



SEAPOWER

NAVY / MARINE CORPS / COAST GUARD / MERCHANT MARINE

2018 MEDIA KIT



SEAPOWER

SEAPOWER is the only news magazine that covers the U.S. sea services in a way that shows their importance to the nation and to each other. As the official publication of the Navy League of the United States, SEAPOWER articles cover a wide range of topics, including national defense, foreign policy, naval affairs, commercial maritime issues, homeland security, and defense research, development and procurement. SEAPOWER coverage focuses on such areas as defense strategies, emerging technologies and ways to improve the operational concepts and managerial processes of the U.S. sea services.

OUR MISSION

SEAPOWER helps educate Congress and the American people about the activities, requirements and accomplishments of the U.S. Navy, Marine Corps, Coast Guard and U.S.-flag Merchant Marine. It also provides a forum for senior sea service leaders to express their views on various topics of concern. SEAPOWER also supports and encourages the programs of the Navy League councils throughout the United States and overseas.

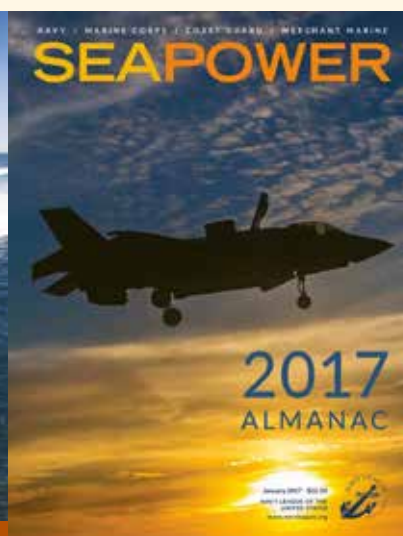
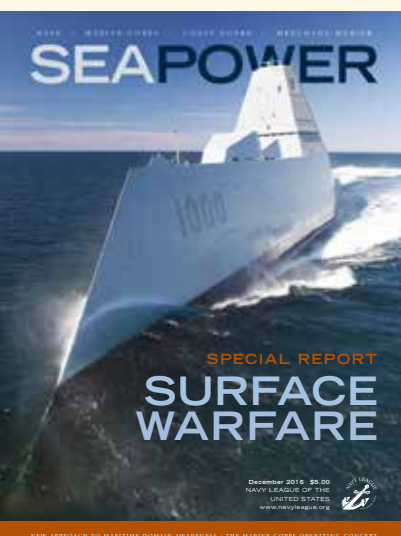
SEAPOWER is the only magazine that focuses exclusively on the nation's naval and maritime policies and priorities, and how the sea services interact with each other. With a total print and digital circulation of more than 45,000, SEAPOWER's exclusive distribution gets your advertising message to the key people you want to reach.

GET YOUR MESSAGE TO THE RIGHT PEOPLE

Many defense leaders and professionals receive SEAPOWER and its Almanac issue because they are on our Controlled and Complimentary Circulation lists, comprising more than 6,000 key officials and executives involved in the politics and business of defense.

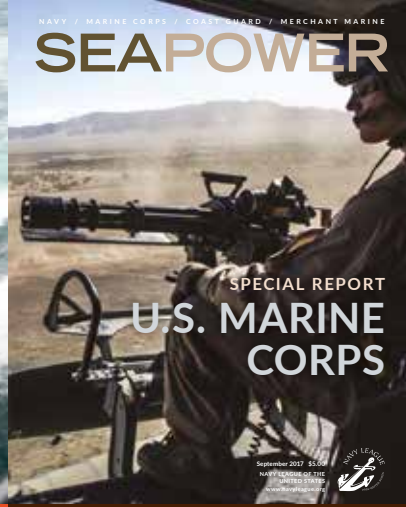
WHO READS SEAPOWER?

- Members of the U.S. Senate and House of Representatives, with additional distribution to staffs of the Appropriations, Armed Services, Homeland Security and Transportation/Maritime committees and subcommittees in each house of Congress.
- Senior members of the U.S. Maritime Administration, U.S. Transportation Command and Military Sealift Command.
- Flag officers and program managers in the Navy, Marine Corps and Coast Guard.
- Defense industry executives and program managers.
- Other marine and oceanic agencies, national laboratories, media, libraries and educational facilities, as well as international organizations.



2018 SEAPOWER EDITORIAL CALENDAR

ISSUE	DEADLINES	EDITORIAL HIGHLIGHTS	TRADE SHOWS
JANUARY <ul style="list-style-type: none"> SEAPOWER Almanac 	SPACE: Dec. 4, 2017 MATERIALS: Dec. 11, 2017	<ul style="list-style-type: none"> A one-stop reference for all the ships, aircraft, equipment and systems of the U.S. sea services Meet the uniformed and civilian leadership in Defense and Homeland Security 	<ul style="list-style-type: none"> Unmanned Systems Defense, National Harbor, Md.
FEBRUARY/MARCH <ul style="list-style-type: none"> Profiles in Service Network-Centric Warfare & Communications 	SPACE: Feb. 1, 2018 MATERIALS: Feb. 8, 2018	<ul style="list-style-type: none"> Cyber defense Next Generation Enterprise Networks Virtual Afloat Networks Personal accounts of sea service life by Sailors, Marines, Coast Guard men and women, and Merchant Mariners 	
APRIL <ul style="list-style-type: none"> The Sea-Air-Space Issue Partners in Global Presence 	EARLY BIRD SPACE: Feb. 16, 2018 EARLY MATERIALS: Feb. 23, 2018 SPACE: March 1, 2018 MATERIALS: March 8, 2018	<ul style="list-style-type: none"> International exercises & exchanges Cooperative maritime engagement Fleet architecture Weapon program collaboration The humanitarian mission 	<ul style="list-style-type: none"> Navy League's Sea-Air-Space Exposition, National Harbor, Md., April 9-11 Xponential 2018, Denver
MAY <ul style="list-style-type: none"> ISR & Unmanned Systems 	SPACE: April 2, 2018 MATERIALS: April 9, 2018	<ul style="list-style-type: none"> Operating in the information domain ISR – Getting it fast, getting it right and getting it to the decision-makers Actionable intelligence for expeditionary, irregular warfare New missions for unmanned systems Multidomain control of unmanned systems 	
JUNE <ul style="list-style-type: none"> Littoral & Brown Water Operations 	SPACE: May 1, 2018 MATERIALS: May 8, 2018	<ul style="list-style-type: none"> Next-generation patrol craft Maintaining mission-critical watercraft Expanding littoral and brown water operations 	<ul style="list-style-type: none"> Surface Navy Association West Coast Symposium, San Diego MACC, U.S. Coast Guard Yard, Baltimore
JULY/AUGUST <ul style="list-style-type: none"> U.S. Coast Guard 	SPACE: July 2, 2018 MATERIALS: July 9, 2018	<ul style="list-style-type: none"> USCG District Spotlight Fleet recapitalization status report Combating transnational criminal organizations 	<ul style="list-style-type: none"> Fleet Maintenance & Modernization Symposium, Virginia Beach, Va.
SEPTEMBER <ul style="list-style-type: none"> U.S. Marine Corps 	SPACE: Aug. 1, 2018 MATERIALS: Aug. 8, 2018	<ul style="list-style-type: none"> The Special-Purpose MAGTFs Training and equipping the future force Building partner capacity Improving agility, flexibility and lethality Expeditionary energy concepts 	<ul style="list-style-type: none"> Modern Day Marine, Quantico, Va.
OCTOBER <ul style="list-style-type: none"> Undersea Warfare Air Warfare & Flight Operations 	SPACE: Sept. 4, 2018 MATERIALS: Sept. 10, 2018	<ul style="list-style-type: none"> Unmanned undersea warfare advances Columbia-class program update Expanding submarine payloads First deployment of the Triton Advancing aviation readiness Simulation and the development of training and tactics Contract adversary services 	<ul style="list-style-type: none"> Naval Submarine League, Arlington, Va.
NOVEMBER <ul style="list-style-type: none"> The Commercial Maritime Industry Navy League Corporate Membership Directory 	SPACE: Oct. 1, 2018 MATERIALS: Oct. 9, 2018	<ul style="list-style-type: none"> Port security and vessel traffic management Expanding the Marine Highway System Maritime workforce challenges LNG transport growth Container-handling technologies Products and services of the Navy League's Corporate Members 	<ul style="list-style-type: none"> International Workboat Show, New Orleans
DECEMBER <ul style="list-style-type: none"> The Surface Fleet 	SPACE: Nov. 1, 2018 MATERIALS: Nov. 8, 2018	<ul style="list-style-type: none"> Fleet readiness update Mastering the <i>Zumwalt</i> Ship maintenance and modernization challenges 	<ul style="list-style-type: none"> Surface Navy Association National Symposium 2019, Arlington, Va.



INTERVIEW: SURGEON GENERAL OF THE NAVY VICE ADM. FORREST FAISON | FISCAL 2018 NAVY DEPARTMENT BUDGET REQUEST OVERVIEW | SHOCK TRIALS TEST SHIP SURVIVABILITY / THE NAVY'S NEWEST FLATTOP | SPECIAL REPORT: UNDERSEA WARFARE / MULTI-AGENCY HURRICANE RESPONSE

ADVERTISING SPECIFICATIONS

FILE FORMAT

The suitable format is high-resolution Adobe PDF. The PDF file should be generated from a high-resolution PostScript file or printed using high-resolution settings. All files must have a resolution no lower than 300 dpi.

AD SIZES

PUBLICATION TRIM SIZE: 8 1/8" X 10 3/4"

AD SPACE	WIDTH	HEIGHT
2 page spread, bleed*	16 1/2"	11"
1 page, bleed*	8 3/8"	11"
1 page, non-bleed	6 7/8"	10"
2/3 page	4 1/2"	10"
1/2 page, vertical	3 5/16"	10"
1/2 page, horizontal	6 7/8"	5"
1/2 page, island	4 1/2"	7"
1/2 page spread	15"	5"
1/3 page, vertical	2 1/8"	10"
1/3 page, square	4 1/2"	5"
1/4 page	3 5/16"	5"
1/6 page	3 5/16"	3 1/4"

- SIZES FOR BLEED ADS INCLUDE 1/8 INCH ON EACH SIDE BEYOND THE PAGE TRIM.

COLOR SPECIFICATIONS

- 4-color ads must have CMYK (process colors); no RGB or embedded color profiles.
- No PMS or match colors, unless you have arranged for spot color in your ad.
- Color proofs MUST accompany color ads.

ADVERTISING POLICIES

All materials will be discarded one year after publication date. Advertisers will be short rated if they do not earn their frequency rates within a 12-month period from the date of the first insertion.

CANCELLATIONS: Ad page cancellations can be accepted 7 days prior to the space close date. Covers may be canceled with 60 days notice before closing date of issue.

AGENCY COMMISSION: 15% of gross billing allowed to recognized agencies provided account is paid 30 days from invoice date.

BILLING: Billing directed to the advertising agency at the net rate is approved on the condition that the advertiser will accept responsibility for payment if the agency does not remit within 90 days.

COPY AND CONTRACT REGULATIONS: Advertisers and advertising agencies assume liability for all content (including text, representation, illustrations, maps, labels, trademarks and other copyrighted matter) of advertisements printed, and also assume responsibility for any claims made against the publisher. All advertising is subject to publisher's approval. Publisher retains the right to reject copy not suitable to policy.

DELIVERY

Please send all materials and copies of ad insertions to: SEAPOWER Magazine
2300 Wilson Blvd., Suite 200
Arlington, VA 22201-5424
Tel.: (703) 528-1775

Please send high-resolution PDF files to: seapowerads@navyleague.org.

2018 SEAPOW RATE CARD

INTERIOR [4-COLOR]	1X	3X	6X	9X	ALMANAC*
2-PAGE SPREAD	15,420	14,215	13,800	13,450	19,000
1 PAGE	7,900	7,290	7,075	6,900	9,740
2/3 PAGE	6,325	6,055	5,800	5,745	7,785
1/2 PAGE	5,450	5,180	4,965	4,910	6,755
1/3 PAGE	4,430	4,160	4,005	3,955	—
1/4 PAGE	3,690	3,540	3,470	3,380	—

COVERS [4-COLOR]

COVER 2	10,785	9,985	9,690	9,390	13,325
COVER 3	9,590	8,880	8,620	8,425	11,040
COVER 4	10,810	10,005	9,710	9,415	14,705

SPECIAL PRINTING OPPORTUNITIES AVAILABLE. PLEASE CONTACT YOUR SALES REP FOR RATES, SPECS AND DEADLINES.

NOTE: ALL ADS WILL BE PLACED RUN OF BOOK.

SPECIAL POSITIONING RATE = \$400 PER AD PER ISSUE (EXCLUDING COVERS).

* SEAPOW'S ALMANAC EDITION IS A 1X RATE AND WILL COUNT TOWARD THE FREQUENCY DISCOUNT.

DIGITAL — MAXIMIZE YOUR MESSAGE BY ADVERTISING ON WWW.SEAPOWMAGAZINE.ORG, VISITED BY MORE THAN 40,000 READERS EACH MONTH.

TOP BANNER	2,670
TOWER AD	2,585
RECTANGULAR BOX	2,055

ALL RATES ARE GROSS. DIGITAL ADS DO NOT COUNT TOWARD PRINT FREQUENCY.

EXCLUSIVITY: UP TO THREE ADS CAN ROTATE IN ANY ONE POSITION. EXCLUSIVITY CAN BE PURCHASED FOR \$1,000 ADDITIONAL PER MONTH IN ANY MONTH EXCEPT APRIL.

PLEASE CONTACT YOUR SALES REP FOR DIMENSIONS AND DEADLINES.

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