

OUR REACH

Active, engaged readers — with buying power.

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 250,000+.***

For more than 90 years, MOAA has been the leading advocacy organization representing every officer at every stage of life, 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 readers anticipate receiving, reading, rereading, and passing on to friends.



ADVERTISING SALES

James G. Elliott Co. Inc.

- **East Coast Sales:** 917.421.9055 or 917.421.9043
- **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

MOAA HEADQUARTERS

Erica Martin, Advertising and Business Manager

Phone: 800.234.6622, ext. 145
advertising@moaa.org



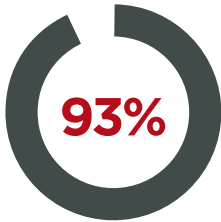
*AAM Alliance for Audited Media Magazine Publisher's Statement for 6-month period ending June 30, 2019

CONTACT YOUR SALES REP:

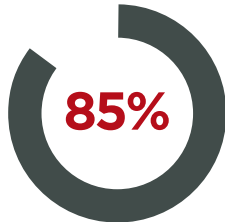
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OUR MEMBERS

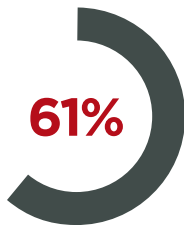
Reader profile
& research
results



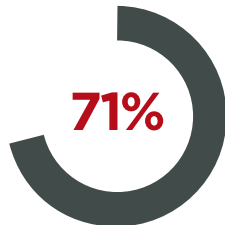
MALE



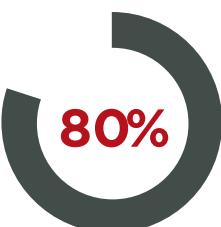
**MARRIED/
Committed
partnership**



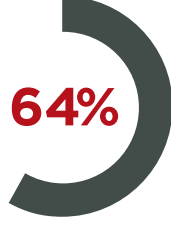
Household
Income
\$100,000+



Net Worth
\$500,000+



Plan to take
a **VACATION**
in the next
12 months



Of trips
planned within
a year will be
DOMESTIC

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 officers in the Army, Navy, Marine Corps, Air Force, Coast Guard, 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

93% Male and **85%** are married/committed partnership

AFFLUENT

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

EDUCATION

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

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

77% Any Domestic Trips*
49% Any Foreign Trips**
35% Any Cruise(s)**
68% Hotel/
Motel 5+ Nights*

TRAVEL SPENDING

50% Domestic Vacation spent \$3,000+*
59% Foreign Vacation spent \$6,000+**

ACTIVE

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

* Past 12 mos. ** Past 3 years.
Source: 2017 Military Advertising
Network Survey, James G. Elliott Co. Inc.



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OUR

Recurring topics

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.



EDITORIAL

CALENDAR

SPECIAL ISSUES:

◀ **MARCH & SEPTEMBER:** Retirement Features

▼ **NOVEMBER:** Gift Guide



▲ **JUNE:** Where to Live & Play

▶ **DECEMBER:** Career Transition Guide

FEATURED TOPICS*

Jan: Travel, Health and Fitness, Legislative Forecast

Feb: Black History Month, Tax Tips

Mar: Retirement Guide, Women's History Month,

Apr: Military Child Month, MOAA Legislative

May: Memorial Day, Military Spouse Month, NOAA Birthday, Scholarship Foundation

Jun: Where to Live & Play, 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: Gift Guide, Veteran's Day, Military Family Month, Marine Corps Birthday

Dec: Career Transition Guide

*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 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**

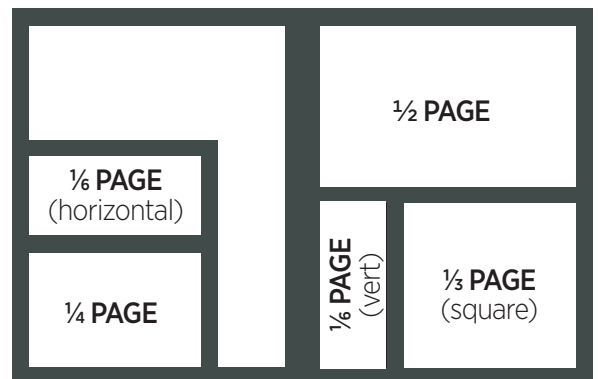
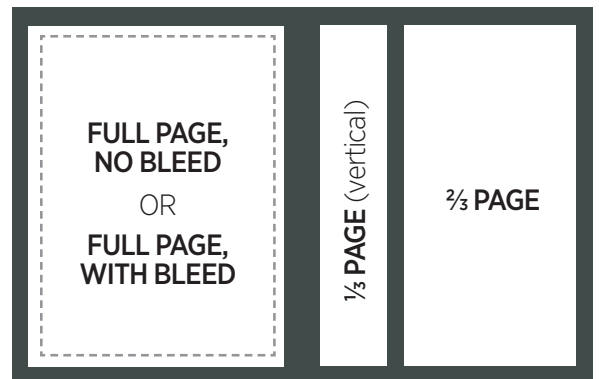
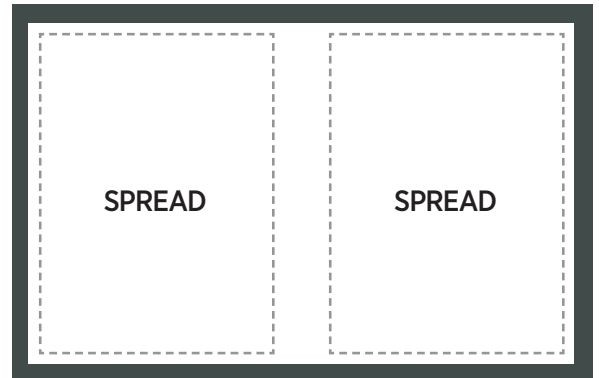
1/3 page (vert): **1.89 x 9.625**

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

Closing dates

ISSUE MONTH	SPACE CLOSING	MATERIAL CLOSING
January	Nov 12	Nov 21
February	Dec 9	Dec 17
Retirement		
March	Jan 13	Jan 22
April	Feb 11	Feb 20
May	Mar 10	Mar 19
Where to Live & Play		
June	Apr 14	Apr 23
July	May 12	May 21
August	Jun 9	Jun 18
Retirement		
September	July 14	Jul 23
October	Aug 11	Aug 20
Holiday Gift Guide		
November	Sep 15	Sep 24
Career Transition Guide		
December	Oct 13	Oct 22



GENERAL RATES

GENERAL RATES

COVERS	1X	3X	6X	12X
Cover 2	\$11,775	\$11,218	\$10,700	\$10,177
Cover 3	\$10,901	\$10,387	\$9,886	\$9,413
Cover 4	\$12,918	\$12,294	\$11,725	\$11,157

4-COLOR

1 page	\$10,132	\$9,886	\$9,447	\$9,067
2/3 page	\$8,047	\$7,869	\$7,557	\$7,245
1/2 page	\$6,815	\$6,576	\$6,420	\$6,197
1/3 page	\$4,620	\$4,487	\$4,363	\$4,180
1/4 page	\$3,444	\$3,349	\$3,238	\$3,126
1/6 page	\$2,831	\$2,641	\$2,547	\$2,458

B&W

1 page	\$8,181	\$7,975	\$7,557	\$7,167
2/3 page	\$6,170	\$5,979	\$5,645	\$5,311
1/2 page	\$4,938	\$4,654	\$4,498	\$4,291
1/3 page	\$3,806	\$3,667	\$3,500	\$3,283
1/4 page	\$2,530	\$2,425	\$2,330	\$2,190
1/6 page	\$2,028	\$1,800	\$1,728	\$1,622

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.

A/B SPLIT-RUNS AVAILABLE

- \$1,500

INSERT CARDS

- Bind-in cards or envelopes are accepted only with full-page orders.
- **General rate:** \$20 per thousand.

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

MOAA NEWSLETTER:

225K
SUBSCRIBERS

28%
AVERAGE OPEN RATE

WEBSITE:

268,131 **186,289**
TOTAL VISITS UNIQUE VISITORS
in August in August

455,676 **1.8**
TOTAL PAGE VIEWS AVERAGE VISITS
in August per visitor

217,059 **124,056**
AVERAGE VISITS AVERAGE VISITORS
per month per month

Source: Google Analytics Mar 2018 - Aug 2018

	Overall site	News Articles	Percent page views
Jan	518,748	219,826	42%
Feb.	406,394	119,986	30%
March	453,130	174,962	39%
April	400,450	137,433	34%

Source: Google Analytics 2019

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

Each edition of the newsletter will have two advertising spots available. The MOAA Newsletter is distributed every Thursday in either a weekly or bi-weekly edition.



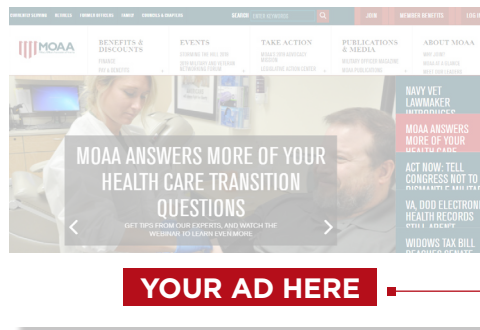
YOUR AD HERE

EMAIL AD SPECS & RATES

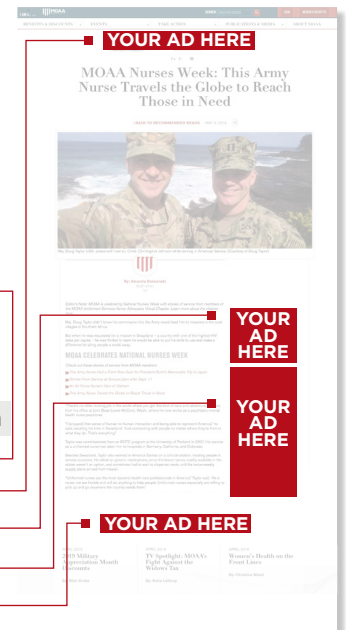
Size	Dimensions	Size	Rate/Month		
Top banner	580 x 71	40kb	\$4,500	\$3,000	\$1,500
Bottom banner	580 x 71	40kb	\$1,000	\$1,000	\$1,000
	Responsive		Total market coverage	Weekly	Bi-weekly

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



WEBSITE AD SPECS & RATES

Size	Desktop	Mobile	Rate/Month
Home page banner	728x90	320x50	\$2,000
Top banner	728x90	320x50	\$1,800
Med rectangle	300x250	336x280	\$1,600
Skyscraper	300x600	300x600	\$1,500
Bottom banner	728x90	728x90	\$1,000

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OUR

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 250,926 (AAM Alliance for Audited Media Magazine Publisher's Statement for 6-month period ending June 30, 2019)
- 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

POLICIES

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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