



NAVY / MARINE CORPS / COAST GUARD / MERCHANT MARINE

SEAPOWERS

2023 MEDIA KIT

SEAPOW^{ER} BY THE NUMBERS

Seapower is the premier news magazine that covers the U.S. sea services — the U.S. Navy, Marine Corps, Coast Guard and U.S.-flag Merchant Marine. 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.

Advertisers have four options when buying an ad with *Seapower*, and buyers that take advantage of multiple categories have the opportunity to save:

1. *Seapower* print edition, published 10/year, including the *Seapower* Almanac issue in January
2. *SeapowerMagazine.org*, *Seapower's* daily news vehicle, which includes opportunities for geotargeted ads
3. *Seapower Weekly*, a digital newsletter published every Wednesday
4. *Seapower* at Sea-Air-Space, the official show daily of Sea-Air-Space 2022. Both print and digital editions will be available to all attendees.

40,000 readership

SUBSCRIBERS INCLUDE READERS FROM:

Pentagon (*more than 500 issues provided to Pentagon leadership*)

Congress (*nearly 300 issues provided to House and Senate offices*)

The White House

Office of the Secretary of the Navy

Navy Yard

Fleet Forces Command

Marine Corps Systems Command

Naval Observatory

Customs and Border Protection

Naval Research Laboratory

Department of Homeland Security

Department of Transportation

Federal Maritime Commission

Defense Logistics Agency

General Services Agency

NASA

Government Accountability Office

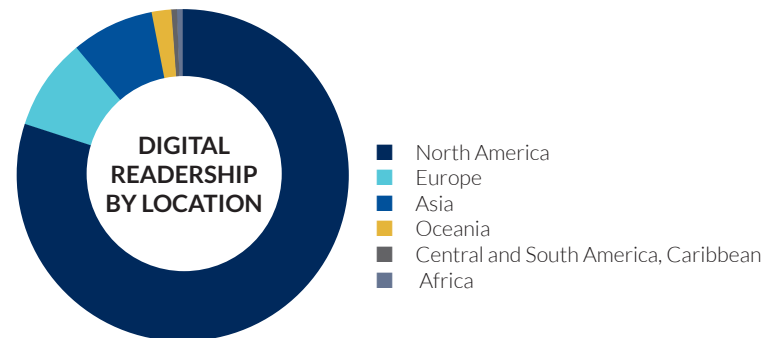
SEAPOW^{ER}MAGAZINE.ORG

120,636 page views per month

98,567 unique page views per month

Average Time on Page: **2 minutes 11 seconds**

Average Ad CTR Between: **10% and 20%**



(Readership, demographics, in-market segments based on Google Analytics averages from September 2021-August 2022)

SEAPOW^{ER} WEEKLY

28,500 subscribers

36.6% open rate

(Average numbers taken from 7 emails from Oct. 1 - Nov. 2022)

SEAPOW

EDITORIAL CALENDAR

Includes editorial highlights, advertising deadlines and conferences where *Seapower* will be distributed.

JANUARY		
Seapower Almanac		Space: Nov. 25, 2022 Materials: Dec. 2, 2022
FEBRUARY/MARCH		
Profiles in Service		Space: Jan. 19, 2023 Materials: Jan. 26, 2023
Network-Centric Warfare and Communications		
APRIL		
Global Partnerships (Distributed at Sea-Air-Space 2023)		Space: Feb. 20, 2023 Materials: Feb. 27, 2023
MAY		
ISR and Unmanned Systems		Space: March 31, 2023 Materials: April 7, 2023
JUNE		
Expeditionary Warfare		Space: April 21, 2023 Materials: April 28, 2023
JULY/AUGUST		
U.S. Coast Guard		Space: June 19, 2023 Materials: June 26, 2023
SEPTEMBER		
U.S. Marine Corps		Space: July 20, 2023 Materials: July 27, 2023
OCTOBER		
Undersea and Aerial Warfare		Space: Aug. 21, 2023 Materials: Aug. 28, 2023
NOVEMBER		
Commercial Shipping/Ship Maintenance		Space: Sept. 21, 2023 Materials: Sept. 28, 2023
Navy League Corporate Membership Directory		
DECEMBER		
The Surface Fleet		Space: Oct. 20, 2023 Materials: Oct. 27, 2023



SEAPOW

ADVERTISING SPECIFICATIONS & PRICING

DIGITAL ADVERTISING OPPORTUNITIES

AD SPACE	WIDTH	HEIGHT	1 X	3 X	6 X	9 X	12 X
Advertise on www.seapowermagazine.org <i>(All ad prices monthly, except homepage takeover, which is weekly. Homepage takeover is available at the discretion of the publisher.)</i>							
Top Banner	728 px	90 px	\$3,036	\$2,896	\$2,860	\$2,678	\$2,600
Banner Below Every Article	728 px	90 px	\$2,828	\$2,688	\$2,652	\$2,470	\$2,392
Tower Ad	262 px	400 px	\$2,635	\$2,500	\$2,375	\$2,300	\$2,240
Homepage Takeover	Desktop: 600 px x 600 px Mobile: 200 px x 300 px		1X: \$1,352 2x: \$1,300 4x: \$1,170				
Seapower Weekly							
Banner Ad	650 px	80 px	\$1,924	\$1,780	\$1,736	\$1,674	\$1,632

Note: Seapower Weekly will not publish on Jan. 5 or Dec. 28 due to holidays and office closures. The April issue will have extra distribution to Sea-Air-Space attendees and will not be sold at a discount.

PRINT ADVERTISING OPPORTUNITIES

AD SPACE	WIDTH	HEIGHT	1X	3X	6X	9X	Almanac
Seapower Magazine Covers (4-color)							
Cover 2 (Inside Front)*	8.375"	11"	\$11,268	\$10,436	\$10,129	\$9,817	\$13,910
Cover 3 (Inside Back)*	8.375"	11"	\$10,025	\$9,287	\$9,016	\$8,814	\$11,533
Cover 4 (Back)*	8.375"	11"	\$11,294	\$10,457	\$10,150	\$9,843	\$15,345
Seapower Magazine Interior (4-color)							
2 page Spread, bleed*	16.5"	11"	\$16,088	\$14,835	\$14,404	\$14,040	\$19,812
1 page, bleed*	8.375"	11"	\$8,268	\$7,633	\$7,410	\$7,228	\$10,181
2/3 page	4.5"	10"	\$6,630	\$6,349	\$6,084	\$6,026	\$8,148
1/2 page, vertical	3.3125"	10"	\$5,720	\$5,439	\$5,215	\$5,185	\$7,077
1/2 page, horizontal	6.875"	5"	\$5,720	\$5,439	\$5,215	\$5,185	\$7,077
1/2 page, island	4.5"	7"	\$5,720	\$5,439	\$5,215	\$5,185	\$7,077
1/2 page spread	15"	5"	\$8,268	\$7,633	\$7,410	\$7,228	\$10,181
1/3 page, vertical	2.125"	10"	\$4,659	\$4,378	\$4,227	\$5,368	-
1/3 page, square	4.5"	5"	\$4,659	\$4,378	\$4,227	\$5,368	-
1/4 page	3.3125"	5"	\$3,889	\$3,733	\$3,660	\$3,567	-

* Sizes for bleed ads include 1/8 inch on each side beyond the page trim.

FILE FORMAT

Printed ads must be high-resolution (300 dpi) Adobe PDFs. Digital ads must be saved as static JPGs or GIFs with a resolution no lower than 72 dpi at actual size. Please send all digital ads to seapowerads@navyleague.org.

ADVERTISING POLICIES

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 and images not suitable to policy.

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).

Seapower's Almanac edition is a 1X rate and will not count toward the frequency discount.

All rates are gross. Digital and e-newsletter ads do not count toward print frequency.

SEAPOW

AT SEA-AIR-SPACE

Seapower is the official show daily publication of Sea-Air-Space, the largest maritime exhibition in North America. This special edition will be published in print and digitally on the first day, April 3. Days two and three of the exhibition will feature a new, all-digital *Seapower* show daily on April 4 and 5. Every edition of the show daily will be available digitally to all 15,000 in-person attendees and online registrants and Navy League members via email, and on the *Seapower* and Sea-Air-Space websites.

DIGITAL SEAPOW AT SEA-AIR-SPACE SPONSORSHIP

Support our digital transformation and **go green!** Be the exclusive digital advertiser of *Seapower* at Sea-Air-Space by sponsoring the all-digital publication and distribution of the show daily for days 2 and 3. This **\$50,000** per day opportunity ensures your brand is seen by every Sea-Air-Space attendee, *Seapower* subscriber, and website visitor for our all-digital show daily on days 2 and 3 of Sea-Air-Space. Sponsorship includes 2 page spread with imbedded video capabilities and prominent front page sponsorship branding.

SEAPOW AT SEA-AIR-SPACE SHOW DAILY DEADLINES

Space: March 17, 2023
Materials: March 24, 2023

SEAPOW AT SEA-AIR-SPACE SHOW DAILY PRINT ADVERTISING OPPORTUNITIES

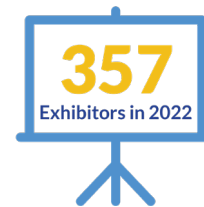
AD SPACE	WIDTH	HEIGHT	1X
Page 1 Strip Ad	9 3/4"	2"	\$6,240
Page 2 or 3	9 3/4"	14"	\$7,280
Back Cover	9 3/4"	14"	\$8,736
Spread	20 3/4"	14"	\$9,880
Junior Spread (<i>half page islands</i>)	15 1/4"	10"	\$8,320
Full Page	9 3/4"	14"	\$5,200
Half-Page Island	7"	9 3/4"	\$4,420
Half-Page	9 3/4"	7"	\$4,420
1/4 Page	4 3/4"	7"	\$3,120
1/8 Page	4 3/4"	3 1/2"	\$2,860

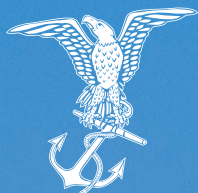
SEAPOW AT SEA-AIR-SPACE SHOW DAILY DIGITAL EDITION ADVERTISING OPPORTUNITIES

AD SPACE	WIDTH	HEIGHT	1X	2x
Page 1 Half Page	800 px	600 px	\$8,250	\$7,590
Page 2 or 3	800 px	1200 px	\$8,008	\$7,368
Back Page (final page)	800 px	1200 px	\$9,609	\$8,841
Spread	800 px	1200 px	\$10,252	\$9,432
Full Page	800 px	1200 px	\$6,471	\$5,954
Half-Page	800 px	600 px	\$5,177	\$4,763
Add-on Video Content (<i>excluding page 1</i>)			\$500/ad	



15,000
participants





CONTACT

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Please send all materials
and copies of ad insertions to:

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