



# 2026 MEDIA PLANNER



## An Influential Audience

NATIONAL GUARD magazine  
Washington Report | [NGAUS.org](http://NGAUS.org)



# An Influential Audience

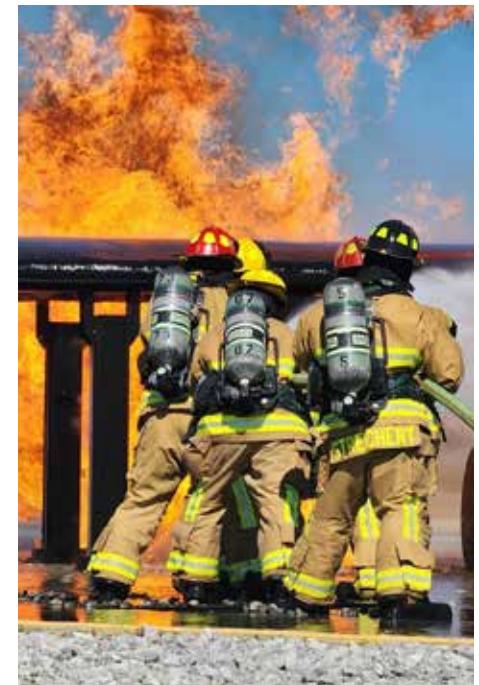
**NGAUS members influence buying decisions in Washington. Many also have authority to purchase items in their states.**

NGAUS is the nation's oldest military association. In their first productive meeting after Reconstruction, militia officers from the North and South formed the association with the goal of obtaining better equipment and training by petitioning Congress for more resources.

Today, with a membership of nearly 45,000 current and former National Guard officers nationwide, we are a driving force behind Army and Air National Guard modernization.

In recent years, NGAUS has convinced Congress to add hundreds of millions of dollars to presidential defense budget requests for new National Guard equipment, supplies and facilities.

Our members are also consumers with disposable income. Many have a combined military-civilian income greater than their active-duty counterparts. They are active people who enjoy a wide range of recreational activities, including fitness, golf, hunting and fishing. They also travel. And a majority own houses and cars or are looking to make such purchases.



## Advertising Opportunities



248-626-0511

Adinfo.NGAUS@FoxRep.com



2026 PRINT & DIGITAL MEDIA PLANNER

### Advertise in Print

- NATIONAL GUARD magazine

### Advertise in Digital

- NGAUS.org
- Weekly Washington Report

### Additional Opportunities

NGAUS is also active in social media and other outreach. Partner with us to expand the reach of your message.

### Custom Content

Let NGAUS help you inform and shape debate and deliver information about your brand, expertise and products to the Guard community and beyond. We can work with you to develop, package and distribute your custom content in a variety of forms. Sponsored content can run in NATIONAL GUARD magazine, 3rd-party emails, Washington Report and/or at NGAUS.org.

# PRINT ADVERTISING OPPORTUNITIES

**Circulation**  
**30,189**  
NGAUS Members

**53**  
Governors

**535**  
U.S. Senators/  
Representatives

**389**  
Public Affairs/Government/  
Defense/Other

**31,166**  
Total Print Circulation  
12-month average from October 2023  
to September/October 2024

**7,289**  
Digital Circulation

**38,455**  
Combined Circulation

Source: U.S. Postal Service Statement of  
Ownership, Management, and Circulation

## Advertising Opportunities

**FOX**  
ASSOCIATES

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2026 PRINT & DIGITAL MEDIA PLANNER

# NATIONAL GUARD

**NATIONAL GUARD** has been keeping NGAUS members informed of the issues affecting their career, their units and their profession since 1947. There's also a digital edition.

## Who reads **NATIONAL GUARD**?

*People who make or influence buying decisions and the end users of aircraft, vehicles and other military systems and equipment:*

- NGAUS members, who are all current and former National Guard officers, to include the Guard's senior leaders in every state, territory and the District of Columbia.
- Members of the U.S. Senate and House of Representatives, with additional distribution to the staffs of the Appropriations and Armed Services committees in each chamber.
- Senior leaders of the Defense Department, Army, Air Force and the National Guard Bureau.
- The nation's governors.

## Special Issues

- **NGAUS Corporate Member Products & Services Directory (January-February)** — Poly-bagged with the magazine. Includes a listing and contact information for every association corporate member. A great resource for procurement officers nationwide.
- **The Legislative Issue (March-April)** — Essential desktop information for those who do business with the National Guard, including the latest data from every state, territory and the District of Columbia.
- **The Conference Issue (July-August)** — Available at the 148th General Conference & Exhibition in Indianapolis as well as to all subscribers. Includes a modernization updates and interviews with Guard leaders and some once-a-year NGAUS updates.



# NATIONAL GUARD 2026 Editorial Calendar

## Magazine Contact Information

Fox Associates, Inc.  
116 W. Kinzie Street  
Chicago, IL 60654  
248-626-0511  
Adinfo.NGAUS@FoxRep.com

## Send advertising materials to:

National Guard Association of the United States  
Attn: Magazine Production Manager  
One Massachusetts Ave., N.W.  
Washington, D.C. 20001  
202-789-0031  
ads@ngaus.org

For FedEx deliveries only:  
You must add "Suite 200" to the NGAUS address to ensure delivery.

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Issue	Major Feature	Second Feature	Distribution	Space	Materials	Ship/Online
<b>JAN/FEB</b>	UAS/Counter UAS*	NGAUS General Conference Preview Products & Services Directory**	State Guard Association Conferences	January 16	January 21	February 5
<b>MAR/APR</b>	The Legislative Issue	Masters' Degree Programs	State Guard Association Conferences	March 18	March 20	April 4
<b>MAY/JUN</b>	Air National Guard Aircraft Modernization	Artificial Intelligence	State Guard Association Conferences	May 20	May 22	June 6
<b>JUL/AUG</b>	The Conference Issue (Sessions & exhibition previews)	Equipping the Guard (Annual almanac of major Army & Air Guard vehicles, aircraft and other systems)	148th General Conference & Exhibition Indianapolis, Ind.	July 16	July 21	August 6
<b>SEP/OCT</b>	Cybersecurity	Battlefield Gear	State Guard Association Conferences	September 18	September 23	October 8
<b>NOV/DEC</b>	Army National Guard Aviation Modernization	Personal Financial Readiness	NGAUS Industry Day Washington, D.C.	November 13	November 17	December 4

\*Includes 2026 NGAUS Corporate Member Products and Services Directory

\*\* Stand-alone publication poly-bagged with issue. Sold separately.



## Advertising Sizes

**Magazine Trim Size:** 8.25" x 10.75"

**Bleed:** Allow .125" (1/8-inch) of bleed on all sides of a spread or full-page advertisement.

Ad size	Width x Height
Two-page spread with bleed	16.75" x 11"
Two-page spread, no bleed	15.25" x 9.5"
Full-page with bleed	8.50" x 11"
Full-page, no bleed	7" x 9.5"
2/3 page	4.625" x 9.5"
1/2 page vertical	3.375" x 9.5"
1/2 page horizontal	7" x 4.75"
1/2 page island	4.625" x 7"
1/3 page vertical	2.25" x 9.5"
1/3 page square	4.625" x 4.75"
1/4 page	3.375" x 4.75"

## Advertising Rates by Size and Frequency (Gross Rates)

Ad Rates	1x	3x	6x	12x	18x	24x
Two-Page Spread	\$15,130	\$14,270	\$13,640	\$13,090	\$12,450	\$11,830
Full Page	8,880	8,320	7,970	7,550	7,280	6,920
2/3 Page	6,650	5,800	5,560	5,380	5,100	4,870
1/2 Page	5,590	4,720	4,580	4,300	4,110	3,880
1/3 Page	4,690	3,880	3,670	3,560	3,380	3,210
1/4 Page	3,980	3,590	3,220	2,990	2,830	2,680

Cover Rates	3x	6x	12x
Cover 2	\$ 9,640	\$ 9,440	\$ 9,050
Cover 3	9,300	8,920	8,600
Cover 4	12,280	11,850	11,220

## Layout Guidelines

**Magazine Details:** Offset. Saddle-stitched with the exception of April and August issues, which are perfect-bound.

**Acceptable File Formats:** All files must be submitted as high resolution (300 dpi) PDFs.

Process color CMYK format required. Fonts need to be 100% embedded. Flatten all files before submitting.

## Advertising Policies

**Cancellations:** Any cancellation or change in contracts/insertion orders must be submitted prior to issue reservation closing date. Advertiser failing to meet contracted frequency program will be subject to short rate. Advertiser failing to meet contracted frequency program will be subject to pay for all value-added benefits used and not earned with number of insertions run by the time of cancellation.

**Agency Commission:** Fifteen percent of gross billing allowed to recognized agencies, provided account is paid 30 days from invoice date. Billing directed to the advertising agency at net rates is approved on condition that the advertiser will accept "dual responsibility" for payment if the agency does not remit within 90 days.

**General Contract Conditions:** Advertisers and advertising agencies assume liability for all costs and content (including text, representation, illustrations, maps, labels, trademarks or other copyrighted matter) associated with advertisements printed and also assume responsibility for any claims made against the publisher. NGAUS reserves the right to reject or cancel advertising not in keeping with the organization's values, interest or technical standards. Advertisers and advertising agencies warrant that all necessary copyright/trademark releases in materials have been obtained prior to submitting to NGAUS. NGAUS shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for any monies due and payable to the publisher. Any general contract conditions, rates or editorial content decisions are subject to change by NGAUS without notice.

## Advertising Opportunities



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# DIGITAL ADVERTISING OPPORTUNITIES

## NGAUS.org

The NGAUS website gives members the content they requested: legislative accomplishments and current priorities, information on officer professional development opportunities and other association events and the latest Guard news from Washington. Military leaders across the components, congressional staffers, the media, defense industry representatives, Guard family members, teachers and students also use the site. NGAUS.org receives a monthly average of 25,000 unique visitors.

### Art Specs

Space is available at the following shapes and sizes. Please send in all sizes to allow for ad rotation throughout the website.

(pixels, width x height):

970 x 90 | 728 x 90 | 468 x 60 | 336 x 280 | 320 x 50 | 200 x 200

Email advertisements to [ads@ngaus.org](mailto:ads@ngaus.org) as JPEG images only. The file size must be under 1 MB.

### Rates and Positions

Six positions are available at \$2,500 per month. Ads will rotate positions daily to ensure fair representation on the site. Frequency and print/digital bundled pricing are available. Sponsored content is also available. See page 8 for specs.



Area for sponsored content



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## Washington Report

NGAUS distributes **Washington Report**, the association's electronic newsletter, every Tuesday afternoon. It focuses on Guard-related legislation, NGAUS events and Pentagon news. **Washington Report** goes to more than 35,000 opt-in recipients, including members of Congress and their staffs as well as NGAUS members.

## Rates, Positions and Specs

### Leaderboards

- Four leaderboard positions are available each week.
- Ads may appear in concurrent weeks or spaced out over time.
- \$750 per week (Frequency and print/digital bundled pricing are available)
  - Specs: Advertisements must not exceed 650 pixels wide by 120 pixels high
  - JPEG images only. File size under 1MB
  - Include destination URL
  - Email ad materials to: [ads@ngaus.org](mailto:ads@ngaus.org)
- Guaranteed paid position is available at \$1,050 per week or \$950 per week for a one-month campaign.

### Sponsored Content

- Only one sponsored content spot will appear per week and are first come, first served.
- Placed between NGAUS eNews content (see depiction on page 6.)
- Also appears on the NGAUS.org homepage news slider
- Rate: \$1,500 per week/\$1,275 per week for a one-month campaign.  
Ad size is 1000 pixels wide by 400 Pixels high
  - Specs: Story photo must not exceed 400 pixels wide by 400 pixels high. Website photo must be 1000 pixels wide by 400 pixels high
  - JPEG images only. File size under 1MB
  - Ad content must not exceed 65 words
  - Full NGAUS.org story content should be between 300 – 400 words
  - Include destination URL to landing page/more content
  - Email ad materials to: [ads@ngaus.org](mailto:ads@ngaus.org)

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Watch for a redesigned **Washington Report** debuting in January 13, 2026.

The screenshot shows the NGAUS Washington Report newsletter. At the top, the title 'Washington Report' is displayed with the NGAUS logo. Below the title, a red circle highlights a sponsored content block for 'The Phantom Sentry'. The block includes a small image, the text 'The Phantom Sentry™', and a brief description: 'Life-saving marking lights for Soldiers and sleeping tents so no one gets run over or lost during training, ever again...'. Below this, there is a large image of several military aircraft lined up on a runway. To the right of the image, the text 'Guaranteed paid position' is written. Further down, there are other news items and a logo for 'NGAUS INSURANCE TRUST'.

Area for sponsored content



\*Recalculated with conservative metrics

## Sponsored Content

Let NGAUS help you inform and shape debate, and deliver information about your brand, expertise and products to the Guard community and beyond. We can work with you to develop, package and distribute your custom content in a variety of forms.

### NATIONAL GUARD Magazine

NATIONAL GUARD has been keeping NGAUS members informed of the issues affecting their career, their units and their profession since 1947.

- Create your own content up to four pages (recommended length 1,000 – 1,500 words)
- Images can be up to 8.5" x 11" (for story lead-in). Multiple images are recommended.
- Up to four links can be included within the digital edition
- Rates:
  - \$8,880 for the first page, then \$4,400 per page
  - \$4,400 per page when you buy a full-page ad in the same issue (creates maximum impact)

### 3rd-Party Emails

NGAUS will distribute your email to 35,000 opt-in recipients, including members of Congress and their staffs as well as NGAUS members.

- Content should not exceed 400 words
- Photos/images can be 1000 x 600 or 400 x 400 (pixels wide by pixels high)
- Include hi-res logo in JPG or PNG
- Include destination URL to landing page/more content
- Emails are limited to twice a month
- Emails can be 'thought-leadership' or product/event focused
- Ad materials due two weeks prior to launch date
- Rate: \$2,500/per email

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### Washington Report

- Placed between NGAUS eNews content. See depiction on page 6.
- Also appears on the NGAUS.org homepage news slider
- Rate: \$1,500 per week/\$1,275 per week for a one-month campaign.
  - Required story images are 1000 x 400 and 400 x 400 (pixels wide by pixels high)
  - JPEG or PNG images only. File size under 1MB
  - Ad content must not exceed 65 words
  - Full NGAUS.org story content should be between 300–400 words
  - Include destination URL to landing page/more content
  - Email ad materials to: ads@ngaus.org

### NGAUS.org

The NGAUS website gives members the content they requested. Military leaders across the components, congressional staffers, the media, defense industry representatives, Guard family members, teachers and students also use the site. NGAUS.org receives a monthly average of 25,000 unique visitors.

- Content should be between 400–500 words
- Required image size is 1000 x 400 (pixels wide by pixels high)
- Include destination URL to landing page/more content
- Email ad materials to: ads@ngaus.org