\$9,445	\$10,980
1/2 page, island	\$8,365	\$9,900
1/2 page, horizontal	\$7,525	\$9,065
1/3 page	\$5,020	\$6,550
1/4 page	\$4,305	\$5,845
1/6 page	\$3,230	\$4,765

The October issue of ARMY magazine is the Green Book. Regular advertising rates apply except for those advertisers who have not placed an ad insertion within the first 9 months of the calendar year. For those advertisers, the following rates apply with color, cover and bleed charges applicable as stated for general ad rates.

► **Yearlong Exposure**

The Green Book is referred to year-round by key people in Army research, development, testing, procurement and acquisition.

► **Army Circulation**

ARMY magazine has more than five times the active Army circulation of any other paid circulation military magazine.

► **Bonus Circulation**

International distribution at exhibitions worldwide.

► **Defense Industry Readership**

ARMY's circulation includes over 12,000+ defense industry executives.

► **AUSA Annual Meeting Distribution**

3,000 additional copies of the Green Book will be distributed at the Association of the United States Army's Annual Meeting.

► **Why advertise in the Green Book?**

The Green Book is without a doubt the best advertising buy for the Army market. Your message has yearlong exposure in the reference issue of the Army's professional military journal.

► Department of Defense and Congressional distribution  
Several thousand copies are distributed to DoD and Capitol Hill.



# ARMY Magazine Printing Specs

(Trim Size - 8-1/8" x 10-7/8"      Live Area - 7-3/8" x 10-1/8")

	<u>Size</u>
1 page, nonbleed	7" x 10
2/3 page	4-5/8" x 9-5/8"
1/2 page, horizontal	7" x 4-3/4
1/2 page, island	4-5/8" x 7
1/3 page, vertical	2-1/4" x 9-5/8"
1/3 page, square	4-5/8" x 4-3/4"
1/4 page, horizontal	7" X 2-3/8"
1/6 page, vertical	2-1/4" x 4-5/16"
1/6 page, horizontal	4-5/8" x 2-1/4"
Gutter bleed spread	15" x 10"
Bleed spread	6-5/8" x 11-1/8"

**BLEED:** A bleed page requires a 1/8" bleed on all four sides and should be designed for both a left-hand or right-hand page.

**LIVE MATTER:** Live matter should be at least 3/8" from trim.

**PRINTED:** Offset Half-tone screen: 133

**BINDING:** Saddle stitch, EXCEPT GREEN BOOK which is perfect bound; 1/8" head trim; spreads in GREEN BOOK must allow minimum

3/8" between words or letters crossing gutter.

**COVERS:** 80 lb. coated offset Inside  
36 lb. coated offset

**INK:**

Standard AAA colors and matched colors available.  
Standard 4-color process inks. For rates on metallic, sheen and special inks, contact advertising manager.

Production charges billed net cost — no discount applicable.

**DIGITAL FILES:** Scanned images must have a minimum resolution of 300dpi at their final image size.

**RECOMMENDED FORMATS:** PDF/x-1a or TIFF file.



**FOR ADVERTISING INFORMATION CONTACT**

Fox Associates Inc.  
116 W. Kinzie St.  
Chicago, IL 60654  
800.440.0231  
adinfo.rmy@foxrep.com



**PLEASE SEND ARTWORK TO:**

Desiree Hurlocker  
dhurlocker@ausa.org



# Digital Advertising Opportunities



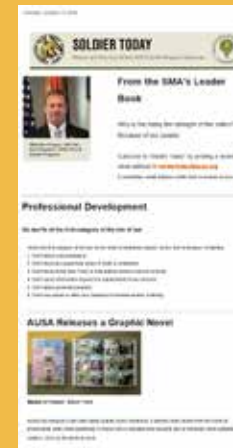
## AUSA Bulletin

Top & Bottom positions available

Published every Thursday

Average Distribution (sends) **105,147** AUSA Members

Average Open Rate: **13%**



## Soldier Today

Top & Bottom positions available

Published every Tuesday & Thursday

Average Distribution (sends) **48,889**

Average Open Rate: **12.1%**



## AUSA's Five Things

Top & Bottom positions available

Published every Monday

Average Distribution (sends) **105,397** AUSA Members

Average Open Rate: **13.8%**



## AUSA Digital News

Published Monthly

Average Distribution (sends) **89,812**

Average Open Rate: **14.4%**

# AUSA Digital Rates All rates are net price

## AUSA BULLETIN / AUSA'S FIVE THINGS / SOLDIER TODAY

All-encompassing weekly update from AUSA to their members.  
(Weekly pricing available)

**AUSA Bulletin** - published Thursday - artwork due COB Wednesday

**AUSA Five Things** - published Monday - artwork due by Noon on Thursdays

**AUSA Soldier Today** - published Tuesday & Thursday - artwork due COB Monday and COB Wednesday

### Horizontal Leaderboard Pricing

- 1 Month \$3,990
  - 2 Months \$3,591 per month
  - 3 Months \$3,192 per month
- Size:** 600 x 90 Pixels



## AUSA DIGITAL NEWS

(Digital art is due by the first Wednesday of each month)



AUSA News, the monthly digital newspaper of the Association of the United States Army, is read by thousands of men and women of all ranks, Regular, Guard, and Reserve. AUSA News also offers an audience of more than 16,000 corporate and industry leaders, senior officials in all branches of the federal government, and men and women interested in today's and tomorrow's Army, its soldiers and families. No other newspaper better understands and reaches the Army by telling "The Army Story."

Reaching key figures in uniform, industry, Congress, the Pentagon and the White House, AUSA News offers a unique monthly insight into Association events and activities, including what service leaders are thinking, what Congress is legislating and what soldiers, their families, veterans, businessmen and businesswomen are saying about the world's premier land force. Its timely reporting on subjects of direct importance to America's Army makes AUSA News a must-read for all who support America's Army.

	1X	6X	12X
1 page	\$2,240	\$2,125	\$2,020
1/3 page	\$1,840	\$1,740	\$1,655
1/2 page	\$1,235	\$1,170	\$1,110
1/4 page	\$675	\$640	\$605
1/8 page	\$370	\$350	\$335
1/6 page	\$250	\$240	\$225

**Trim size 10-3/4" x 13-3/4" Live area 9-3/4" x 11-3/4"**

SPACE UNIT	WIDTH/HEIGHT
1 page, nonbleed	9-3/4" x 11-3/4"
3/4 page	7-1/4" x 11-3/4"
3/4 page (Junior)	7-1/4" x 9-1/2"
1/2 page horizontal	9-3/4" x 5-3/4"
1/2 page vertical	4-3/4" x 11-3/4"
1/4 page horizontal	9-3/4" x 3"
1/4 page vertical	2-1/4" x 5-3/4"
1/4 page square	4-3/4" x 5-3/4"
1/8 page vertical	2-1/4" x 5-3/4"
1/8 page horizontal	4-3/4" x 3"

**Ask about our magazine & digital bundled pricing opportunities**



**FOR ADVERTISING INFORMATION CONTACT**

Fox Associates Inc.  
116 W. Kinzie St.  
Chicago, IL 60654  
800.440.0231  
adinfo.rmy@foxrep.com



**ASSOCIATION OF THE UNITED STATES ARMY**

2425 WILSON BLVD.  
ARLINGTON, VA 22201  
PHONE: 703.841.4300 | MEMBER SERVICES: 855-246-6269  
EMAIL: MEMBERSUPPORT@AUSA.ORG