

# OUR 2024 MEDIA KIT

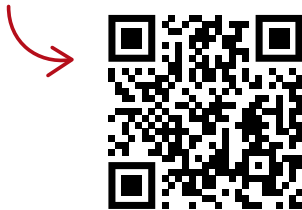
Product information and why you should advertise with *Military Officer*



# OUR REACH

Active, engaged readers — with buying power.

Learn more about the advantages to advertising with MOAA by watching this short video: <https://youtu.be/2n1cGWOpTFg>



**MILITARY OFFICER** magazine is the award-winning flagship publication of the Military Officers Association of America (MOAA) with an average paid and analyzed **CIRCULATION OF 200,000+.**

For more than 90 years, MOAA has been the leading advocacy organization representing every officer at every stage of life. We serve active duty as well as National Guard and Reserve servicemembers, their families, retirees, and survivors.

*Military Officer* is a broad-interest monthly magazine focusing on topics that include national defense, personal financial planning, retirement lifestyles, second careers, family life, health and wellness, travel and leisure, current events, and military history.

Make the most of your advertising dollars as you target and reach our affluent subscriber base. Become part of a publication that readers anticipate receiving, reading, rereading, and passing on to friends.

## ADVERTISING SALES

James G. Elliott Co. Inc.

- **East Coast Sales:** 917.421.9055 or 917.421.9051
- **Midwest Sales:** 312.348.1206
- **West Coast Sales:** 213.596.7215
- [Advertising@moaa.org](mailto:Advertising@moaa.org)

## PUBLISHER

**Military Officers Association of America**

201 N. Washington Street  
Alexandria, VA 22314-2539

## MOAA CONTACT

**Amber Monks, Advertising and Business Manager**

Phone: 800.234.6622, ext. 644  
[advertising@moaa.org](mailto:advertising@moaa.org)



\*AAM Alliance for Audited Media Magazine Publisher's Statement for 6-month period ending June 30, 2022

## CONTACT YOUR SALES REP



# OUR MEMBERS

Reader profile  
& research  
results

**90%**

of *Military Officer*  
readership is  
**MALE**

**73**

mean  
readership  
**AGE**

**\$170k**

mean readership  
**HOUSEHOLD  
INCOME**

**\$1.1m**

mean readership  
**INVESTMENT  
PORTFOLIO**

**\$3k**

per year mean  
spending on  
**HOUSEHOLD  
PURCHASES**

**90%**

of readership have  
made purchases  
via mail or online  
in the last month

Virtually all members make online purchases, while mail purchases skew to older members. Both audiences spend over \$3,000 per year on these purchases

**60%**

of MOAA members plan to **TRAVEL DOMESTICALLY** in the next 12 months, more than one-third are planning on **TAKING A ROAD TRIP**, and approximately one in three will **TRAVEL INTERNATIONALLY**.

**Every month, you can reach OVER 200,000+ affluent and educated Americans WITH BUYING POWER.**

The readers of *Military Officer* magazine, published by the Military Officers Association of America, are current and former officers in the Army, Navy, Marine Corps, Air Force, Coast Guard, National Oceanic and Atmospheric Administration, Space Force, and U.S. Public Health Service who represent one of the healthiest and most influential and affluent groups of mature consumers in our country.

## Audience Demographics

**90%** Male and the mean age of our members is **73**.

### AFFLUENT

**\$170k** mean household income

**\$1.1m** mean investment portfolio value

## Active Lifestyles

Our readers are very active — **60%** are planning domestic vacation travel in the next 12 months, **33%** are planning to travel internationally.

### TRAVEL

**60%** Planning a Domestic Trip

**33%** Planning a Foreign Trip

**33%** Planning a Road Trip

**22%** Planning a Cruise

**37%**

Pass along  
their print copy  
of *Military Officer*  
to other  
readers.

Source: Russell Research, 2022



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# OUR

Recurring topics

**Money Talk:** financial column

**Set Your Course:** career development and leadership content

**R&R:** travel and entertainment content

**Family:** military spouses and children focused content

**Healthy Living:** food, fitness, and health content

**Never Stop Serving:** MOAA-centered content.

## EDITORIAL

# CALENDAR

### SPECIAL ISSUES:

**◀ NOVEMBER: TRICARE Guide**

**▼ MARCH & SEPTEMBER: Retirement Guide**

**▲ JUNE: Where to Live & Play**

**► DECEMBER: Career Transition Guide**

### SET YOUR COURSE

**Will the Financial Landscape Impact Your Career?**

**HEALTHY LIVING**

### Savor Summer Fruits

Indulge in these refreshing seasonal delights that pack a powerful punch.

**WATERMELON** Age-Spotting

**CHERRIES** May-June

**BLUEBERRIES** August

**STRAWBERRIES** Year-round

**ORANGE** Winter

**LEMON** Year-round

**GRAPEFRUIT** Winter

**PINEAPPLE** Year-round

**PEACH** Summer

**APRICOT** Summer

**PLUM** Summer

**RAISIN** Year-round

**FIG** Summer

**DATE** Year-round

**COCONUT** Year-round

**AVOCADO** Year-round

**OLIVE** Year-round

**EGGPLANT** Summer

**ZUCCHINI** Summer

**CARROT** Year-round

**BROCCOLI** Year-round

**CORN** Summer

**POTATO** Year-round

**BEAN** Year-round

**PEAS** Spring

**SPINACH** Year-round

**KALE** Year-round

**SWISS CHARD** Year-round

**ARUGULA** Year-round

**HERB** Year-round

**TEA** Year-round

**COFFEE** Year-round

**WINE** Year-round

**BEER** Year-round

**LIQUOR** Year-round

**SMOKING** Year-round

**DRUGS** Year-round

**ALCOHOL** Year-round

**TOBACCO** Year-round

**OPIUM** Year-round

**HEROIN** Year-round

**COCOAINE** Year-round

**MARIJUANA** Year-round

**AMPHETAMINE** Year-round

**BARBITURATE** Year-round

**SEDATIVE** Year-round

**ANESTHETIC** Year-round

**ANTIBIOTIC** Year-round

**ANTIVIRAL** Year-round

**ANTI-CANCER** Year-round

**ANTI-DEPRESSANT** Year-round

**ANTI-EPILEPTIC** Year-round

**ANTI-HYPERTENSIVE** Year-round

**ANTI-PSYCHOTIC** Year-round

**ANTI-THROMBOTIC** Year-round

**ANTI-ULCER** Year-round

**ANTI-ALLERGIC** Year-round

**ANTI-ASTHMATIC** Year-round

**ANTI-DIABETIC** Year-round

**ANTI-GLAUCOMA** Year-round

**ANTI-HYPERTENSIVE** Year-round

**ANTI-PSYCHOTIC** Year-round

**ANTI-THROMBOTIC** Year-round

**ANTI-ULCER** Year-round

**ANTI-ALLERGIC** Year-round

**ANTI-ASTHMATIC** Year-round

**ANTI-DIABETIC** Year-round

**ANTI-GLAUCOMA** Year-round

### FEATURED TOPICS\*

Contact your sales rep for more information on these special sections!

Jan: Health and Fitness, Legislative Forecast, USPHS Birthday  
 Feb: Black History Month, Finance/Tax Tips  
 Mar: **RETIREMENT GUIDE**, Women's History Month, Military Operations Outlook  
 Apr: Outdoor Activities, Travel, Military Child Month  
 May: Memorial Day, Military Spouse Month, NOAA Birthday, Scholarship Foundation  
 Jun: **Where to Live & Play**, Army Birthday, D-Day Anniversary  
 Jul: Entertainment, Summer Reading  
 Aug: Coast Guard Birthday, Guard & Reserve  
 Sept: **RETIREMENT GUIDE**, Air Force Birthday, Hispanic Heritage Month  
 Oct: Navy Birthday  
 Nov: **Gift Guide**, **TRICARE Guide**, Veterans Day, Military Family Month, Marine Corps Birthday  
 Dec: **Career Transition Guide**, MOAA Charities Report, Space Force Birthday

\*Topics subject to change

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# OUR **PRINT** SPECS

Instructions to submit print art material

### SUBMITTING PRINT ART

Submit ads via our web portal, AdShuttle, at [www.adshuttle.com](http://www.adshuttle.com) for registration and instructions. For AdShuttle questions and assistance, please call **866.774.5784**.

### PRINT AD REQUIREMENTS

- PDF/X-1a
- Fonts must be embedded
- Color must be CMYK or Grayscale
- Maximum ink density: 240
- Resolution: 300 dpi

### MATERIAL

- No rebate for insertions with wrong key number.
- Publisher reserves the right to reject faulty materials.

### STORAGE

Files are saved for one year.

### CHANGES

No changes to ad copy accepted after material closing dates.

### PUBLICATION STATS

- Web offset
- Paper: 100 lb. cover and 40 lb. coated offset inside
- Trim size: 8" x 10.5"
- Saddle stitched, trimmed flush

### STANDARD PRINT AD SIZES (inches)

#### FULL PAGE/SPREAD

Full page, no bleed: **7 x 9.625**

Full page, bleed: **8.25 x 10.75**  
(Live text area: 7 x 9.625)

Spread: **16.25 x 10.75**

#### PARTIALS NEW SIZES!

2/3 page: **4.96" x 9.625**

1/2 page: **7 x 4.75**

1/4 page: **4.96 x 3.5**

1/3 page (square): **4.96 x 4.75**

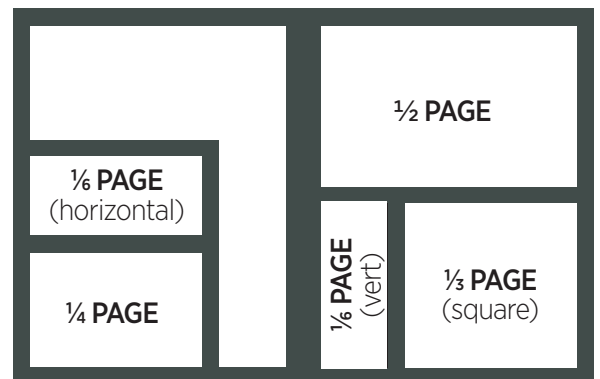
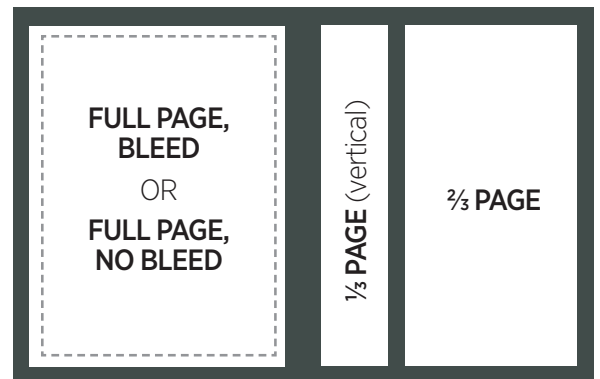
1/3 page (vert): **1.89 x 9.625**

1/6 page (hor): **4.96 x 2.25**

1/6 page (vert): **1.89 x 4.75**

### CLASSIFIED AND REAL ESTATE

Minimum 1 inch, maximum 3 inches. Column width 2.125 inches (roughly 48 spaces 10-pt type). Allow 2 lines for headline. Pubset included with no logos. No special borders, please. Real Estate Classifieds grouped in a special section by state and listed alphabetically. Classified advertising is by the inch and blind ads not accepted. No frequency discounts; non-commissionable.



### CONTACT YOUR SALES REP



# OUR RATES

## Closing dates

ISSUE MONTH	SPACE CLOSING	MATERIAL CLOSING
January	Nov 8	Nov 15
February	Dec 6	Dec 16
<b>March</b>	<b>Jan 17</b>	<b>Jan 26</b>
<b>April</b>	<b>Feb 7</b>	<b>Feb 16</b>
<b>May</b>	<b>Mar 7</b>	<b>Mar 16</b>
<b>June</b>	<b>Apr 11</b>	<b>Apr 20</b>
July	May 9	May 18
August	June 6	June 15
<b>September</b>	<b>July 11</b>	<b>July 20</b>
October	Aug 8	Aug 17
<b>November</b>	<b>Sept 12</b>	<b>Sept 21</b>
<b>December</b>	<b>Oct 10</b>	<b>Oct 19</b>

SPECIAL ISSUE	SPONSORSHIP COMMITMENT DEADLINE	MATERIAL CLOSING
<b>Retirement</b>		
March	Dec 28	Jan 11
<b>Where to Live &amp; Play</b>		
June	Mar 26	Apr 9
<b>Retirement</b>		
September	June 18	July 2
<b>Holiday Gift Guide</b>		
November	Aug 20	Sept 10
<b>TRICARE Guide</b>		
November	Aug 20	Sept 10
<b>Career Transition Guide</b>		
December	Sept 17	Oct 1

## RESIDENTIAL & RETIREMENT COMMUNITIES

### RESIDENTIAL/RETIREMENT COMMUNITIES RATES

COVERS	1X	3X	6X	12X
Cover 2	\$13,000	\$12,380	\$11,810	\$11,230
Cover 3	\$12,040	\$11,470	\$10,880	\$10,390
Cover 4	\$14,260	\$13,570	\$12,940	\$12,310

#### 4-COLOR

1 page	\$10,440	\$10,120	\$9,730	\$9,340
2/3 page	\$8,280	\$8,100	\$7,780	\$7,470
1/2 page	\$7,030	\$6,780	\$6,620	\$6,390
1/3 page	\$4,800	\$4,650	\$4,520	\$4,350
1/4 page	\$3,550	\$3,450	\$3,340	\$3,220
1/6 page	\$2,920	\$2,720	\$2,620	\$2,530

#### B&W

1 page	\$8,430	\$8,220	\$7,780	\$7,380
2/3 page	\$6,350	\$6,160	\$5,810	\$5,470
1/2 page	\$5,080	\$4,790	\$4,630	\$4,420
1/3 page	\$3,920	\$3,770	\$3,610	\$3,390
1/4 page	\$2,610	\$2,500	\$2,400	\$2,250
1/6 page	\$2,100	\$1,860	\$1,770	\$1,670

#### CLASSIFIED RATES

- \$250 per column inch
- \$230 for MOAA Premium or Life members
- Min. 1 inch, max. 3 inches. (Over one in. billed 1/2 in. increments)

#### INSERT CARDS

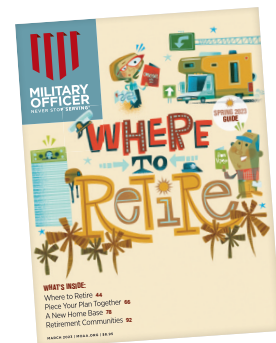
- Bind-in cards or envelopes are accepted only with full-page orders.
- Rates are market sensitive and will be quoted upon request.

#### COMMISSIONS & DISCOUNTS

- **Agency Commission:** 15% on gross to recognized agencies on units 1/6 page or larger. **New Advertisers:** first insertion must be prepaid.

#### A/B SPLIT-RUNS AVAILABLE

- \$2,050



Published monthly; issued five days before the issue month. No cancellations accepted after space closing date. No changes for copy will be accepted after material closing date, and none will be considered executed unless acknowledged by the publisher.

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# OUR DIGITAL

## Digital Stats

**THE MOAA NEWSLETTER:**

**336K**  
SUBSCRIBERS

**47%**  
AVERAGE OPEN RATE

**216,000**  
WEEKLY SUBSCRIBERS

**111,000**  
BIWEEKLY SUBSCRIBERS

### EMAIL AD SPECS & RATES

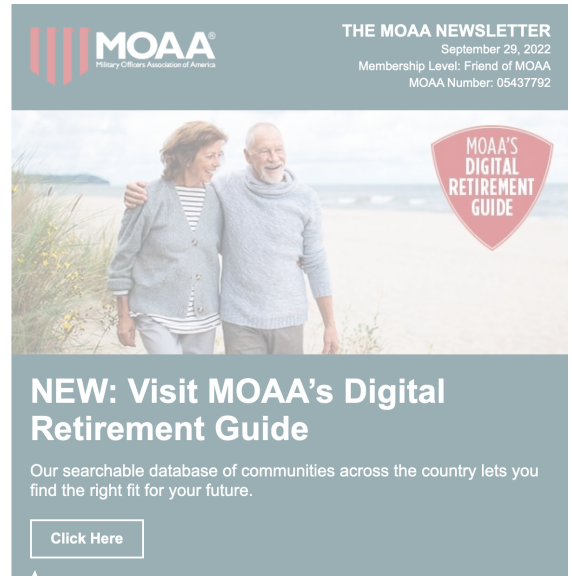
	Banner	Sponsored Content
Dimensions	580 x 71	
File Size	40 kb	
Total Market Coverage	\$5,660	\$6,730
Weekly	\$3,370	\$4,080
Bi-weekly	\$2,300	



**THE MOAA NEWSLETTER** offers breaking news about military health care, pay and benefits, personal finance, career transition guidance, money-saving programs for insurance, investments, travel, educational assistance for children and more.

Each edition of The MOAA Newsletter will have one banner ad available and our new sponsored content opportunity. The banner ad is placed under the first story of the newsletter and sponsored content featured within the content of the newsletter.

The sponsored content opportunity will allow you to create engaging custom content to interact with MOAA's members. The sponsored content package includes a headline and readout in The MOAA Newsletter, which will link to an article hosted on moaa.org with your designated content. Contact your sales representative to learn more!



## YOUR AD HERE

### FINANCE

#### Oct. 4 MOAA Webinar: Understand the Legal Aspects of Estate Planning

From probate to taxes to insurance and more, let our guest expert help you plan for your family's future.

#### Sponsored Content: Your Headline Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc fermentum, ligula et egestas cursus, mauris mauris.

### HEALTH CARE & EARNED BENEFITS

#### 'Tens of Thousands' More Veterans Will Be Eligible for VA Care Starting Oct. 1

The change comes thanks to passage of the MOAA-backed Honoring Our PACT Act. Find out who's covered.

#### VA Mulls Pushing Vets to Telehealth Before Offering Local Appointments

The move could alter the wait-time criteria established for veterans to receive community care.

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# OUR

## Digital Stats

WEBSITE:

**1.6 MILLION**  
VISITORS  
PER YEAR

**5.5 MILLION**  
PAGE VIEWS  
PER YEAR

**1:23 MINUTES**  
AVG. TIME SPENT  
ON EACH ARTICLE

Source: Google Analytics, Aug '22 - July '23

## WEBSITE

# DIGITAL

### HOME PAGE AD SPECS & RATES/MONTH

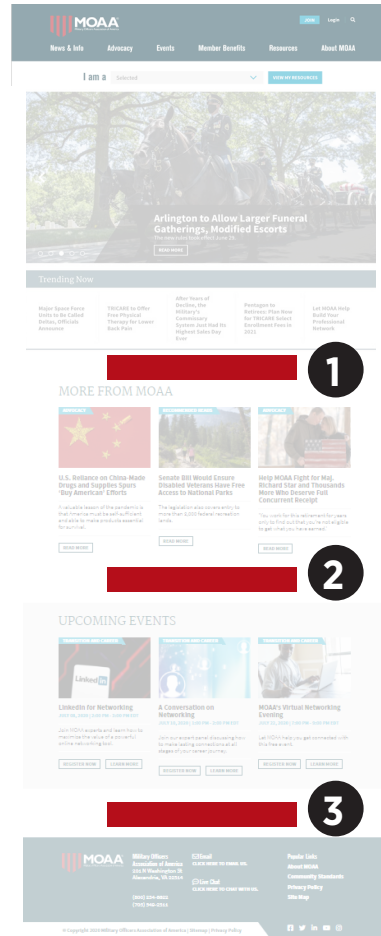
Desktop	Mobile	Banner 1	Banner 2	Banner 3
728x90	320x50	\$3,030	\$2,700	\$2,490

### NEWS PAGE AD SPECS & RATES PER MONTH

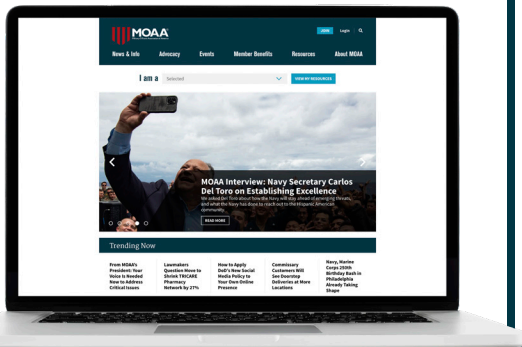
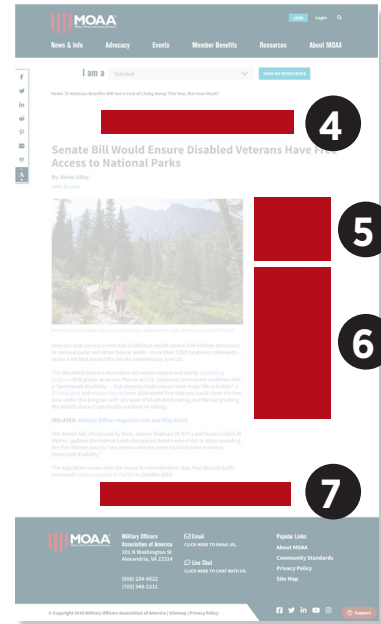
Sizes	Desktop	Mobile	Rate
4 Top Banner	728x90	320x50	\$3,470
5 Med Rectangle	300x250	336x280	\$3,240
6 Skyscraper	300x600	336x280	\$1,940
7 Bottom Banner	728x90	728x90	\$1,300

**MOAA.ORG** allows members and non-members alike to gain access to timely legislative news regarding the military, information on all the various services available to former military personnel, a place for members to connect, and more.

### MOAA HOME PAGE



### MOAA NEWS PAGE



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**NEW PRODUCT:**

**MOAA.ORG/RETIREMENT-GUIDE**

Designed to reach a broader senior audience of veterans (beyond MOAA members) and to bring your community more prospects—mature adults who are searching for the ideal location to relocate, retire & relax.

**BENEFITS TO YOUR COMMUNITY**

- Greater visibility with a wider, highly targeted audience – active and affluent adults 55+
- From a trusted source for retirement information—The MOAA Retirement Guide has built a strong following over the decades it has been published, and readers refer others!
- Extensive, wider promotion—outside the military community via search & social
- Dedicated, open to all, 24/7 channel on MOAA.org

**DIGITAL RETIREMENT GUIDE FEATURES—AVAILABLE TO ALL COMMUNITIES!**

- Basic & Preferred Listings
- Add on digital display banners & skyscrapers, to enhance your listings
- Always on, open and updated with the latest information on your community



**LISTING PRICES:**

**BASIC LISTING:**

- Photo with 100-word description.
- Searchable amenities list.
- Rate: \$1,220 (Individual Community)

**PREFERRED LISTING:**

- Photo with extended description.
- Preferred placement on results page.
- Rate: \$2,450 (Individual Community)

**WEBSITE DISPLAY NET RATES:**

- Banner/728x90: \$1,500 per month
- Skyscraper/300x600: \$750 per month

**CONTACT YOUR SALES REP**

# OUR POLICIES

## Small print

- *Military Officer* is published monthly (12 issues per year).
- No cancellations will be accepted after space closing date.
- No changes for copy will be accepted after material closing date, and none will be considered executed unless acknowledged by the publisher.
- Average paid and analyzed circulation is 216,675 (AAM Alliance for Audited Media Magazine Publisher's Statement for 6-month period ending June 30, 2023)
- All advertising orders are subject to the publisher's approval.
- Rates are subject to change.
- Space is invoiced on contract rates or on as-earned basis. Payment terms are Net 30. Advertisers will be rebated or short-rated to adjust to actual earned rate based on total space used in 12 months from date of first insertion.
- Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical.
- 2-pg spreads are charged at individual unit rates and count as 2 units for purposes of determining frequency.

## CONTRACTS & COPY

### CONTRACTS & COPY REGULATIONS

Advertisements in *Military Officer* magazine are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency jointly and severally agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims or actions against publisher arising out of publication of the advertisement.

All contents of advertisements are subject to publishers' approval, and publisher reserves the right to reject or cancel any advertising, insertion order, space reservation, or position commitment at any time, with or without notice to the advertiser or advertising agency, and whether or not such advertising was previously acknowledged, accepted, or published. Advertisements that, in the publisher's opinion, look like magazine editorial copy will be marked "Advertisement."

Position of advertisement is at the full discretion of the publisher, and publisher will not be bound by any condition appearing on insertion orders or copy instructions that conflicts with the provisions of this rate card.

The publisher is not responsible for orders, cancellations, or corrections given over the telephone. Written confirmations of orders, cancellations, or corrections must be received by closing date. Advertisements not received by closing date will not be entitled to the privilege of OK or revision by the advertiser or its agency.

All orders are accepted subject to the condition that publisher shall not be liable for delay or failure in execution of accepted advertising orders in the event of acts of God, action by any government or quasi-government entity, fires, accidents, strikes, or other contingencies beyond the publisher's control. The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered or occupied by the error. The publisher specifically assumes no liability for errors in key numbers. The publisher will not, in any event, be liable for direct, special, incidental, or consequential damages, including but not limited to loss of income or profits.

Acceptance of the advertisement by the publisher shall in no way constitute endorsement of or recommendation by the publisher or the magazine for the contents of the advertisement or the product advertised.

Publisher shall have the right to hold advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to the publisher for advertising which advertiser or its agent ordered and which was published.

### CONTACT YOUR SALES REP