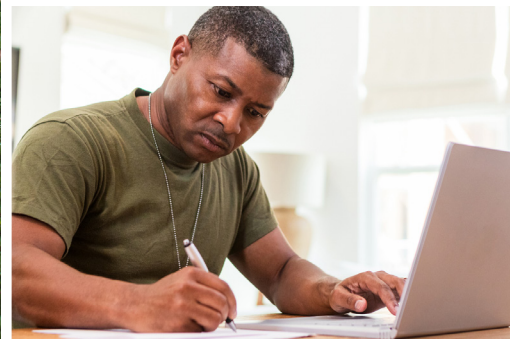


OUR **2027** MEDIA KIT



OUR REACH

Active,
engaged
members —
with buying
power.

THE MILITARY OFFICERS ASSOCIATION OF AMERICA (MOAA) is the largest and most influential association of uniformed service officers and their spouses. For nearly 100 years, MOAA has been the leading advocacy organization representing every officer at every stage of life. With more than 350,000 members, MOAA has an active and affluent membership base to which you can target your advertising.

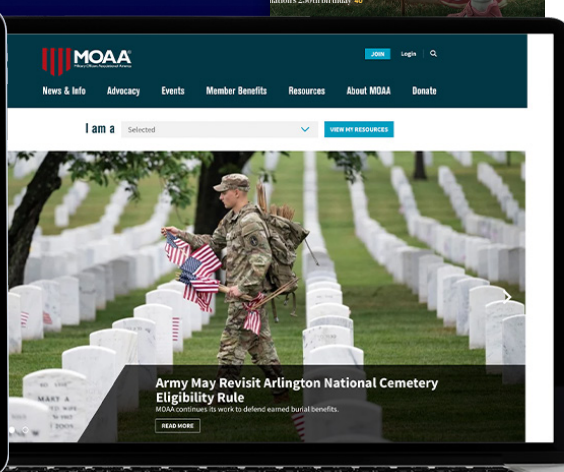
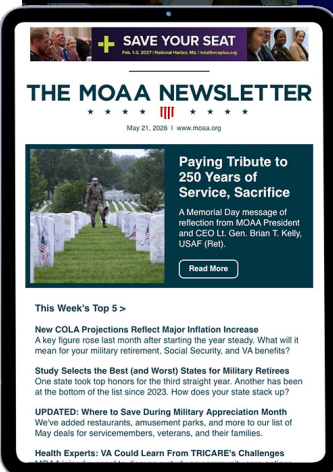
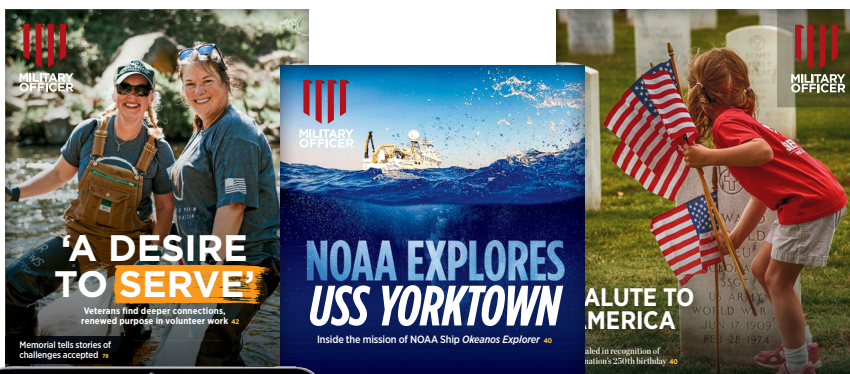
Through our magazine, newsletter, website, direct email messaging, and more, MOAA can deliver your key audience and help you attract the customers you desire.

ADVERTISING SALES

Kathy Sveen, VP of Sales
Smithbucklin
312-673-5635
ksveen@smithbucklin.com

PUBLISHER

Military Officers Association of America
201 N. Washington Street
Alexandria, VA 22314

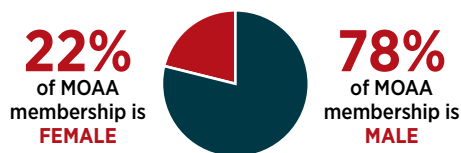


Cover Photos: (clockwise from top) skynesher/Getty Images; SDI Productions/Getty Images; svetika/Getty Images; Nikola Stojadinovic/Getty Images; SeizaVisuals/Getty Images; timnewman/Getty Images.

The appearance of U.S. Government visual information does not imply or constitute federal endorsement.

OUR MEMBERS

Member profile & research results



41% of MOAA members are **LIFE** Members

67 mean membership **AGE**

\$170k mean membership **HOUSEHOLD INCOME**

\$1.1m mean membership **INVESTMENT PORTFOLIO**

60% of MOAA members plan to **TRAVEL DOMESTICALLY** in the next 12 months.

90% of members have made purchases via mail or online in the past month

DID YOU KNOW ...

According to a recent third-party readership study: "64% of MOAA members (224k) state health/wellness/fitness education is a topic of interest, while 79% of MOAA members (277k) state retirement education is also important to them."

If YOU have products and services that speak to these topics, would it make sense to help our members by advertising in *Military Officer* magazine? If yes, reach out to Kathy Sveen, VP of Sales, today to learn how. (Don't miss our special issues in 2027!)

EVERY MONTH, YOU CAN REACH **MORE THAN 350,000+** AFFLUENT AND EDUCATED AMERICANS **WITH BUYING POWER.**

Members of the Military Officers Association of America are current, former, and retired officers in the Army, Marine Corps, Navy, Air Force, Space Force, Coast Guard, U.S. Public Health Service, and National Oceanic and Atmospheric Administration, as well as their surviving spouses. They represent one of the healthiest and most influential and affluent groups of mature consumers in our country.

MEMBERSHIP DEMOGRAPHICS

78% Male
22% Female

41% of MOAA members are Life members.

AFFLUENT

\$170k mean household income
\$1.1m mean investment portfolio value

HIGHLY ENGAGED

81% state they read every single issue and **86%** state they took action as a direct result of what they read/learned.

ACTIVE LIFESTYLES

64% of MOAA members state health/wellness/fitness education is a topic of interest.

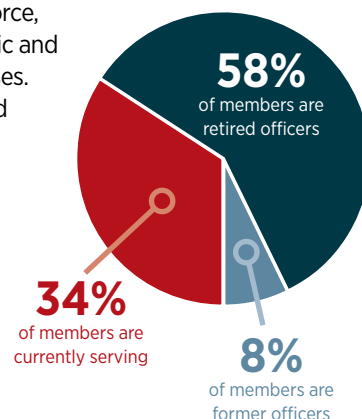
Our readers are very active — **60%** are planning domestic vacation travel in the next 12 months, **33%** are planning to travel internationally.

79% of MOAA members state retirement education is also important to them.

TRAVEL

60% planning a domestic trip
33% planning a foreign trip
33% planning a road trip
22% planning a cruise

Source: MOAA membership data 07/2026;
Russell Research, 2022
Photo Credit: Alistair Berg/Getty Images



37% Pass along their print copy of *Military Officer* to other readers.



OUR CALENDAR

Recurring magazine sections

MOAA Dispatches: MOAA member profiles, chapter news, and the president's column

Mission Advocacy: legislative and advocacy news

Homefront: information on finances, health, family, and military benefits

R&R: travel and entertainment content

Why I Serve: positive story of a uniformed servicemember

Recurring newsletter topics

Advocacy: news from Capitol Hill affecting the military community

Finance: advice from experts on taxes, retirement, investing, and more

Transition and Career: details on job fairs and networking events, plus practical job-search guidance

Health Care and Benefits: coverage of TRICARE, the VA, Medicare, and other benefits information

Spouse and Family: updates on employment efforts, child care and housing regulations, and more

Recommended Reads: content from military-focused news partners and *Military Officer* magazine

Member Spotlight: profile of a MOAA member and their work to give back

MOAA offers added value for advertisers in *Military Officer* magazine, in The MOAA Newsletter, and on MOAA.org. Opportunities are available in our spring and fall retirement guides, Live and Play destination guide, TRICARE health program guide, holiday gift guide, and career-transition guide. Contact your sales rep for more information on these special guides.

SPECIAL MAGAZINE ISSUES*

MARCH & SEPTEMBER 2027:
Retirement Guide

JUNE 2027:
Where to Live and Play

NOVEMBER 2027:
TRICARE Guide
Holiday Gift Guide

DECEMBER 2027:
Career Transition Guide

*Topics subject to change



79%
of MOAA members state retirement education is important to them.

SPECIAL NEWSLETTER TOPICS*

JANUARY 2027:
New MOAA legislative priorities; military outlook and program changes for the new year.

FEBRUARY & MARCH 2027:
Overview of new tax rules and best practices for tax season.

APRIL 2027:
Coverage of our nationwide Advocacy in Action legislative campaign.

MAY 2027:
Special MOAA President's Message honoring Memorial Day.

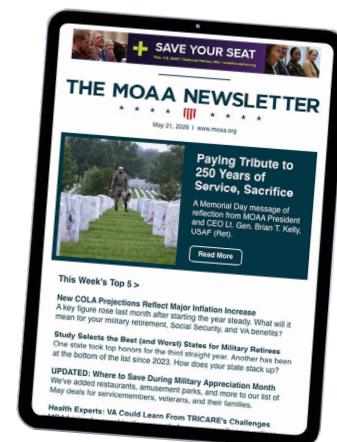
JUNE 2027:
Digital presentation of *Military Officer* Live and Play 2027.

AUGUST 2027:
Coverage of nationwide MOAA advocacy campaign tied to summer congressional recess.

NOVEMBER 2027:
Special MOAA President's Message honoring Veterans Day.

NOVEMBER/DECEMBER 2027:
Guidance on "Open Season" for federal health benefits, which affects many of our members.

*Topics subject to change



OUR **SPECS**

Instructions to submit print art material

PRINT AD REQUIREMENTS

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

MATERIAL

- Publisher reserves the right to reject faulty materials.
- In accordance with MOAA guidelines, AI-generated images, especially those that depict military symbols, military imagery, or military personnel, are not permitted for use in this asset unless prior documented approval.

CHANGES

No changes to ad copy accepted after material closing dates. For any art change or ad resubmission received after the published advertising material close date, and determined to be feasible, MOAA reserves the right to invoice a \$100 change fee to said agency or advertiser, which would need to be paid in full by credit card upon acceptance of updated artwork.*

STORAGE

Files are saved for one year.

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 (no bleed)

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

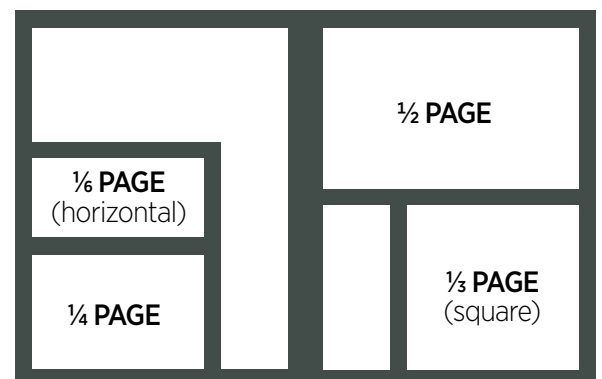
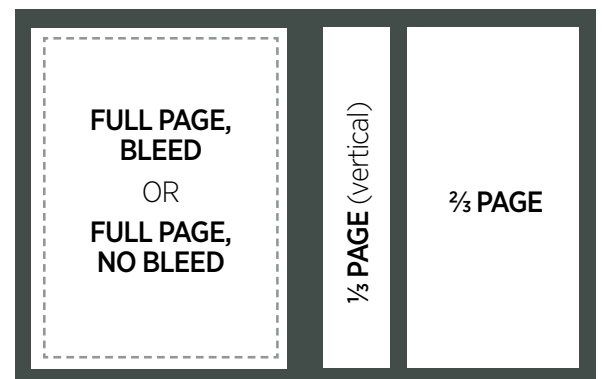
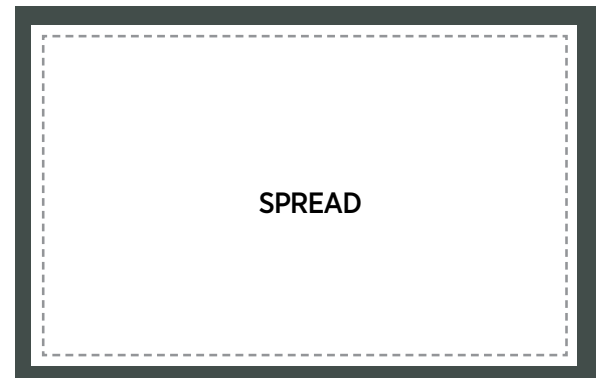
1/2 page (hor): **7 x 4.75**

1/4 page (hor): **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**



*Advertisements that contain significant editorial copy may be required to be clearly labeled as an advertisement. In such cases, "Advertisement" must appear at the top of the page(s) in the same font weight and at least 1 point size larger than the advertisement copy.

OUR

Closing Dates

ISSUE MONTH	SPACE CLOSING	MATERIAL CLOSING
January	Nov 2	Nov 6
February	Nov 18	Nov 31
March	Jan 6	Jan 13
April	Jan 27	Feb 4
May	Feb 22	Mar 4
June	Apr 5	Apr 15
July	Apr 27	May 5
August	May 24	June 3
September	June 28	July 8
October	July 26	Aug 5
November	Aug 30	Sept 9
December	Sept 27	Oct 7

MILITARY OFFICER MAGAZINE

RATES

350k

MOAA members

200k printed issues

274k with pass-along readership

GENERAL RATES

MOAA members have access to both print and digital issues within their portal.

COVERS	1X	3X	6X	12X
Cover 2	\$13,390	\$12,750	\$12,170	\$11,565
Cover 3	\$12,400	\$11,815	\$11,205	\$10,700
Cover 4	\$14,690	\$13,975	\$13,325	\$12,675

4-COLOR

2 page spread	\$21,879	\$21,347	\$20,397	\$19,589
1 page	\$11,515	\$11,235	\$10,735	\$10,310
2/3 page	\$9,150	\$8,950	\$8,590	\$8,240
1/2 page	\$7,745	\$7,475	\$7,300	\$7,045
1/3 page	\$5,250	\$5,110	\$4,950	\$4,750
1/4 page	\$3,915	\$3,800	\$3,675	\$3,555
1/6 page	\$3,215	\$3,000	\$2,900	\$2,780

B&W

1 page	\$9,300	\$9,075	\$8,590	\$8,230
2/3 page	\$7,015	\$6,800	\$6,425	\$6,050
1/2 page	\$5,625	\$5,300	\$5,125	\$4,875
1/3 page	\$4,325	\$4,175	\$3,980	\$3,725
1/4 page	\$2,875	\$2,750	\$2,650	\$2,500
1/6 page	\$2,300	\$2,050	\$1,970	\$1,850

All rates are NET to MOAA.



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. Premium and Special Issue placements are non-cancelable. Some special programs may be non-cancelable by customer and will be called out on contract.

OUR NEWSLETTER

Digital Stats

THE MOAA
NEWSLETTER:

334K

TOTAL SUBSCRIBERS

45%

AVERAGE
OPEN RATE*

*may include bot opens

25%

AVERAGE
CLICK-THROUGH
RATE

203,000

WEEKLY SUBSCRIBERS
DEPLOYS ON THURSDAYS

131,000

MONTHLY SUBSCRIBERS*

SPECS & RATES

	Banner	Sponsored Content
Dimensions	580 x 71	
File Size	40 kb	
Weekly	\$3,475	\$4,200
Monthly*	\$3,475	\$4,200

*Deploys 1x per month to members and non-members who request this content.

All rates NET to MOAA

In accordance with MOAA guidelines, AI-generated images, especially those that depict military symbols, military imagery, or military personnel, are not permitted for use in this asset unless prior documented approval.

THE MOAA NEWSLETTER includes:

- Breaking news about military health care, pay and benefits, and MOAA's ongoing advocacy work.
- Expert guidance on personal finance and taxes, career transition, and other topics of interest to our wide membership.
- Exclusive details on new and expanding MOAA member benefits, travel packages, charitable efforts, and much more.

ADVERTISING OPTIONS

Each edition of The MOAA Newsletter includes a banner display ad in prime position.

Separately, each edition offers the opportunity for sponsored content. This allows advertisers to create engaging, custom content to interact with MOAA members. The sponsored content package includes a headline, photo, and readout in The MOAA Newsletter linking to an advertiser-provided article at MOAA.org. Contact your sales representative to learn more!



YOUR AD HERE

THE MOAA NEWSLETTER

★ ★ ★ ★ ★

August 13, 2026 | www.moaa.org



Register Now for TotalForce+!

Our Feb. 1-3 conference is FREE for currently serving members, uniformed services retirees, veterans, and their spouses. Don't miss out!

[Click Here](#)

This Week's Top 5 >

COLA Watch: Get the Latest Update

Find out where the adjustment is tracking as inflation figures flatten.

From Military.com: Who's Getting Lost in the TCAVA Fight

Hear from MOAA leadership and allied groups on this generational opportunity to support tens of millions in the veteran community.

Fighting for TRICARE for Life Beneficiaries Left Behind

Join MOAA's work to restore GLP-1 coverage and end a dangerous pharmacy-plan precedent.

This Proven Employment Tool Can Help Military Families

Adding military spouses to the Work Opportunity Tax Credit is long overdue. Ask your lawmakers to support this bipartisan approach.

Member Spotlight >>

Chapter Helps Homeless Veterans Stay Warm

Through a grant from MOAA Charities, the Mahoning and Shenango Valleys Chapter supplies winter coats to local veterans in need.

Sponsored Content: Your Photo Here

Sponsored Content: Your Headline Here

Pudae num voloremque autaquid quatur saes doloreic teturiam qui te volorro beaqui adita ex eius sed utaqis et pro quodisamus vollee aturem estor moluptaqui dendae nem.

More From MOAA.org >

Upcoming Events >>

Can't-Miss Webinars, Workshops, and Much More!

From financial guidance to career and transition support to navigating your earned benefits, keep up with our latest offerings.

OUR WEBSITE

Digital Stats

WEBSITE:

2.2 MILLION
VISITORS
PER YEAR

3.4 MILLION
PAGE VIEWS
PER YEAR

Source: Google Analytics, Aug. 2025–July 2026

HOME PAGE AD SPECS & RATES/MONTH

Desktop	Mobile	Banner 1	Banner 2	Banner 3
728x90	320x50	\$3,120	\$2,780	\$2,565

NEWS PAGE AD SPECS & RATES PER MONTH

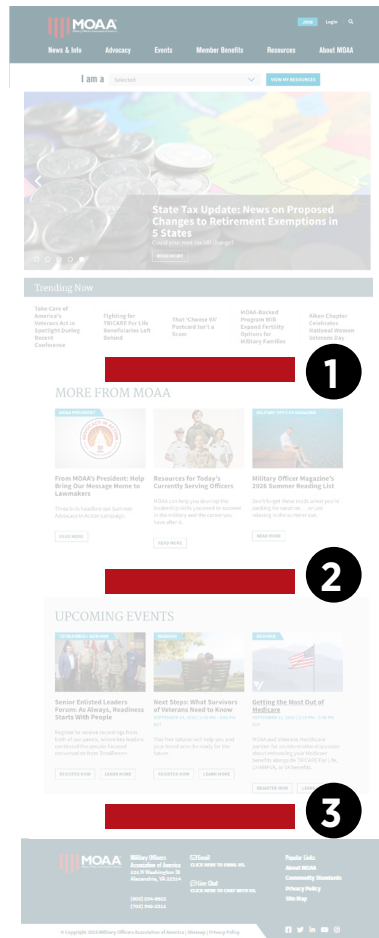
Sizes	Desktop	Mobile	Rate
4 Top Banner	728x90	320x50	\$3,575
5 Skyscraper	300x600	336x280	\$3,340
6 Med Rectangle	300x250	336x280	\$2,000

All rates are NET to MOAA.

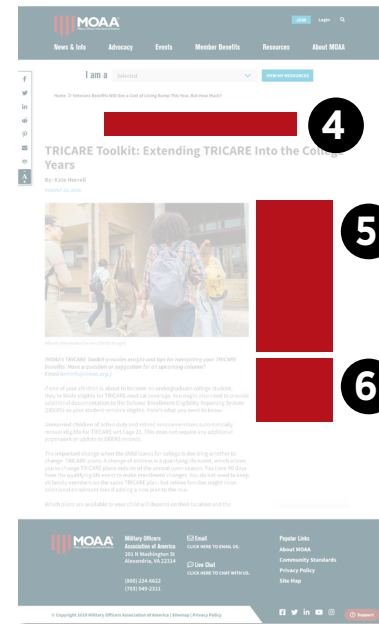
MOAA.ORG

provides access to timely legislative news, information on valuable transition services and resources, a place for MOAA members to connect, and more.

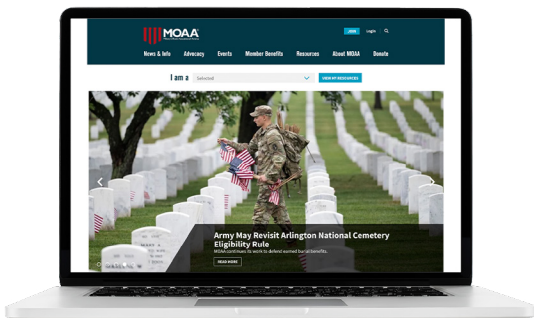
MOAA.ORG HOMEPAGE



MOAA.ORG NEWS ARTICLE PAGE



In accordance with MOAA guidelines, AI generated images, especially those that depict military symbols, military imagery, or military personnel, are not permitted for use in this asset unless prior documented approval is obtained.



MOAA DEDICATED EMAIL PROGRAM

The MOAA Dedicated Email program allows advertisers to appear in a prime position for our audience — at the top of their inbox.

AUDIENCE:

This program allows advertisers to be the sole feature of an email sent directly to 100,000 MOAA members.

TIMING/DEADLINES:

MOAA offers two opportunities per month. Materials due 10 business days prior to campaign launch date. A sample can be provided.

REQUIRED ASSETS:

Submit copy, images, and URL, and MOAA will place in a template and deploy on your behalf. Artwork and content is subject to approval. MOAA fulfillment team will be in touch with submissions details after contracting.

In accordance with MOAA guidelines, AI-generated images, especially those that depict military symbols, military imagery, or military personnel, are not permitted for use in this asset unless prior documented approval.

PRICING:

\$6,500 net per send

All rates are NET to MOAA.



Photo Credit: DMP/Getty Images

OUR POLICIES

Small print

- All advertising orders are subject to the publisher's approval.
- All rates are NET to MOAA and are subject to change. (MOAA rates are not calculated on a Cost Per Thousand, or CPM.)
- Space is invoiced on contract rates. Payment terms are Net 30.
- Orders containing incorrect rates will be accepted and charged at regular rates. Such errors will be regarded only as clerical.
- *Military Officer* is published monthly (12 issues per year).
- Weekly (52) and monthly (12) editions of The MOAA Newsletter are published year-round.
- 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.
- Inventory may be limited and is always first come-first served locked with a signed MOAA contract and confirmed/invoiced by MOAA.
- In accordance with MOAA guidelines, AI-generated images, especially those that depict military symbols, military imagery, or military personnel, are not permitted for use in this asset unless prior documented approval.
- No changes to ad copy accepted after material closing dates. For any art change or ad resubmission received after the published advertising material close date, and determined to be feasible, MOAA reserves the right to invoice a \$100 change fee to said agency or advertiser, which would need to be paid in full by credit card upon acceptance of updated artwork.
- Advertiser warrants all advertising claims are truthful, substantiated, and compliant with FTC and other applicable regulatory requirements.
- Advertiser represents and warrants that it: owns or licenses all materials and intellectual property rights and has obtained all permissions and releases necessary to publish the advertisement.

CONTRACTS & COPY

CONTRACTS & COPY REGULATIONS

Advertisements with MOAA 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 publisher's 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 editorial copy will be marked "Advertisement." Advertisements that contain significant editorial copy may be required to be clearly labeled as an advertisement. In such cases, "Advertisement" must appear at the top of the page(s) in the same font weight and at least 1 point size larger than the advertisement copy.

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. MOAA reserves the right to pick up existing artwork files if artwork is not received by published close date per media kit. If MOAA doesn't have artwork files and doesn't receive artwork, customer is still responsible for payment on invoices for those months contracted. Publisher will not be bound by conditions that appear on contracts that conflict with MOAA policies. Signed contracts may reflect special policies per programs with MOAA. MOAA reserves the right to adjust media kit offerings at its discretion. MOAA editorial is subject to change without notice.

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.