



NAVY / MARINE CORPS / COAST GUARD / MERCHANT MARINE

SEAPOWERTM

2024 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 2024. 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

SEAPOWMAGAZINE.ORG

50,136 average page views per month

Average Time on Page: **1 minutes 51 seconds**

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



- North America
- Europe
- Asia
- Oceania
- Central and South America, Caribbean
- Africa

SEAPOWER WEEKLY

36,547 subscribers

37.2% open rate

SEAPOW

EDITORIAL CALENDAR

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

JANUARY		
Seapower Almanac	Space: Nov. 20, 2023	Materials: Nov. 27, 2023
FEBRUARY/MARCH		
Global Partnerships and International Policy	Space: Jan. 19, 2024	Materials: Jan. 26, 2024
APRIL		
Defense Industry (Distributed at Sea-Air-Space)	Space: Feb. 19, 2024	Materials: Feb. 26, 2024
MAY		
Mental Wellness and Fleet Readiness	Space: March 29, 2024	Materials: April 2, 2024
JUNE		
Expeditionary Warfare	Space: April 22, 2024	Materials: April 29, 2024
JULY/AUGUST		
U.S. Coast Guard and U.S. Merchant Marine	Space: June 19, 2024	Materials: June 26, 2024
SEPTEMBER		
U.S. Marine Corps	Space: July 29, 2024	Materials: July 26, 2024
OCTOBER		
Undersea and Aerial Warfare	Space: Aug. 20, 2024	Materials: Aug. 27, 2024
NOVEMBER		
Uncrewed Systems and Future Technology	Space: Sept. 20, 2024	Materials: Sept. 27, 2024
Navy League Corporate Membership Directory		
DECEMBER		
Surface Warfare	Space: Oct. 21, 2024	Materials: Oct. 28, 2024



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.

ADVERTISING PACKAGES

GREAT VISIBILITY, GREATER VALUE

Gold Package (Includes Sea-Air-Space issue)

Print Items	One Custom Advertorial/Sponsored Content Full Page (Supplied by advertiser) Five full page ads in issue(s) of choice (Limit one per Sea-Air-Space issue)
Digital Items	One Custom Content Article on seapowermagazine.org (Supplied by advertiser) Three months of Top Banner advertising placement on seapowermagazine.org

PRICE : \$40,000 (Over \$56,000 value!)

Silver Package (Excludes Sea-Air-Space issue)

Print Items	One Custom Advertorial/Sponsored Content Full Page (Supplied by advertiser) Four full page ads in issue(s) of choice (Excludes Sea-Air-Space issue)
Digital Items	One Custom Content Article on seapowermagazine.org (Supplied by advertiser) Three months of Top Banner advertising placement on seapowermagazine.org

PRICE : \$35,000 (Over \$56,000 value!)

Bronze Package (Digital Only)

Digital Items	One Custom Content Article on seapowermagazine.org (Supplied by advertiser) Four months of Top Banner advertising placement on seapowermagazine.org Four months of Banner advertising placement in Seapower Weekly online publication
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PRICE : \$25,000 (Over \$30,000 value!)

Seapower is the official show daily publication of Sea-Air-Space, the largest maritime exhibition in North America.

This year Seapower show daily will be a fully digital edition — distributed to more than just Sea-Air-Space attendees — to spread your company’s message further and encourage more immediate engagement with your brand.

SPONSOR SEAPOW SHOW DAILY

Support our digital transformation and **go green!** Be the premier digital advertiser of Seapower at Sea-Air-Space. 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. Sponsorship includes 2 page spread with imbedded video capabilities, prominent front page sponsorship branding and recognition in the Official Event Guide.

SEAPOW AT SEA-AIR-SPACE SHOW DAILY DIGITAL ADVERTISING OPPORTUNITIES					
AD SPACE	WIDTH	HEIGHT	1X	2x	3x
Page 1 Half Page	800 px	600 px	\$8,250	\$7,590	\$6,930
Page 2 or 3	800 px	1200 px	\$8,008	\$7,368	\$6,728
Back Page (final page)	800 px	1200 px	\$9,609	\$8,841	\$8,073
Spread	800 px	1200 px	\$10,252	\$9,432	\$8,612
Full Page	800 px	1200 px	\$6,471	\$5,954	\$5,437
Half-Page	800 px	600 px	\$5,177	\$4,763	\$4,349
Add-on Video Content (excluding page 1)			\$500/ad		

Book your advertising opportunity now!

Space: March 11, 2024
Materials: March 20, 2024

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

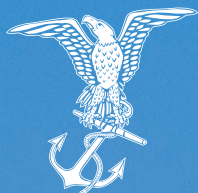
Please contact your sales rep for rates, specs and deadlines.

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.



CONTACT

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Please send all materials
and copies of ad insertions to:

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Arlington, VA 22201-5424
Tel.: (703) 528-1775

