OUR 2024 MEDIA KIT

Product information and why you should advertise with Military Officer
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

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

*AAM Alliance for Audited Media Magazine Publisher’s Statement for 6-month period ending June 30, 2022
OUR MEMBERS

Reader profile & research results

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

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.

Source: Russell Research, 2022

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OUR CALENDAR

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.

SPECIAL ISSUES:

- NOVEMBER: TRICARE Guide
- MARCH & SEPTEMBER: Retirement Guide
- JUNE: Where to Live & Play
- DECEMBER: Career Transition Guide

FEATURED TOPICS*

| 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                                         |
| Dec       | Career Transition Guide, MOAA Charities Report, Space Force Birthday |

*Topics subject to change

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PRINT SPECS

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.
## DIRECT MARKET RATES

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

### SPECIAL ISSUE | SPONSORSHIP COMMITMENT DEADLINE | MATERIAL CLOSING
---|---|---
Retirement | Dec 28 | Jan 11
Where to Live & Play | Mar 26 | Apr 9
Retirement | June 18 | June 12
Holiday Gift Guide | Aug 20 | Sept 10
TRICARE Guide | Aug 20 | Sept 10
Career Transition Guide | Sept 17 | Oct 1

### COVERS

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<td>Cover 4</td>
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### 4-COLOR

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### B&W

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<td>$7,620</td>
<td>$5,770</td>
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### 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)

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

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

### 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.
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!
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

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.

Digital Stats

HOME PAGE AD SPECS & RATES/ MONTH

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Banner 1</th>
<th>Banner 2</th>
<th>Banner 3</th>
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<tr>
<td>Top Banner</td>
<td>728x90</td>
<td>320x50</td>
<td>$3,030</td>
<td>$2,700</td>
<td>$2,490</td>
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NEWS PAGE AD SPECS & RATES PER MONTH

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<tr>
<th>Sizes</th>
<th>Desktop</th>
<th>Mobile</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>728x90</td>
<td>320x50</td>
<td>$3,470</td>
</tr>
<tr>
<td>Med Rectangle</td>
<td>300x250</td>
<td>336x280</td>
<td>$3,240</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>300x600</td>
<td>336x280</td>
<td>$1,940</td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>728x90</td>
<td>728x90</td>
<td>$1,300</td>
</tr>
</tbody>
</table>

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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

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CONTRACTS & COPY

POLICIES

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.

OUR MEDIA KIT

CONTRACTS & COPY

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 236,675 (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.

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