AIR FORCE
MAGAZINE

AIR FORCE
ASSOCIATION

2018 MEDIA KIT

ADVERTISING SALES REPRESENTATIVES

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Photo by Jim “Hazy” Haseltine / HIGH-G Productions
Air Force Magazine celebrates 100 years as a top publication in the fields of airpower, space power, aerospace technology, national security, and the history of USAF operations and its heroes. It is a one-of-a-kind resource—a visually striking, in-depth, professionally produced news magazine. Air Force Magazine, the authoritative source of news and information about the US Air Force, turns 100 in September with a history dating back to 1918’s Air Service News Letter.

No other publication has more Air Force decision-maker readership.

All 4-star Air Force generals and MAJCOM commanders are active AFA Members and subscribe to Air Force Magazine.*

*As of November 1st, 2017
REadership
Total circulation is 85,000, including:
★ Active Duty Military
★ All Air Force 4-Star Generals*
★ All Air Force MAJCOM Commanders*
★ Guard & Reserve
★ Cadets through all ROTC detachments
★ Retired & Former Military
★ Aerospace Industry Leaders

Extended readership
★ Air Force Magazine is sold in Barnes & Noble and Commissaries across the country

Additionally, US Senators and US Representatives receive a copy of Air Force Magazine each month. Key congressional staffers on Armed Services, Appropriations, and Budget committees also receive the magazine, AFA’s Daily Report E-newsletter and Legislative Updates. The Air Force Association’s government relations team uses Air Force Magazine as a regular part of its information program on Capitol Hill.

Broad coverage
We present facts, figures, and straight analysis on many topics, reporting on these subjects from the Pentagon, Capitol Hill, and Air Force operating bases worldwide.

Content categories
★ New systems, technologies, and hardware requirements
★ Air Force combat and peacetime operations
★ Adversary advances and posture
★ Acquisition policy and organization
★ Intelligence, Surveillance, Rennaissance systems, trends, and concepts
★ Congressional and legislative issues
★ USAF budgets
★ Blue-suit personnel issues
★ Air National Guard and Air Force Reserve
★ International air forces, partnerships, and alliances
★ History and heritage

Regular columns
★ Editorial—informed opinion on topical issues, emphasizing AFA’s position
★ Aperture—covering major trends in defense concepts, policies, and programs
★ Air Force World—key firepower news in capsule form
★ Forward deployed—airpower news from the front lines, around the world

Us Air Force Almanac
Perhaps Air Force Magazine’s best-known product, the Almanac is the definitive and indispensable annual source of information on Air Force weapons, systems, organization, bases, funding, and leadership. Presented in the June issue, it is loaded with up-to-date facts, figures, and photographs, checked and cross-referenced through multiple USAF agencies. A year-round reference.
<table>
<thead>
<tr>
<th>ISSUE DISTRIBUTION DATE</th>
<th>RESERVE SPACE</th>
<th>ARTWORK DUE</th>
<th>ISSUE LEADER</th>
<th>NOTES/TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong> December 1</td>
<td>11/06/17</td>
<td>11/13/17</td>
<td>OA-X and Light Attack Aircraft</td>
<td>Features include: ICBM Replacement; F-35 Upgrades</td>
</tr>
<tr>
<td><strong>February</strong> January 1</td>
<td>12/04/17</td>
<td>12/13/18</td>
<td>The F-22 &amp; F-35</td>
<td>Features include: Health &amp; Resilience; Electronic Warfare</td>
</tr>
<tr>
<td><strong>March</strong> February 1</td>
<td>01/12/18</td>
<td>01/22/18</td>
<td>Missile Defense</td>
<td>Bonus distribution at AFA’s Air Warfare Symposium</td>
</tr>
<tr>
<td><strong>April/May</strong> March 1</td>
<td>02/12/18</td>
<td>02/21/18</td>
<td>Military Space</td>
<td>Features include: KC-46 Update; Aggressors and Red Air</td>
</tr>
<tr>
<td><strong>AWS Digital Special</strong> March</td>
<td>03/05/18</td>
<td>03/15/18</td>
<td>AFA’s Air Warfare Symposium and Technology Expo</td>
<td>All the top news from AWS Digital Edition Only</td>
</tr>
<tr>
<td><strong>June</strong> May 1</td>
<td>04/09/18</td>
<td>04/18/18</td>
<td>USAF Almanac</td>
<td>The indispensable desk reference, used year-round by the Air Force and industry</td>
</tr>
<tr>
<td><strong>July</strong> June 1</td>
<td>05/07/18</td>
<td>05/16/18</td>
<td>Nuclear Systems</td>
<td>Features include: War in Space; New Ways of War</td>
</tr>
<tr>
<td><strong>August</strong> July 1</td>
<td>06/11/18</td>
<td>06/18/18</td>
<td>Mobility Forces</td>
<td>Features include: Hypersonics; DARPA’s Top Priorities</td>
</tr>
<tr>
<td><strong>September</strong> August 1</td>
<td>07/09/18</td>
<td>07/18/18</td>
<td><em>Air Force Magazine’s 100th Anniversary</em></td>
<td>Features include: New USAF Helicopters</td>
</tr>
<tr>
<td><strong>October/November</strong> September 1</td>
<td>08/13/18</td>
<td>08/22/18</td>
<td>Bombers</td>
<td>Bonus distribution at AFA’s Air, Space &amp; Cyber Conference</td>
</tr>
<tr>
<td><strong>ASC Digital Special</strong> October 1</td>
<td>09/17/18</td>
<td>10/01/18</td>
<td>AFA’s Air, Space &amp; Cyber Conference</td>
<td>All the top news from ASC Digital Edition Only</td>
</tr>
<tr>
<td><strong>December</strong> November 1</td>
<td>10/05/18</td>
<td>10/17/18</td>
<td>European Airpower</td>
<td>Features include: Next-gen UAVs; Air Force Heroes</td>
</tr>
</tbody>
</table>

**BONUS DISTRIBUTION**

*Air Force Magazine* will be distributed at the following AFA events:

**Air Warfare Symposium** *(March issue)*  
3,000 expected registrants  
Orlando, FL, February 21-23, 2018

**Air, Space & Cyber Conference** *(Oct/Nov issue)*  
9,000 expected registrants  
National Harbor, MD, September 17-19, 2018
**AIR FORCE MAGAZINE RATES (PRINT)**

General Advertising Gross Rates

<table>
<thead>
<tr>
<th>Unit</th>
<th>x 1</th>
<th>x 3</th>
<th>x 6</th>
<th>x 12</th>
<th>x 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$12,072</td>
<td>$11,371</td>
<td>$11,006</td>
<td>$10,403</td>
<td>$9,816</td>
</tr>
<tr>
<td>2/3</td>
<td>9,059</td>
<td>8,822</td>
<td>8,570</td>
<td>8,431</td>
<td>8,194</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>8,688</td>
<td>8,487</td>
<td>8,240</td>
<td>7,792</td>
<td>7,334</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7,550</td>
<td>7,380</td>
<td>7,159</td>
<td>6,772</td>
<td>6,376</td>
</tr>
<tr>
<td>1/3</td>
<td>5,866</td>
<td>5,701</td>
<td>5,572</td>
<td>5,315</td>
<td>4,990</td>
</tr>
<tr>
<td>Cover 2</td>
<td>13,890</td>
<td>13,081</td>
<td>12,664</td>
<td>11,969</td>
<td>11,289</td>
</tr>
<tr>
<td>Cover 3</td>
<td>13,282</td>
<td>12,515</td>
<td>12,118</td>
<td>11,443</td>
<td>10,794</td>
</tr>
<tr>
<td>Cover 4</td>
<td>14,492</td>
<td>13,648</td>
<td>13,215</td>
<td>12,489</td>
<td>11,778</td>
</tr>
</tbody>
</table>

Rates are based on ads bought during the term of an advertiser’s contract within a 12-month period. Each page of spread ads will be counted as one ad toward earning frequency rate. Any advertiser not fulfilling a contract will be short-rated to the actual earned frequency amount.

Bleed Page: no charge.

Agency Commission: 15 percent of the gross to recognized agencies if paid within 30 days. No cash discount. All guaranteed positions for ads require a 10 percent premium.

**COPY & CONTRACT REGULATIONS**

Publisher Approval: The acceptance or execution of an order is subject to publisher’s approval of copy, text, display, and illustrations.

Publisher Liability: 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 loss of income or profits or any consequential damages or extra contractual relief.

Cancellations: No cancellations will be accepted after the space closing date.

**MECHANICAL REQUIREMENTS (PRINT)**

**AIR FORCE MAGAZINE, AIR, SPACE & CYBER and AIR WARFARE SYMPOSIUM GUIDES**

<table>
<thead>
<tr>
<th>Space</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.125 in</td>
<td>10.875 in trim (7x10 in safety)</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4.5625 in</td>
<td>9.72 in</td>
</tr>
<tr>
<td>1/2 page</td>
<td>7 in</td>
<td>4.5625 in (vert or horz)</td>
</tr>
<tr>
<td>1/3 page Square</td>
<td>4.5625 in</td>
<td>4.5625 in</td>
</tr>
<tr>
<td>1/3 page Vertical</td>
<td>2.125 in</td>
<td>9.72 in</td>
</tr>
</tbody>
</table>

Gutter bleed spread size: 15.125 x 10 in
Bleed spread: 16.25 in x 10.875 in
Bleed page size: 0.125 in all around
Trim size: 8.125 x 10.875 in

Maintain 3/8 in safety from publication trim for live matter. Bleed insertions should be designed to run on either left or right pages. Position instructions are required for specified left or right pages, bleeds, and under-normal-size ads.

**MATERIAL ACCEPTED**

Media: CD, DVD. For files larger than 20 MB use WeTransfer or comparable.
Color: CMYK. File Format: PDF/X-1a; Print Ready PDF.
Inserts: Furnished by advertisers (shipped prepaid) ready for binding. May be applied as page units in earning frequency rates.
Specifications, costs, and delivery information on request.

**PRINTING SPECIFICATIONS**

Body and covers: printed on web offset.
Binding: saddle stitched.
Line screen: 175 lpi cover, 150 lpi body.
Ink density: 300 percent.
See Standard Rate and Data Service Print Media for details.
All ads must be accompanied by a SWOP standard color proof.
AIRFORCEMAG.COM

Air Force Magazine online at airforcemag.com is the premier website for all the issues that are important to the US Air Force. It is the only independent website that is devoted primarily to the weapons, the systems, the bases, and the personnel that concern the US Air Force.

Air Force Magazine reporters update the website’s central news column—the Daily Report—each weekday and add breaking news as it occurs during the day.

Among the content that can be found on airforcemag.com:

★ The current edition of Air Force Magazine
★ The Daily Report news column, featuring breaking news
★ In-depth news features
★ USAF testimony before Congress

Each month 52,000 unique visitors go to airforcemag.com to be kept abreast of USAF breaking news and to research other matters that relate to the US Air Force.

THE DAILY REPORT

NEWS ABOUT THE AIR FORCE—DELIVERED DIRECTLY

Air Force Magazine’s Daily Report delivers the most current news about the Air Force to the reader’s desktop or mobile device. Each weekday 97,000 readers receive the Daily Report.

★ US and the World: The Daily Report’s staff reports airpower news that is happening on Capitol Hill, at the Pentagon, and around the world.
★ Aircraft & Weapon Systems: comprehensive coverage of the aircraft, weapons, and other systems that are vital to the USAF mission.
★ Leadership and Personnel: If there is news within the ranks, you will find it covered in the Daily Report.

The Daily Report offers companies access to its USAF and defense industry readership through text and banner advertising within the column. This is an affordable and targeted way to reach the decision-makers at the Pentagon and within the Air Force community.

CONTACTS:

East Coast & Midwest Account Manager: Tom Buttrick email: t.buttrick@jamesgelliott.com
West Coast Account Manager: Arthur Bartholomew email: a.bartholomew@jamesgelliott.com
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Print Ads Event Guides: Zaur Eylanbekov email: Zaur@afa.org
Digital Ads: Gideon Grudo email: GGrudo@afa.org
# AIRFORCEMAG.COM RATES (DIGITAL)

<table>
<thead>
<tr>
<th>Position (width x height in pixels)</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage leaderboard (728 x 90)</td>
<td>$4,738</td>
<td>$4,481</td>
<td>$4,326</td>
<td>$4,120</td>
</tr>
<tr>
<td>Homepage medium rectangle (300 x 250)</td>
<td>2,987</td>
<td>2,833</td>
<td>2,730</td>
<td>2,627</td>
</tr>
<tr>
<td>Interior page leaderboard (728 x 90)</td>
<td>4,738</td>
<td>4,481</td>
<td>4,326</td>
<td>4,120</td>
</tr>
<tr>
<td>Interior page medium rectangle (300 x 250)</td>
<td>2,987</td>
<td>2,833</td>
<td>2,730</td>
<td>2,627</td>
</tr>
</tbody>
</table>

# DAILY REPORT E-NEWSLETTER (DIGITAL)

<table>
<thead>
<tr>
<th>Position (width x height in pixels)</th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (680 x 90)</td>
<td>$4,120</td>
<td>$3,965</td>
<td>$3,810</td>
<td>$3,655</td>
</tr>
<tr>
<td>Left button (120 x 90)</td>
<td>3,500</td>
<td>3,300</td>
<td>2,970</td>
<td>2,500</td>
</tr>
<tr>
<td>Right button (120 x 90)</td>
<td>3,500</td>
<td>3,300</td>
<td>2,970</td>
<td>2,500</td>
</tr>
<tr>
<td>1st ad spot [after 3rd DR entry] (648 x 250)</td>
<td>3,800</td>
<td>3,610</td>
<td>3,250</td>
<td>2,900</td>
</tr>
<tr>
<td>2nd ad spot [after 7th DR entry] (648 x 250)</td>
<td>3,600</td>
<td>3,420</td>
<td>3,080</td>
<td>2,770</td>
</tr>
<tr>
<td>Bottom ad spot [end of the column] (648 x 250)</td>
<td>3,000</td>
<td>2,850</td>
<td>2,565</td>
<td>2,310</td>
</tr>
</tbody>
</table>