



2019 MEDIA KIT



REACH INTERESTING, INTERESTED PEOPLE. PEOPLE WITH BUYING POWER.

- *Military Officer* magazine is the flagship publication of the Military Officers Association of America (MOAA). For more than 85 years, MOAA has been the leading organization representing the overall military community — active duty, retired, and National Guard and Reserve servicemembers and their families
- *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 people look forward to receiving, reading, rereading, and passing on to friends.

ADVERTISING SALES

James G. Elliott Inc.

East Coast Sales: 917.421.9055 or 917.421.9043

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

HEADQUARTERS SALES OFFICE

Erica Martin, Advertising Coordinator

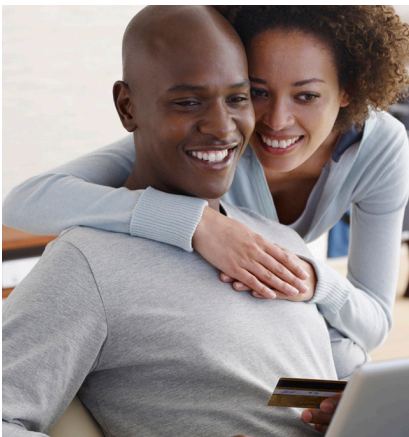
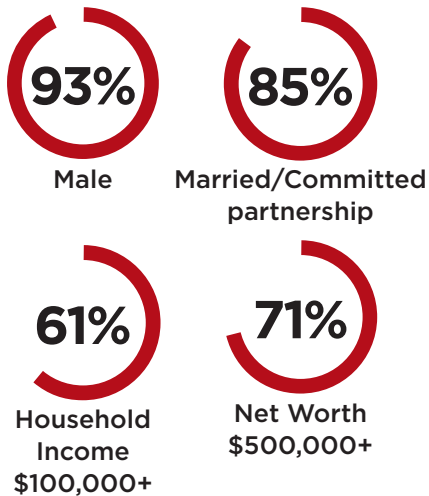
Phone: 800.234.6622, ext. 145

advertising@moaa.org



2019 MEDIA KIT

OUR MEMBERS



HERE'S HOW YOU CAN CONNECT WITH OUR MEMBERS.

CONTACT YOUR SALES REP

James G. Elliott, Inc.
East Coast Sales:
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Mid West Sales:
312.348.1206
West Coast Sales:
213.596.7215

Advertising@moaa.org

READER PROFILE & RESEARCH RESULTS

EVERY MONTH YOU CAN REACH HUNDREDS OF THOUSANDS OF AFFLUENT AND EDUCATED AMERICANS WITH BUYING POWER.

The readers of *Military Officer* magazine, published by the Military Officers Association of America, are former and active duty military officers who represent one of the healthiest and most influential and affluent groups of mature consumers in our country.

AUDIENCE DEMOGRAPHICS

93% Male and 85% are married/committed partnership

AFFLUENT

Household Income \$100,000+	61%
Net Worth \$500,000+	71%

EDUCATED

College Grad +	91%
Master's Degree +	57%
Professional/Doctorate Degree +	12%

ACTIVE LIFESTYLES

Our readers are very active – 80% plan to take a vacation in the next 12 months, 64% of those trips being domestic.

TRAVEL

Any Domestic Trips (past 12 mos)	77%
Any Foreign Trips (past 3 years)	49%
Any Cruise(s) (past 3 years)	35%
Hotel/Motel 5+ Nights (past 12 mos)	68%

TRAVEL SPENDING

Domestic Vacation spent \$3,000+ (past 12 mos)	50%
Foreign Vacation spent \$6,000+ (past 3 years)	59%

ACTIVE*

Hiking	25%
Golf	21%
Swimming	18%
Fishing	14%
Bicycling	14%

Source: 2017 Military Advertising Network Survey, James G. Elliott Co Inc.

2019 MEDIA KIT

SPECIAL ISSUES

JANUARY:

Career Transition Guide



MARCH & SEPTEMBER:

Retirement Features



JUNE:

Where to Play & Retire



EDITORIAL CALENDAR

ISSUE FEATURES

Jan	Career Transition Guide , Travel, Public Health Service Birthday, Legislative Forecast
Feb	Black History Month, Military Love Stories, Veterans in Congress
Mar	Retirement Guide , Women's History Month, Military and Comics, Tax Tips
Apr	Military Child Month, MOAA Legislative
May	Memorial Day, Military Spouse Month, NOAA Birthday, Asian Pacific Islander Month
Jun	Where to Play & Retire , Army Birthday, Education
Jul	Entertainment, Finance
Aug	Coast Guard Birthday, Guard & Reserve
Sept	Retirement Guide , Air Force Birthday, Hispanic Heritage Month
Oct	Navy Birthday, Leadership, MOAA Chapters
Nov	Veteran's Day, Military Family Month, Marine Corps Birthday
Dec	Military History

DEPARTMENT HIGHLIGHTS

Money Talk: financial column

Set Your Course: career development and leadership content

R&R: travel, entertainment, and family articles

Healthy Living: food, fitness, and health content

Never Stop Serving: MOAA-centered content. This section has its own cover inside the magazine.



2019 MEDIA KIT



CLASSIFIED AND REAL ESTATE ADS

Minimum 1 inch, maximum 3 inches.

Column width 2.125 inches (roughly 48 spaces 10-pt type).

One column inch is 10 agate lines.
Allow 2 lines for headline.

Pubset included with no logos.

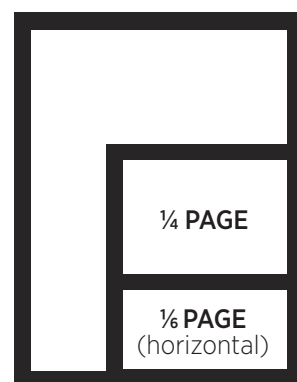
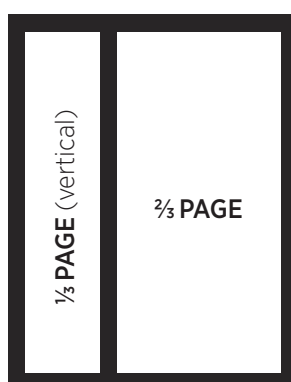
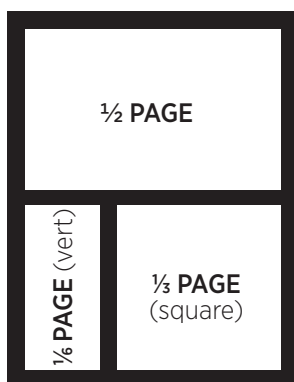
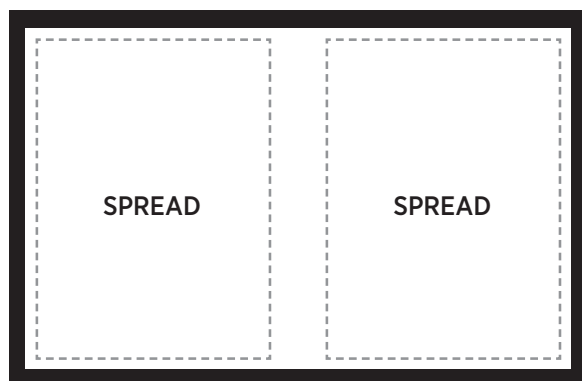
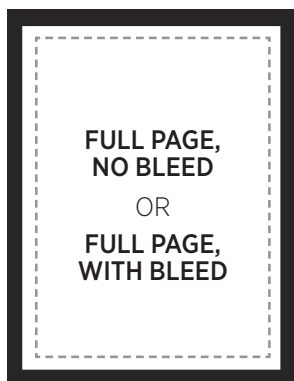
No special borders, please.

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.

STANDARD AD SIZES (INCHES)



FULL PAGE/SPREAD

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

Full page, no bleed: 7 x 9.625

Spread: 16.25 x 10.75

PARTIALS

2/3 page: 4.5" x 9.625

1/2 page (horizontal only): 7 x 4.75

1/4 page: 4.5 x 3.5

1/3 page (square): 4.5 x 4.75

1/3 page (vertical): 2.125 x 9.625

1/6 page (horizontal): 4.5 x 2.25

1/6 page (vertical): 2.125 x 4.75



2019 MEDIA KIT



HOW TO SUBMIT AD ART

Submit ads through our online web portal **AdShuttle**.

Visit **www.adshuttle.com** for online registration and step-by-step instructions for ad submission.

For Customer Service questions regarding AdShuttle, please call **866.774.5784**.

PRODUCTION SPECS & SHIPPING INSTRUCTIONS

DIGITAL MATERIAL

Military Officer magazine is using a PDF digital workflow to ensure highest-quality reproduction.

- All advertising submissions must be PDF/X-1a files.
- ALL ad files must be uploaded to our web portal **AdShuttle**.

Please visit **www.adshuttle.com** for online registration and step-by-step instructions for ad submission. For customer service questions regarding AdShuttle, please call 866.774.5784.

PRINT AD REQUIREMENTS

- PDF/X-1a
- All fonts MUST be embedded (NO True Type fonts)
- Color must be CMYK or Grayscale. NO RGB, Lab, or embedded color profiles
- No files with PMS colors (PMS colors MUST be converted to CMYK)
- Maximum ink density: 240 total
- Resolution: 300 dpi

PUBLICATION STATS

- Web offset
- Paper: 100 lb. cover and 40 lb. coated offset inside
- Publication trim size: 8" x 10.5"
- Live Text Area per page 7" x 9.625"
- Full-page bleed size: 8.25" x 10.75"
- Two-page spread: 16.25" x 10.75" (Keep live text .25 inch of fold.)
- Bleeds on full-page ads only. (Keep live text .25 inch from trim.)
- Saddle stitched, trimmed flush

MATERIAL

- No rebate for insertions with wrong key number.
- Publisher reserves the right to reject faulty or improperly prepared materials.
- Call Erica Martin at 703.838.8145 for all media ad coordination.

STORAGE

All digital files are saved for one year after last published.

CHANGES

- NO changes to ad copy accepted after material closing dates.



2019 MEDIA KIT



CLASSIFIED RATES

\$230 per column inch

Min. 1 inch, max. 3 inches. (Over 1 in. billed 1/2 in. increments)

Special classified rate for MOAA members — \$210 per inch

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

Call for a price quote.

INSERT CARDS

Bind-in cards or envelopes.

Accepted only with full-page orders.

General rate: \$20 per thousand.

RATES, CLOSINGS, AND MATERIAL DEADLINES

2019 ISSUE	SPACE CLOSING	MATERIAL CLOSING
JAN	NOV 12, 2018	NOV 20, 2018 *Transition Guide
FEB	DEC 11, 2018	DEC 19, 2018
MAR	JAN 15, 2019	JAN 23, 2019 *Retirement Issue
APR	FEB 14, 2019	FEB 22, 2019
MAY	MAR 12, 2019	MAR 20, 2019
JUN	APR 12, 2019	APR 22, 2019 *Where to Play & Retire
JUL	MAY 10, 2019	MAY 20, 2019
AUG	JUN 12, 2019	JUN 20, 2019
SEP	JULY 12, 2019	JUL 22, 2019 *Retirement Issue
OCT	AUG 12, 2019	AUG 20, 2019
NOV	SEP 11, 2019	SEP 19, 2019
DEC	OCT 14, 2019	OCT 22, 2019

GENERAL RATES

COVERS	1X	3X	6X	12X
COVER 2	\$11,432	\$10,891	\$10,388	\$9,880
COVER 3	\$11,432	\$10,891	\$10,388	\$9,880
COVER 4	\$12,542	\$11,936	\$11,383	\$10,832
4-COLOR	1X	3X	6X	12X
1 PAGE	\$9,837	\$9,598	\$9,171	\$8,803
2/3 PAGE	\$7,812	\$7,640	\$7,337	\$7,034
1/2 PAGE	\$6,617	\$6,384	\$6,233	\$6,016
1/3 PAGE	\$4,485	\$4,356	\$4,236	\$4,058
1/4 PAGE	\$3,344	\$3,252	\$3,143	\$3,035
1/6 PAGE	\$2,749	\$2,564	\$2,473	\$2,386
B&W	1X	3X	6X	12X
1 PAGE	\$7,943	\$7,742	\$7,337	\$6,958
2/3 PAGE	\$5,990	\$5,805	\$5,481	\$5,156
1/2 PAGE	\$4,794	\$4,518	\$4,367	\$4,166
1/3 PAGE	\$3,695	\$3,560	\$3,398	\$3,187
1/4 PAGE	\$2,456	\$2,354	\$2,262	\$2,126
1/6 PAGE	\$1,969	\$1,747	\$1,677	\$1,574

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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POLICIES

- *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 244,185 (AAM Alliance for Audited Media Magazine Publisher's Statement for 6-month period ending June 30, 2018)
- 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 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.

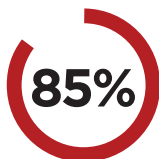


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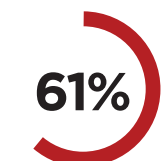
OUR MEMBERS



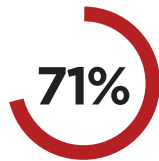
Male



Married/Committed
partnership

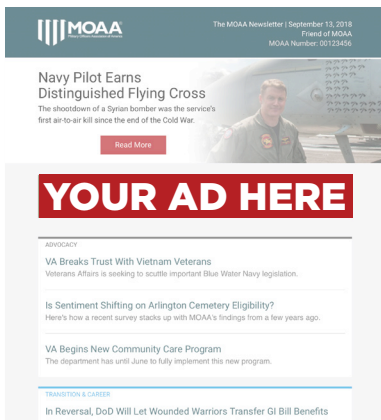


Household
Income
\$100,000+

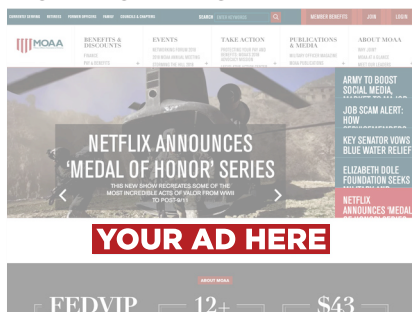


Net Worth
\$500,000+

MOAA NEWSLETTER



MOAA HOME PAGE



EMAIL ADVERTISING & WEBSITE

MOAA is the nation's largest and most influential association of active and retired military officers. It is an independent, nonprofit, politically nonpartisan organization.

With members from every branch of service — including active duty, National Guard, Reserve, retired, and former officers, and their families — we are a powerful force speaking for a strong national defense and representing the interests of military officers at every stage of their careers.

EMAIL NEWSLETTER ADVERTISING:

The MOAA Newsletter offers breaking news about military health care, pay, and benefits, personal financial planning tips, techniques to help in military or second career, money-saving programs for insurance, investments, travel, educational assistance for children and more.

The MOAA Newsletter is delivered to over 200,000 subscribers with a 28% average open rate. Each edition of the newsletter will only have one exclusive advertising spot available, the leaderboard. The MOAA Newsletter is distributed every Thursday in either a weekly or bi-weekly edition.

EMAIL AD SPECS

Banner Size	Rate/Month	Dimensions	Size
Leaderboard	\$4,500 (Total Market Coverage)	660 x 90	40kb
	\$3,000 (Weekly Edition)		
	\$1,500 (Bi-Weekly Edition)		

WEBSITE ADVERTISING

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.

WEBSITE AD SPECS

Banner Size	Rate/Month	Dimensions	Size	DPI
Leaderboard	\$2,000	728 x 90	40kb	72
	Format	Color Depth	Animation (max)	
	GIF or JPEG	256-Color	15 seconds	

WEBSITE STATS

Total August visits:	268,131
Unique August visitors:	186,209
Total August page views:	455,676
Average page views per visit:	1.7

Source: Google Analytics Aug 2018

Average visits per visitor:	1.8
Average visits per month:	217,059
Average visitors per month:	124,056

Source: Google Analytics Mar 2018 - Aug 2018