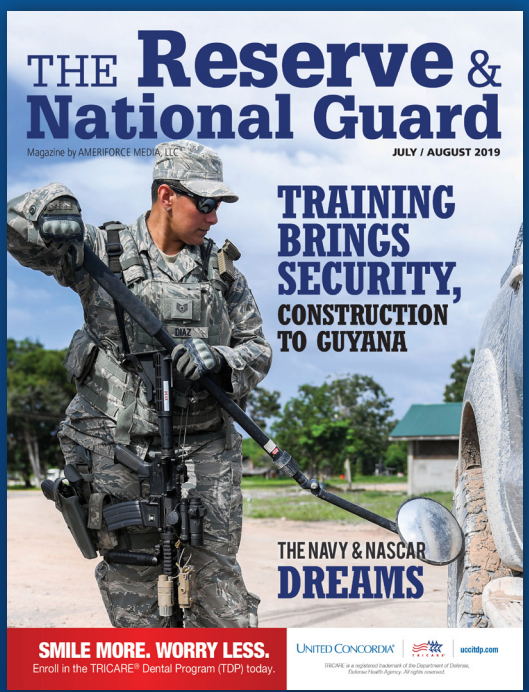
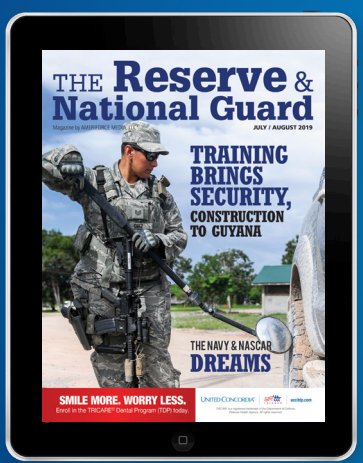
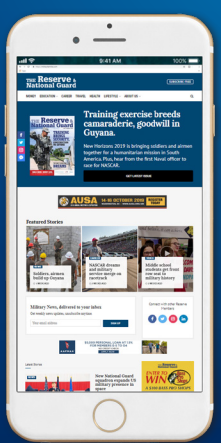
THE Reserve & National Guard

MAGAZINE by AMERIFORCE MEDIA, LLC

2020 Media Kit







The Audience

700,000+
Magazine Readership

55,000+
Digital Subscribers

60,000+
Social Followers

**Includes all media properties.*

703-337-8100 ext 103
Sales@AmeriForceMedia.com
AMERIFORCE MEDIA

www.ReserveNationalGuard.com

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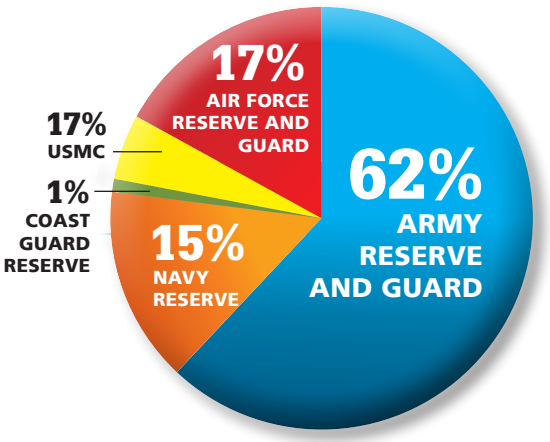
We reach

Members serving in all seven Reserve & National Guard branches, veterans, leadership and spouses.

Circulation: 125,000 print copies + 55,000+ digital subscribers

Distribution by Service Branch



Lifestyle

- **46%** own 2+ cars
- **85.5%** have taken multiple overnight trips in the past 12 months
- **80%** read *The Reserve & National Guard Magazine* 1-3+ years
- **86%** have traveled for leisure in the past year
- **81%** own a home
- **89%** enjoy dining out

Favorite Topics

Education

Finance

Cars/Trucks/ Motorcycles

Transition & Employment

Health & Fitness

Unit News

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THE Reserve & National Guard MAGAZINE

2020 Editorial Calendar

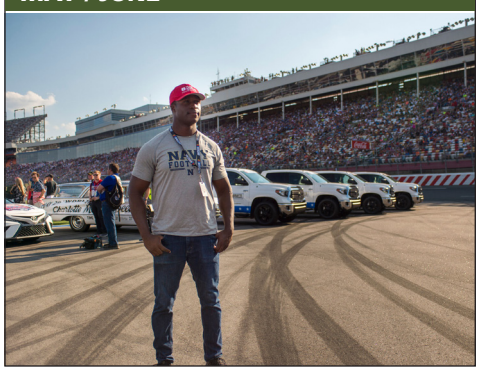
JANUARY / FEBRUARY

Education

MARCH / APRIL

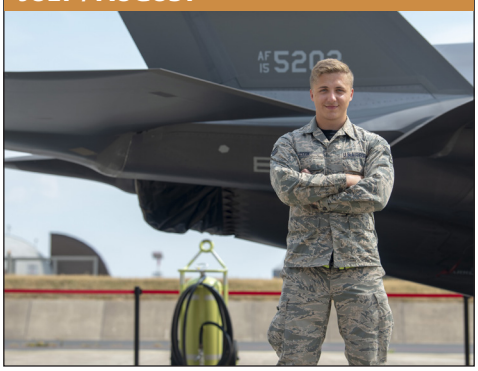
Deployment

MAY / JUNE



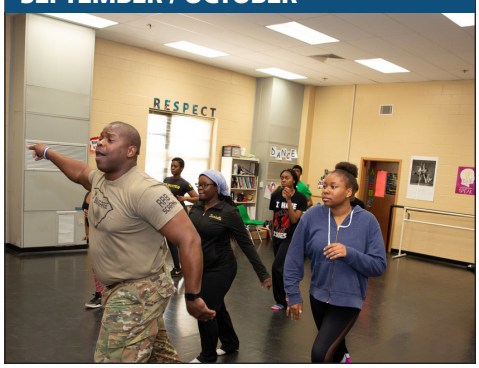
Off-duty

JULY / AUGUST



Careers

SEPTEMBER / OCTOBER



Health

NOVEMBER / DECEMBER

Transition

2020 Deadlines

Jan/Feb
Space Close: 11/19/19
Ad Due: 11/29/19
Release: 12/26/19

Mar/Apr
Space Close: 1/21/20
Ad Due: 1/30/20
Release: 2/24/20

May/Jun
Space Close: 3/17/20
Ad Due: 3/27/20
Release: 4/21/20

Jul/Aug
Space Close: 5/19/20
Ad Due: 5/29/20
Release: 6/23/20

Sep/Oct
Space Close: 7/21/20
Ad Due: 7/31/20
Release: 8/25/20

Nov/Dec
Space Close: 9/18/20
Ad Due: 9/28/20
Release: 10/23/20

Staff

Bianca Strzalkowski
Managing Editor and ESGR volunteer

Julie Miller
Vice President of Sales

Contributors

- Billy Lewis
- Brian Niswander
- Crystal Kupper
- Jason Nordlund
- Julie Provost
- Matt Feehan
- Nancy Craker-Yahman
- Rob Campbell
- Ryan Guina
- Samantha Gomolka

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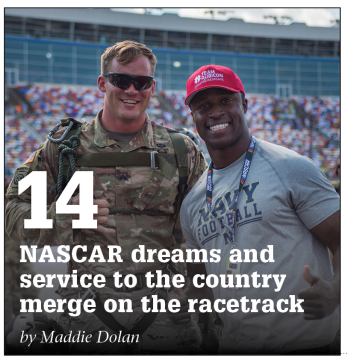
THE Reserve & National Guard MAGAZINE

2020 Editorial Calendar

Frequent Features

Got Your Six	Unit Focus	Military Life	Pay & Benefits
Healthy Living	Annual Training	Ask the Expert	By the Numbers
Money	Off-Duty	Employment	Education

Contents



14 NASCAR dreams and service to the country merge on the racetrack
by Maddie Dolan

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by Crystal Kupper

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by Brunella Costagliola

The Reserve & National Guard is published six times a year for reservists and members of the National Guard. Copies are available through participating Reserve and National Guard training centers at no cost.

Unit distribution requests can be made online at: **AmeriForceMedia.com/rng/print-magazines/** Individuals can order a free digital edition of this guide at: **AmeriForceMedia.com/rng/subscribe-free/** Editorial comments can be emailed to: **Editor@AmeriForceMedia.com**.

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THE Reserve & National Guard MAGAZINE

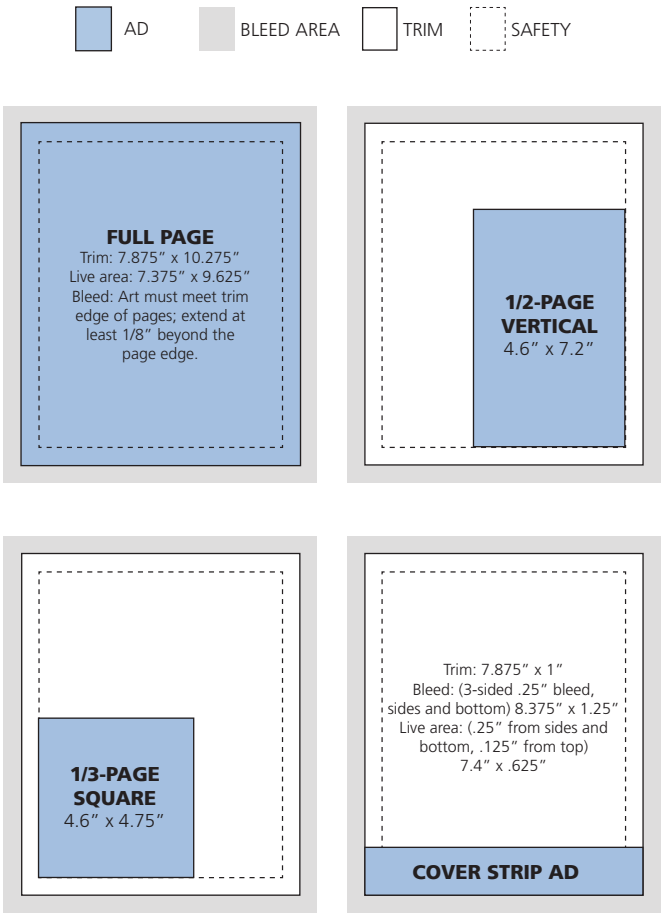
2020 Print Pricing and Ad Specs

Gross Rates/4C Ads			
Ad Size	**1x**	**3x**	**6x**
Full Page	$9,873	$9,577	$8,886
1/2-Page	$5,428	$5,157	$4,885
1/3-Page	$3,451	$3,278	$3,106
Cover Strip Ad (min. buy 3x)	$6,000	$5,700	$5,400
Cover 2	$11,847	$11,255	$10,662
Cover 3	$10,860	$10,317	$9,774
Cover 4	$12,835	$12,193	$11,552
Across TOC	$10,860	$10,317	$9,774
Center Spread	$15,796	$15,006	$14,216

- **Add 3% fee for credit card payment.**
- *Additional frequency discounts based on higher volume.*
- *2020 base rate guarantee: 125,000 hard copies*

Material Specifications

- **Crop/Registration Marks:** All marks offset from trim edge by at least 1/8"
- **Spread Alignment:** Facing pages should be used in page layout program to ensure spreads line correctly. Final pdf created as single pages and not as reader spreads.
- **Resolution:** High res, print quality PDFs.
- **Save Ad Files:** As PDF x1a or "press ready"
- **Color:** CMYK
- **Color and Grayscale:** Images should be as close to 300 dpi as possible
- **Line Art:** 1200 dpi
- **Safety Area:** 3/16" required for type and image safety area. All text and images that do not bleed need to be at least 3/16" (.1875%)
- **Fonts:** 6 pt or smaller should be one color black (not rich black). If text is to be gray, it should be 70% black so it is one color. **No thin font types. Use san serif fonts.**
- **Include the following:** All fonts, both screen and printer, linked images/artwork and a color proof.
- **If Ad is Black/White:** Turn off cyan, magenta and yellow separations and make sure images are one color black.
- **Show all art, trim and bleed boxes on PDFs.**



Ad material should be emailed to:
Julie.Miller@AmeriForceMedia.com
Questions? Contact your sales rep.

Storytelling Opportunities

Sponsor an *RNG Focus* Cover Story

What you get:

- Cover photo and two-page story
- Shared on *The Reserve & National Guard* home page for 30 days
- Shared in a weekly eNewsletter
- Shared on social media with boosts

$15,000/each

Sponsor an Inside Story

What you get:

- One-page article about your company, written by *The Reserve & National Guard Magazine*
- Shared on *The Reserve & National Guard* home page
- Shared in weekly eNewsletter
- Shared on social media with boosts

$10,000/each

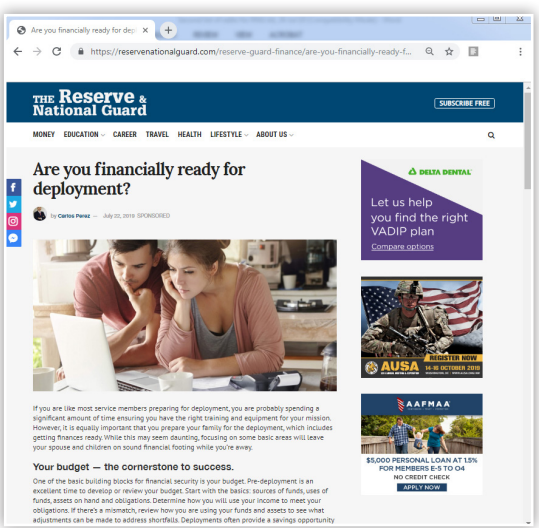
Sponsor a Digital Story

What you get:

- Article written by *The Reserve & National Guard* in collaboration with sponsor
- Shared on Military Families home page
- Shared in a weekly eNewsletter
- Shared on social media with boosts

$4,000 / each

**All rates are gross*



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More Storytelling and Digital

Advertorial in Weekly eNewsletters

- High resolution feature image and 500 words (max)
- Posted on TWO site home pages
- Shared on social media with boosts

$3,000 /article

Exclusive Video Sponsorship

- Preroll: logo, URL and tagline
- Shared on social media with boosts
- Shared in weekly eNewsletter
- Posted on website

$6,000/video

2018 Niche Awards — Best Niche Use of Video

Loud & Clear! LIVE

- 30-Minute discussion
- Pre-event promotions on all social channels
- Collaborate on subject matter
- Sponsor branding throughout session
- *Reserve & National Guard* manages and records session, then shares on Facebook with boosts

$4,600/session

Tweet With Us!

- Advertiser provides panel members or *Reserve & National Guard* can help assemble
- Collaborate on discussion questions
- Pre-event promotions
- Sponsor is announced at beginning, middle and end

$1,800/session

**All rates are gross*

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Web Banner Packages

On the Web: www.ReserveNationalGuard.com

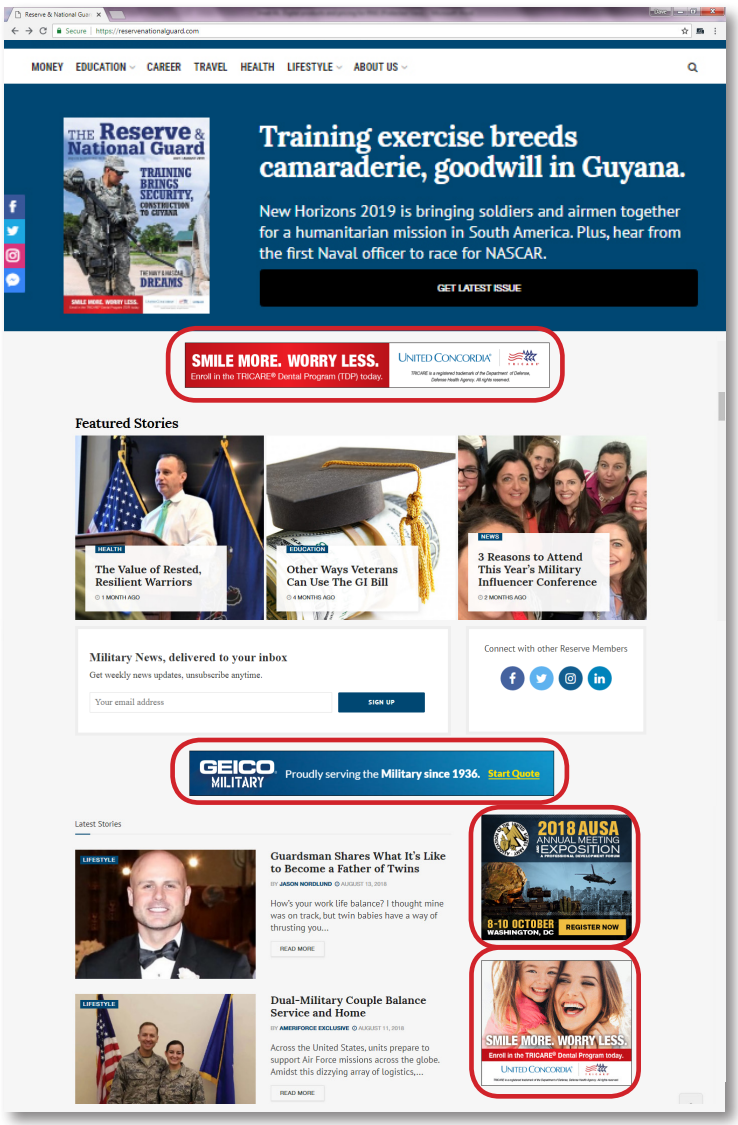
Only 10 banner sponsors per month!

(3-month minimum buy)

What you get...

- **75,000+** targeted impressions/month
- **ROS 728 x 90 AND 300 x 250** banners on TWO sites!
- **728 x 90** banner once per month in weekly eNewsletters
- Logo in all weekly eNewsletters

$1,725 /month



With 12-month commitment, you also get...

- 1x content marketing in weekly eNewsletter **($3,000 value)**

$14,000/year

**All rates are gross*

*Digital File Specs:

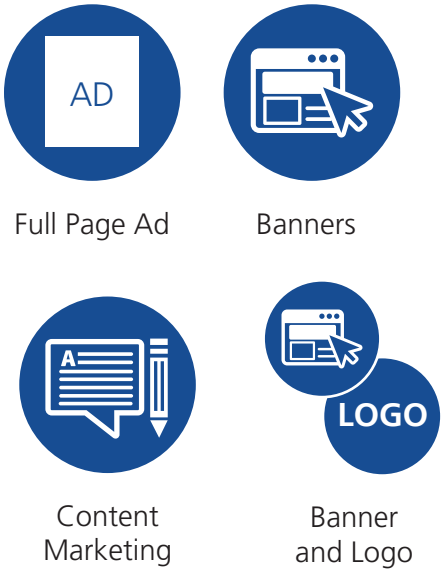
Banners: JPG, PNG or GIF only – Max size 50KB
Deadline: Files must be submitted 10 days prior to posting/publication
Link Info: Banners must have a URL
Send Materials: *Julie.Miller@AmeriForceMedia.com*
**For more specifics, ask your sales rep.*

Pick-A-Package!
Print + Digital

Primo Value Package

What you get:

- Full page ad
- 12-months ROS web banners on two sites
- Sponsored article in a weekly eNewsletter
- 728 x 90 banner in 12x eNewsletters
- Logo in all eNewsletters (52)
- Digital article shared across multiple platforms



Full Page Ad | Banners | Content Marketing | Banner and Logo

$25,000

Great Value Package

What you get:

- Full page ad
- 6-months ROS web Banners on two sites (728 x 90 and 300 x 250)
- Content marketing in weekly eNewsletter
- Banner in 6x eNewsletters
- Logo in 6-months eNewsletters

Full Page Ad | Banners | Content Marketing | Banner and Logo

$15,000

Economy Package

What you get:

- ½-page ad
- 3-months ROS web Banners on two sites
- Banner in 3x eNewsletters
- Logo in 3-months eNewsletters

1/2 Page Ad | Banners | Banner and Logo

$6,000

**All rates are gross*

"You Name It" Package! Tell us what you want, and we'll get creative.

**Packages must be paid at time of first media execution*

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